

# VEEKES&COMPANY

Add 12 items to your menu at once

## No Refrigeration

The Veekes and Company range of pasta sauces and soups needs no refrigeration while storing it at the warehouse, store or home.

## Cut Labour Cost

The pasta or soup mix when stirred with water for just over 2 minutes turns into an authentic and delightfully thick textured sauce that pours well over 240 grams of boiled pasta making it a perfectly balanced meal for 1 especially when tossed with vegetables or meats of choice. IT IS AN AUTHENTIC MEAL WITHOUT THE NEED OF AN EXPENSIVE CHEF.

## Incredible Value

OUR RANGE @ INR 40, is very affordable and breaks the convention in this cuisine category of being expensive and exclusive. Together with pasta and an assortment of garnishing a single sumptuous meal of a Veekes and Company pasta would cost a QSR not more than INR 25. Soups will cost you less than INR 20 per serving. Charge what you will over that to determine your profit.

## Takes just 2 Minutes

You have your authentic pasta sauce or soup in just 2 minutes. The same as your regular instant noodle.

## PRODUCT SPECIFICATIONS

### Type of Packaging:

Factory-packed in sachets, encased in printed boxes of 20 single/dual-serve sachets, ideal to measure portions.

### Content weight per sachet:

25 grams

### Storage:

Cool, dry. Needs no refrigeration at store or at home

### Shelf Life:

6 months

### Menu

Indicative menu on QSR page on website  
Price band INR 40 - INR 100

- Product pre-prepared
- Standardized - chef independent
- Heat and Serve - 2 minutes to prepare
- Immediate inclusion of 12 items to the menu
- Vegetarian base sauce/soup - allows for non-vegetarian addition to base sauce/soup
- Training - 1 day

### Brand Owned & Marketed by:

Velavan Veekes and Thomas

28, Nandi View Layout, RT Nagar, Bangalore, Karnataka 560 041

### Contact:

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# VEEKES&COMPANY



**QSR** a  
**150% ROI**  
**OPPORTUNITY**

We are proud to introduce a range of all-vegetarian pasta sauces & soups from

**VEEKES & COMPANY** that reject, at the outset, complication and elaborateness in preparation and yet retains flavour and freshness. What we offer is a 'home grown, selected' range of products that allows Indian flavors and ingredients to permeate what is otherwise quintessentially European cuisine - ingredients and tastes that can be found in any Indian kitchen!

### ABOUT THE COMPANY

Established in 2009 in Bangalore to address a need for specialty cuisines at affordable prices that catered to a wider segment, the idea was to make niche cuisine accessible and affordable and yet retain the authenticity of preparation keeping in mind the Indian palate. We offer today affordable and yet authentic niche cuisines perfected over 5 years across an F&B business spread over 4 states and 17 restaurants and which was by far the most popular Euro restaurant chain in the country.

# VEEKES&COMPANY

HERE'S HOW IT WORKS...

	Non Excl V&C	Excl V&C	HORECA
days	30	30	30
outlets	1	1	1
sales (units) per day	25	75	12
avg price per sku	75	75	75
No of bills @ 2 dishes per bill	13	38	6
No of seats	4	16	4
No of turns	3.1	2.3	1.5
daily sales (INR)	1875	5625	900
<b>Revenue (INR) pa</b>	<b>675000</b>	<b>2025000</b>	<b>324000</b>
Direct Food Costs per Dish	26.25	26.25	26.25
<b>Total Direct Food Costs pa</b>	<b>236250</b>	<b>708750</b>	<b>113400</b>
<b>Salaries</b>			
staff no - assigned	1	3	0
<b>total salary pa</b>	<b>144000</b>	<b>432000</b>	<b>0</b>
Rent(incl stiff room)			
sq ft	100	500	100
<b>total notional rent pa</b>	<b>0</b>	<b>300000</b>	<b>0</b>
<b>Admin Costs</b>	<b>30000</b>	<b>30000</b>	<b>30000</b>
Total Costs = A	<b>410250</b>	<b>1470750</b>	<b>143400</b>
Other Costs			
insurance	1000	1000	0
maintenance	24000	24000	0
Total Costs = B	<b>25000</b>	<b>25000</b>	<b>0</b>
<b>All Costs A+B</b>	<b>435250</b>	<b>1495750</b>	<b>143400</b>
<b>NM pa</b>	<b>239750</b>	<b>529250</b>	<b>180600</b>
<b>Investments</b>			
shop deposit	0	150000	0
fixed	0	0	0
interiors/music	0	400000	0
vehicles incl ins	0	0	0
kitchen	0		10000
signing fee	50000	50000	10000
<b>Total</b>	<b>50000</b>	<b>450000</b>	<b>20000</b>
<b>ROI 1st yr</b>	<b>480%</b>	<b>118%</b>	<b>903%</b>

# VEEKES&COMPANY

ALL YOU NEED IS 100 SQ FT...



## 3 Formats

- **Exclusive**
- Primary branding of company. Secondary branding permissible
- 75% of menu
- Investment in region of INR 4.5 lacs

## - Non Exclusive

- Primary branding of outlet
- Secondary branding of company essential
- 33% of menu
- Investment in region of INR .5 lacs

## - HORECA

- No branding
- Outlets buys products as ingredient
- Normally no incremental investment

## Company Support to Exclusive and Non Exclusive Outlets

- Mention on website, communication etc
- Branding costs
- In store promotion on case to case basis
- Gross Margin management
- Exclusive new product introduction
- Working Capital assistance



# VEEKES&COMPANY

GOURMET PRODUCT RANGE

We are manufacturers under IP licence at ISO certified manufacturing facilities, and offer the following products:

## Gourmet Pasta DRY Sauce Mixes

- Aglio Olivo
- Broken Mustard
- Mediterranean Caprese
- Cilantro Pesto Genovese
- Pepper Alfredo
- Masala d'Inde - under development

## Gourmet DRY Soup Mixes

- Mulligatawny
- French Onion
- Lemon Coriander - under development

## THE CONCEPT

We seek to demystify European cuisine by taking it out from fine dining restaurants to the streets. Literally! VEEKES hopes to be present in every prominent locality of every city we operate in through a range of franchised QSRs or QSCs.