



Wien • 1891



Share success.

Anker Franchise Partnerships.

Why an Anker franchise?

A STRONG BRAND ANKER – SINCE 1891.

- 127 years of success as the largest bakery chain store in Austria
- Years of extensive baking tradition meets new trends
- High level of social engagement



TRADITION MEETS INNOVATION.

- A successful business concept proved and tested in around 110 Anker stores with excellent customer loyalty
- Comprehensive range of bread, baked goods, pastries, snacks, cold and hot drinks
- Constant expansion of the franchise network



QUALITY IS OUR TOP PRIORITY.

- Member of the Austrian Franchise Association
- Comprehensive training
- Support from the Anker headquarters as well as the Franchise Management Team in all matters
- Clear system and quality standards



A RELIABLE TRADING PARTNER.

- Professional reporting
- “Learning from each other” - good communication through ongoing events within the existing franchise network
- Development opportunities through the opening of additional locations



Become a partner in the
Anker franchise system!

Who are we looking for?

Motivated franchise candidates

WITH THEIR OWN CHOICE OF LOCATION:

- Nationally, apart from Vienna
- Internationally with a focus on the EU

For the use of the brand, know-how, concept, implementation tools and ongoing support and advice, the Anker franchisee shall pay upfront and/or ongoing fees as follows:

Upfront fee national/ international:	Overall investment for the premises:	Own capital:
€ 25,000	€ 150,000 - 250,000 excluding VAT depending on size	€ 30,000 at least 20% of capital required
Franchise fee:	Marketing pool contribution:	IT usage fee:
4% of net sales	1% of net sales	1% of net sales

Franchise requirement profile.

1. PROFESSIONAL REQUIREMENTS.

- Business qualifications or
- management experience and/or several years of business experience in retail or gastronomy
- Experience in cost management as well as running a business
- Very good computer literacy
- Very good German and other applicable language skills depending on location

2. PERSONAL REQUIREMENTS.

- Commercial approach
- Excellent communication and social skills
- A gift for managing and motivating staff
- Enjoys dealing with customers and food
- Excellent hygiene and cleanliness
- Trade licence for gastronomy or retail depending on location

3. FORMAL REQUIREMENTS.

Willingness to enter into a binding long-term contract, to put the Anker franchise concept into practice in compliance with the system, and to live and breathe the Anker philosophy.

Statements from our franchise partners.



ALEXANDER BUELACHER.

Franchise partner, Vienna
(Flughafen & Landstraßer Hauptstr. 19)

I decided to join the Anker franchise system because the well-known brand and level of investment won me over.

MANFRED AND DAVID GLEISNER. (FATHER AND SON)

Franchise partners, Salzburg

What we appreciate most about the Anker franchise system is the cooperative, almost familial atmosphere.



WERNER ZETTL.

Franchise partner, Schwechat

The Anker franchise system offers me the security of a big company with all the necessary know-how and support. I really value that!

Anker at a glance.

HISTORY:

Founded in 1891 by the Mendl brothers. In 1907, the traditional bakery was granted the honour of the title 'Imperial and Royal Warrant of Appointment'.

COMPANY HEADQUARTERS:

Vienna

EMPLOYEES:

around 1,100 from 44 nations

SALES:

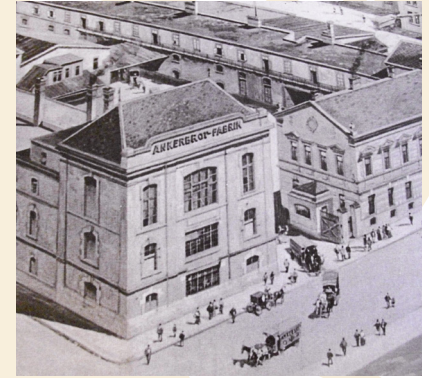
around 110 stores from Salzburg to Bratislava, of which 19 franchises with 13 franchise partners and food retailers

CUSTOMER CONTACTS:

50,000 per day across all Anker stores

PRODUCTION:

120t baked goods, of which e.g. 400,000 bread rolls daily





Wien • 1891

Contact & Application.

'ANKER SNACK & COFFEE'
GASTRONOMIEBETRIEBS GMBH

C/O Franchise Management
Absberggasse 35
1100 Vienna, Austria

franchise@ankerbrot.at
www.ankerbrot.at/franchise

FRANCHISE MANAGEMENT TEAM



Christoph Riedl
Franchise Manager



Melanie Schreymayer
Franchise Advisor and
Sales Trainer

Get in touch.

You can download our application form here:
www.ankerbrot.at/franchise