



# Franchise Opportunity Deck



# AVOCADO IS A SUPER FOOD



GO FOR AVOCADO!

HEALTHIEST FATS FOR DIET  
HIGHEST AMOUNT OF PROTEIN  
2X MORE POTASSIUM THAN BANANAS  
PACKED WITH A VARIETY OF B VITAMINS



# OTHER HEALTH BENEFITS

## YOU MAY NOT KNOW

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### PROTECTS YOUR EYES

Avocados have lutein and zeaxanthin, antioxidants that help prevent age-related macular degeneration, the leading cause of blindness in older adults.

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### BOOSTS YOUR BRAIN

Good dose of vitamin E, helps protect against Alzheimer's disease and slows decline in your memory and thinking skills.

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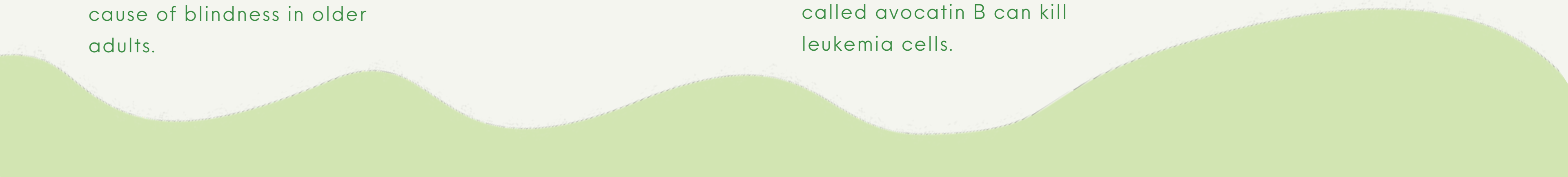
### HELPS PREVENT CANCER

Avocados have oleic acid, a monounsaturated fatty acid that can slash the odds of breast cancer. And a compound in avocados called avocatin B can kill leukemia cells.

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### ANTI-DEPRESSANT

In a cup of avocado slices, you'll get about 118 micrograms of folate, which is almost a third of what most adults need daily.







WORLD

# Avocados are the 'pandemic-proof' crop in lockdown health craze

December 6, 2020 | 2:39 pm



*Demand for avocados has accelerated as more consumers eat at home. No longer just a component of guacamole for parties, its use has broadened to salads, burritos and, of course, the hipster cliché of avocado toast.*

**\$8 BILLION INDUSTRY  
BY 2025**

The new luxury post-pandemic is going to be eating healthy, and wellness.



OUR BRAND



## THE HEALTHIEST DESSERTS FRANCHISE IN THE PHILIPPINES

### WE ARE AVOCADORIA

Avocadoria.ph is the first-ever Avocado desserts franchise in the Philippines bringing the healthiest, most innovative and delectable Avocado treats and refreshments to customers from all walks of life. Experience not just guilt-free, but healthy indulgence with our signature tin can cakes, shakes, ice creams and more, at everyday prices.





## EST. 2019

Avocadonia.ph started as a small business by Chef Czarina Jagto, selling her decadent Avocado Ice Cream Cheesecake to friends. With her love for avocados rooted since childhood, she curated a line up of delectable avocado-based desserts that prompted the opening of her first physical store in Pasig City.

# #HappinessInAvocado

*WE ARE TAKING OUT THE GUILT IN PLEASURE, SO YOU CAN BE FULLY IMMERSED IN A DELIGHTFUL EXPERIENCE.*



# GUILT-FREE INDULGENCE!

## PEEL TO SEED

Nothing goes to waste! Our innovation makes use of the entire Avocado fruit for a better dessert experience.



## ALL NATURAL, ALL HEALTHY PAIRINGS

All our desserts are made from real avocados, garnished with healthy toppings of fresh almonds, flax, chia seeds, and more!





# OUR SIGNATURES



## AVOCADO LOVER (\$2.50)

Avocado soft-serve layered with home-made cream, crushed biscuits and tapioca pearls, topped with chunks of avocado bits, crushed almonds and a healthy dash of flax and chia seeds.



## AVOCADO SHAKE (\$3.50)

Made with real fruit, layered with pearls, topped with chia seeds, flax seeds, chopped almonds, and fresh fruit of choice.





# OUR SIGNATURES



## AVOCADO ICE CREAM CHEESECAKE (\$9.80)

Made of smooth and light cream cheese, avocado ice cream, topped with white chocolate gourmet then finished off with chopped nuts of pistachio, almonds, cashews and walnuts.



## AVOCADO INIPIT (\$1.25)

Soft, moist, and fluffy mamon cake filled with our pure avocado ice cream tinapay.



# OUR SIGNATURES



## AVOCADO SENYORITA (\$1.76)

Premium Avocado ice cream popsicle coated with dark, milk or white chocolate, sprinkled with finely chopped textured almonds.



## AVOCADO DREAM (\$1.60)

Avocado ice cream topped with pastillas truffle styled like the seed. Placed in an eco-friendly avocado shell.





Avocadoria.ph

## Happiness in Avocado

<b>Avocado Lover</b>  P130 - 8OZ.   P140 - 12OZ. <b>BEST SELLER</b>	<b>Avocado Shake</b>  P185 - 14OZ. <b>BEST SELLER</b>	<b>Avocado Barley Shake</b>  PETITE - CLASSIC   P285 - LOW CARB	<b>Dark Chocolate Avocado Shake</b>  P190
<b>Avocado Coconut Keto Milk Shake</b>  P220	<b>Naked Avocado Light Ice Cream</b>  P75 <b>BEST SELLER</b>	<b>Avocado Keto Ice Cream</b>  P99	<b>Avocado Inipit</b>  P68 <b>BEST SELLER</b>
<b>Avocado Dream</b>  P90 <b>BEST SELLER</b>	<b>Avocado Toast</b>  P180	<b>Nachos Beef Guacamole</b>  P230	<b>Avocado Senyorita</b>  P99
<b>Avocado Sansrival</b>  P300 - PETITE   P600 - BIG	<b>Avocado Ice Cream Cheesecake</b>  P250 - PETITE   P550 - BIG <b>BEST SELLER</b>	<b>Dark Mocha Avocado Praline Cake</b>  P315 - PETITE   P650 - BIG	

Stay connected!

- 1 avocadoria
- 2 avocadoria.ph.official
- 3 avocadoria.ph.official

SCAN HERE



## FESTIVAL OF FLAVORS

Sweet and savory. Hot and cold.  
Have a feast of Avocado flavors with our value-packed menu offering.





# We keep it AVORABLE!

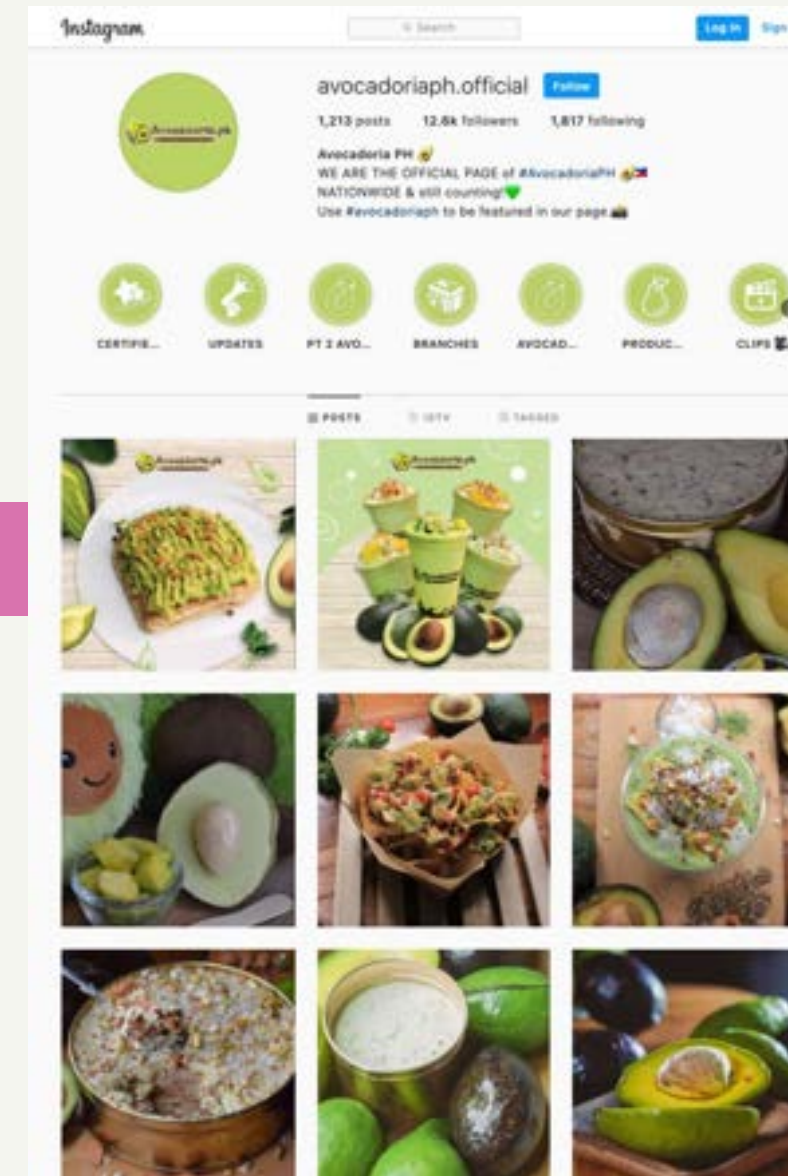
HYPED UP AND EXCITING MARKETING  
ACTIVITIES FOR AVOCADORIANS!







60,000++ FANS



13,000++ FOLLOWERS

#AVOCADORIAN NATION!





Buy 1 Get 1  
Thematic / Seasonal Promos  
Exclusive Deals  
Partnerships



LOCAL STORE MARKETING  
PROMOTIONS

AVOCADORIA MASCOTS.  
AVO & AVA







# AVOMAZING PARTNERS

## STABLE SUPPLY, STABLE COST.

Partnering with a strong network of suppliers and service providers bolsters our steady supply of fresh and quality avocados to all our branches nationwide.



## MARKETING SUPPORT

Our powerful marketing arm ensures a consistent and cohesive brand image to the public.

OUR PARTNERS



WITH **200** BRANCHES  
NATIONWIDE.

2 BRANCHES IN  
SINGAPORE

And more territories to open!

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HERE'S A FACT





# PRESS FEATURES



POP TALK - GMA NEWS TV



RATED K - ABS CBN



PINAS SARAP - GMA NEWS TV



# PRESS FEATURES



Eat + Drink > What's New

## Could This Cool Avocado Treat Become the Next Craze?

Avocados might just take the spotlight!

By Hanna Yu  
Jul 26, 2018



**[SPOT.ph]** Hang on, specifically [avocado-based desserts](#), were the craze in 2018, but perhaps it's time for another fruit to take the spotlight. Avocado has always been trendy in the U.S. and Europe—think avocado toast—but when it comes to the fruit, we Filipinos prefer to cook. Enter Avocadoria, a food stall owned by Chef Carme Jago, which specializes in delicious avocado-based desserts.



**YUMMY**  
Tasty, rich, creamy, it's the perfect  
to satisfy  
your  
craving



**[SPOT.ph]** When you think of fruit desserts, what comes to mind are likely those made with strawberries or bananas—and that's fine. But get another fruit that sends its magic in the dessert world: the humble avocado. While it might not be as popular as its [cousins](#) or [siblings](#), it has a lot to offer, and for good reason. Avocado is naturally creamy, buttery flavor makes for especially creamy and decadent sweet creations—and while you likely grew up eating the fruit with salt and sugar at home, there was a lot more ways to enjoy avocado for dessert. We've rounded up the best picks in the Metro that you can get delivered, many of them are seasonal, but, hey, you'll want to enjoy them while you can.

Avocadoria's wacky fruit magic on avocado in many ways—and one of their standout desserts is the Avocado Cream, a swirl of avocado soft-serve, homemade cream, biscuits, sugar pearls, avocado chunks, almonds, and fine and chia seeds. Just some of their other offerings are the Avocado Dream (P16), a treat of avocado ice cream topped with a pistachio tufo, served in an eco-friendly avocado shell, as well as the Dark Moa Avocado Protein Cake (P100) with layers of chocolate cake, sour cream ganache, protein, mocha bananas, avocado cream, and dark chocolate. You can try these desserts by heading to Avocadoria on Facebook.

For orders, find Avocadoria on [Facebook](#). You can also find out [Avocadoria's Facebook page](#).

**Avocadoria's Avocado Lover!**



Eat + Drink > What's New

## Dark Chocolate, Mocha, and Avocado Make Up Your Next Cake Craving

This Sin cake from Avocadoria comes with a crunchy protein layer!

By Michelle Masalong  
Jul 25, 2018



**[SPOT.ph]** There's something that's still so novel about [Sin cakes](#) that people can't seem to get enough of. We've seen a variety of flavors, from classic chocolate to [red velvet](#), and it appears that [Avocadoria](#) is looking to switch things up a little. Enter their new **Dark Mocha Avocado Protein Cake** (P100)—a right mouthful in more ways than one.



The Dark Mocha Avocado Protein Cake is the latest treat from Avocadoria.



Living in a tropical country gives us an abundance of different fruits during the summer or dry season. While we all know mangoes are a huge hit during this time, there are more fruits that you will see more of in the supermarket such as avocados.

One of the most popular ways to enjoy avocados in the Philippines is a simple dessert: slices of ripe avocados are mixed in evaporated milk (but regular fresh milk can also work), and granulated sugar. To make it extra refreshing, some even add ice cubes.

This creamy, nutty, buttery fruit is more than that. Avocados are such a versatile ingredient that you can use them in so many desserts. If you want to try avocado desserts beyond the avocado-and-milk combination, here are the different places that offer avocado desserts.



**Avocadoria: Avocado Saus Bread Cake**

Avocadoria offers several avocado desserts, from its [Sin cake](#), and they even have 60+ cupcakes like the [Sin](#) (P100). This dessert has layers of nutty mocha cake, sour cream filling, cream cheese, and real avocado fruit.

**YUMMY** Find a recipe

## This Avocado Ice Cream Cheesecake Is Made For Avocado Fans!

By BEA PAREL | Jul 26, 2018

165.7K Shares | Facebook | Twitter | Email | Comment



Don't you just wish that avocados were always in season? We can just imagine having glasses of avocado shakes and serving of avocado chunks with condensed milk whenever we crave it! The closest thing we can probably get to having avocado desserts available all-year-round is through [Avocadoria](#).

Avocadoria is owned by [Chef Carme Jago](#), a self-proclaimed avocado fan. She came out with an **Avocado Ice Cream Cheesecake** (P100), a tin can cheesecake with three layers: **the white chocolate shell, the avocado with cream cheese ice cream, and a graham base**. If you aren't familiar with tin can cakes, these cakes usually have a shell on top that you need to crack to enjoy the layers underneath.

## LIST: Where To Order Avocado Desserts

By Michelle Yu | Jul 26, 2018

4.5K Shares | Facebook | Twitter | Email | Comment

Avocados are delicious on their own (who eats it with evaporated or condensed milk?), but avocados are especially delicious when made into desserts. From avocado shakes to creamy ice cream, there are a number of ways to use this fruit in indulgent sweet treats.

SEE ALSO

**WATCH: Use Avocados To Make An Easy No-Bake Cheesecake**



If you're an avocado fan, one of the more unique avocado creations you should try is the avocado cheesecake. Here we list down where you can try it, but take note that since avocados are seasonal (around May to September), it would be best to double-check beforehand if the avocado cheesecake is available.



Avocadoria's Avocado Lover is an avocado treat made with avocado soft-serve, crushed graham, condensed toffee sauce, fresh avocado, almonds, chia, and the shell, mocha cream.



**YUMMY** Find a recipe

## Here's Where You Can Buy Delicious Avocado Cheesecake

By BEA PAREL | Jul 26, 2018

15.5K Shares | Facebook | Twitter | Email | Comment



Avocadoria's Avocado Ice Cream Cheesecake (P100) is made with layers of graham crust, avocado with cream cheese, and a white chocolate shell.

### Avocadoria

Avocados might be seasonal but ice cream is available all-year-round! A unique avocado cheesecake you should definitely try is Avocadoria's **Avocado Ice Cream Cheesecake**. This tin can cheesecake has a graham base, an avocado with cream cheese ice cream, then topped with a white chocolate shell.

Avocadoria's avocado ice cream cheesecake (P100) is available at branches of Avocadoria. For more information, follow [Avocadoria on Facebook](#).



# AWARDS AND RECOGNITIONS



This Awards night was held last July 23, 2021 during GCD.

The awardees, attendees, staff and crew of this show had undergone RT-PCR Test through saliva and antigen.

All health protocols mandated by the IATF were followed to ensure the safety of everyone involved in the show.

**ELITE**  
BUSINESS & LEADERSHIP AWARDS

**TRUMP**

7<sup>TH</sup> ELITE AWARDS





Take your  
part in our  
growing  
success!

Swirling opportunities ahead!





# WHY FRANCHISE AVOCADORIA?



## IF IT'S AVOCADO, IT'S AVOCADORIA! THE ORIGINAL AVOCADO DESSERTS FRANCHISE

Trust your success with the brand that started it all. Gain access to premium locations, worry-free supply chain system and swirling brand activities.

## HEALTHIEST BUSINESS CONCEPT

Healthy lifestyle is the next luxury post-pandemic. We promote health and wellness for our customers with our wide selection of guilt-free desserts and refreshments, paired with healthy, all natural ingredients.

## STRONG SUPPLY CHAIN

Steady supply, steady cost. Take advantage of our strong partnership with the biggest Avocado suppliers and service providers in the country.



## KIOSK TYPE FRANCHISE INVESTMENT DETAILS

### Package includes:

- Franchise Fee (\$8,000)
- Kiosk / Cart Complete Set Up
- Supplies and Inventory

### Franchise Terms:

- NO ROYALTY FEE
- SYSTEMWIDE AD FEE: 1.5%
- 3 years Franchise Contract (Renewable)



**\$26,000**

ALL IN INVESTMENT  
6 TO 8 SQM SPACE

**15 MOS.**

ESTIMATED  
PAYBACK PERIOD





## ISLAND TYPE FRANCHISE INVESTMENT DETAILS

### Package includes:

- Franchise Fee (\$11,600)
- Kiosk / Cart Complete Set Up
- Supplies and Inventory

### Franchise Terms:

- NO ROYALTY FEE
- SYSTEMWIDE AD FEE: 1.5%
- 3 years Franchise Contract (Renewable)

**\$30,000**

ALL IN INVESTMENT  
10 TO 15 SQM SPACE

**22 MOS.**

ESTIMATED  
PAYBACK PERIOD



# Become our next franchisee!

AVOCADORIA Franchise Team

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