



## A Slice of French Life

Stepping into la Madeleine you are transported to France with beamed ceilings, hardwood floors, cozy nooks, typical French patio and authentic French bakery display. La Madeleine is a convenient escape for guests no matter the time of day.

The experience is flexible to what the guest wants, whether popping in for coffee and a croissant, picking up a grab 'n go meal or gathering to enjoy the company of good friends. Serving breakfast all day, lunch and dinner, the menu is rooted in approachable French cuisine, using simple, fresh ingredients and time-honored recipes.

## About Us

Dallas-based la Madeleine was founded in 1983 by Patrick Esquerré of Tours, France. La Madeleine operates over 80 corporate and franchise bakeries in 10 states with 100 additional units currently under development. La Madeleine is owned by Rennes, France based Groupe Le Duff, which was founded by Louis Le Duff in 1976. Groupe Le Duff owns and operates 1,658 restaurants and bakeries across 100 countries and 5 continents with annual sales over \$2.3 billion.

## For Franchise and Non-Traditional venue opportunities, contact:

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This advertisement is not an offering to sell a franchise. An offering can be made only by Franchise Disclosure Document that has been registered with and approved by the appropriate agency in your state if your state requires such registration. Individual financial performance will vary. A copy of the FDD is available by contacting Sheryl Fox, Vice President Business Development at La Madeleine 12201 Merit Drive, Suite 900 Dallas, TX 75251 <http://www.lamadeleine.com/franchise>. © 2019 La Madeleine de Corps, Inc. All rights reserved.

*la Madeleine*<sup>®</sup>



## Strong Brand Appeal



2019 Global Best Practices Award Finalist  
2019 Heart of the Workplace Award  
2018 Blackbox Q4 Top Quartile Performer



2018 Consumer Picks - #2 Brand Loyalty



2018 Greater Dallas Business Ethics Award & Spirit of Ethics Awards



Top 100 Movers & Shakers Award 2015 - 2018



2018 Quick-Track Awards of Excellence  
#1 Availability of Indulgent Items  
#2 Attractive & Inviting Restaurant  
#2 Variety of Menu Items  
#3 "A Place for Someone Like Me"  
#3 Cleanliness of Restaurant  
#4 Healthy / Nutritious Food  
#4 Quality of Ingredients  
#4 Restaurant I Can Trust  
**#4 Overall Rating Amongst ALL Chains**  
*The ONLY French concept recognized!*



## A Unique Offering

DESIGNED TO BE WELCOMING,  
FLEXIBLE & CONVENIENT

- Fresh & Busy All Day: 4 dayparts, including all day breakfast and dinner
- Multiple digital ordering channels including integrated third-party delivery
- Fully developed loyalty and mobile order app
- Catering and Grab & Go Program
- KPIs and guest satisfaction program outpacing fast casual segment

### • Flexible Prototypes:

- 3,500-4,500 sq. ft. in-line
- Free standing
- 2,500+ sq. ft. urban format
- Non-traditional formats also available



## Menu Variety & Uniqueness



Rooted in approachable French cuisine, using simple, fresh-ingredients and time-honored recipes the menu at la Madeleine creates a "can't get that anywhere else" experience our guests crave.\*

### ALL DAY BREAKFAST

Made to order egg breakfasts, crave-worthy quiche, custom omelettes, breakfast sandwiches, lighter morning fare & more.

### OVEN-BAKED SANDWICHES

Classic French Croque Monsieur, French-inspired recipes such as Turkey & Brie, guest favorite Chicken Parisien, Turkey Bistro & French Dip.

### COLD SANDWICHES

Traditional French Jambon-Beurre as well as guest-favorites like Chicken Salade Croissant & vegetarian-friendly Pesto Caprese.

### SOUPES & SALADES

Daily salades, including our famous Caesar, grain & green seasonal salades and more. Salade Sampler allowing for guest customization. Homemade soups, including our famous tomato basil & seasonal vegan recipes.

### ENTREES & FRENCH FAVORITES

Chicken, salmon & beef entrées & savory entrée crêpes & pastas.

### KID'S BREAKFAST, LUNCH & DINNER ENTREES

Pizza, pasta, sandwiches & more pleasing even the pickiest.

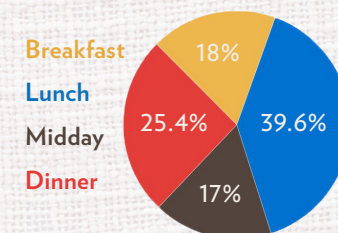
### BEVERAGES & COFFEE

Specialty coffee & espresso, house wines & mimosas, premium teas & lemonade, fountain & bottled beverages.

### TRADITIONAL FRENCH BAKERY

Breads & French baguettes, specialty croissants & viennoiserie, French pâtisseries, tarts & cakes.

### DAYPART SALES PERCENTAGES GRAPH



\*Menu offerings vary by prototype

