

THE FIRST POSITIVE IMPACT BAKERY.



Land&Monkeys
BOULANGERIE D'HÔTES



**LAND&MONKEYS,
IT'S THE FIRST 100%
PLANT-BASED BAKERY
WITH POSITIVE IMPACT
FOR THE PLANET AND ALL
LIVING THINGS.**

Baguettes, croissants, cookies and sandwiches, all the bakery and pastry essentials are offered in 100% plant-based versions, i.e. without meat or fish, without butter, milk, cream or eggs. Instead, 100% natural plant-based alternatives with up to 90% less carbon footprint.

OUR MISSION

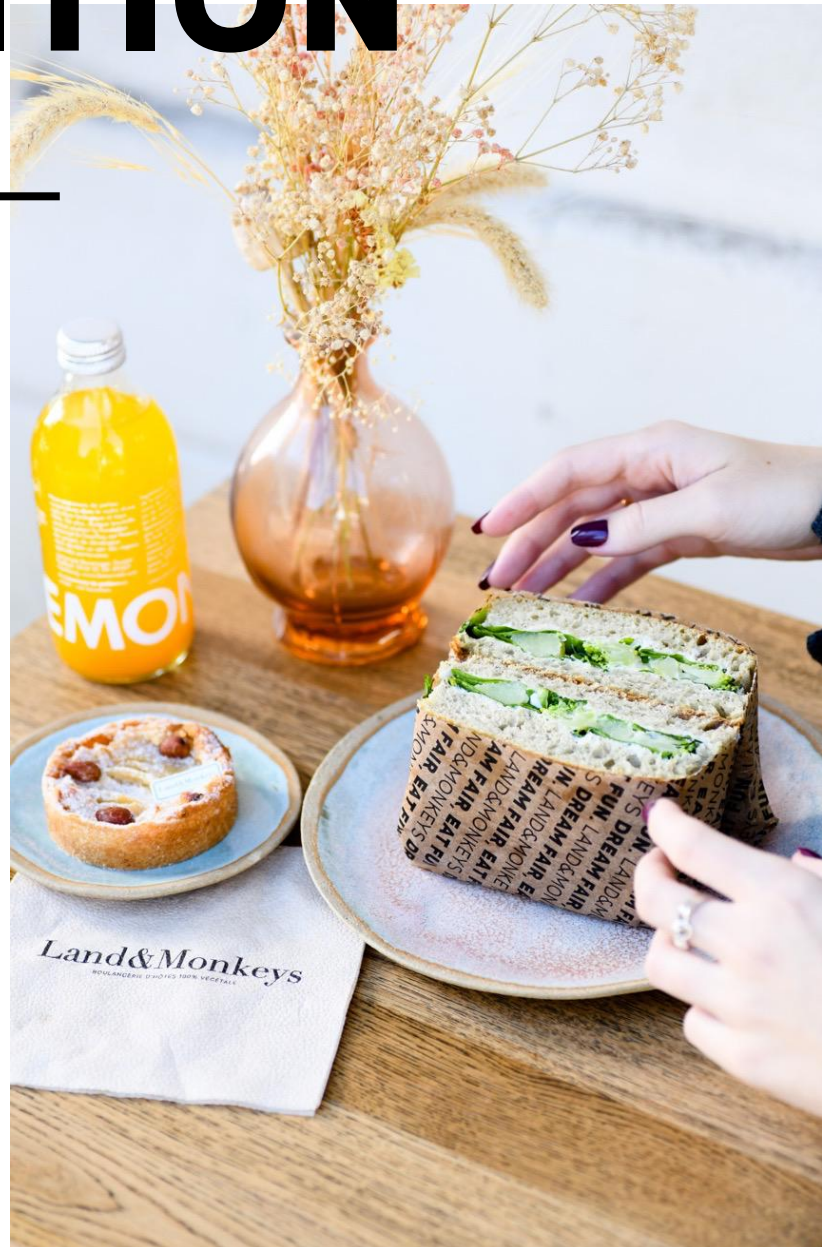


**BRING PLANT-
BASED FOOD INTO
DAILY-LIVES.**

...without changing any habits! With our authentic and ultra-gourmet recipes, we break down prejudices and bring together vegans, flexitarians and omnivores around the pleasure of eating well! Thanks to Land&Monkeys, adopting a responsible diet becomes accessible... and addictive! More than a local shop, Land&Monkeys is THE first bakery with a positive impact for the planet and all living things!

OUR AMBITION

**BECOME
THE LEADER OF
PLANT-BASED
BAKERY
IN FRANCE AND IN
EUROPE.**



We believe that plant-based will be the standard of tomorrow's bakery. Land&Monkeys is the possibility of considering now the future of food. Our ambition is to open in French and foreign major cities to popularize and standardize plant-based diet among as many people as possible. With 5 establishments in Paris and many projects to come by the end of 2024, we plan to open 20 locations the end by the end of 2027 and to continue our development at a rate of 10 openings per year until eventually reaching 100 stores in France and Europe.



TARGETTED AREAS

City centers and train stations
Ideal surface 200m² including terrace
Extraction diameter 400mm



DEVELOPMENT PROSPECTS IN FRANCHISE

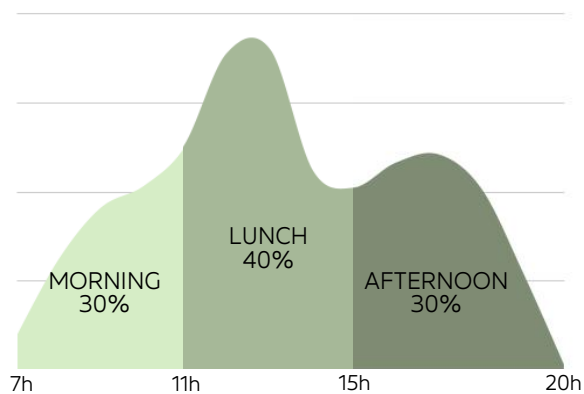
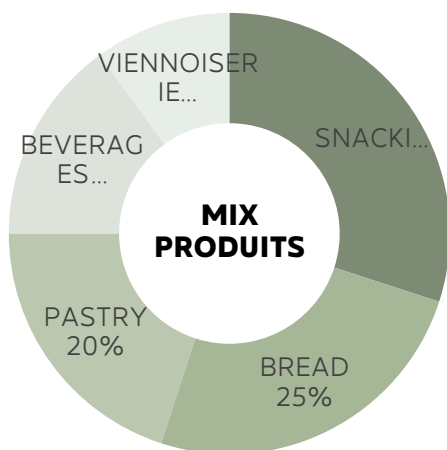
100 points of sale
in major European cities
of +200K inhabitants

DÉTAILS DE L'ACTIVITÉ



OUR SERVICES

CONTINUOUS SERVICE
OPEN 6 DAYS A WEEK OR 7 DAYS A WEEK
ON-SET SERVICE
TAKEAWAY & DELIVERY
LOYALTY PROGRAM



TURNOVER ex. tax
25K€/ WEEK



AVERAGE TICKET
7,50€ incl. tax



TRAFIC
500 CLIENTS/DAY

LAND&MONKEYS EN CHIFFRES

DURATION
7 ANS

70%
GROSS
MARGIN

1,2M€
AVERAGE
YEARLY
INCOME

10
OPENINGS PER
YEAR AVERAGE

150M²
SURFACE

700K€
AVERAGE
INVESTMENT

200K€
MINIMUM
CONTRIBUTION

30K€
ENTREE FEES
PER LOCATION

6%
ROYALTIES

OUR HISTORY

LAND&MONKEYS IS AN INCREDIBLE CHANCE TO WRITE A NEW CHAPTER OF GASTRONOMY.

- RODOLPHE LANDEMAINE



Land&Monkeys bloomed in 2018 in the mind of Rodolphe Landemaine, French pastry chef and entrepreneur. Having become vegan in 2014, Rodolphe began to dream of tomorrow's bakery : more respectful, less carbon, more resilient... and with one imperative: the taste must be even better! In 2020, after 2 years of R&D, the first Land&Monkeys bakery opened in Paris in the heart of the Marais. On the menu, all the essentials of pastry baking, in 100% plant-based versions, that is to say without butter, milk, cream or eggs.

OUR RANGE



THE BASICS OF BAKERY & PASTRY RELEASED IN 100% PLANT-BASED AND GOURMET VERSIONS

ORGANIC AND CONTEMPORARY BREADS -
NOMADIC CAKES - SEASONAL PASTRIES -
BRIOCHEs AND VIENNOISERIES -
SANDWICHES - QUICHES - SALADS - HOT
DISHES - COLD DRINKS & BARISTA - BRUNCH

Land&Monkeys addresses a growing demand for gourmet, responsible, nomadic and accessible food all at once. Baguette, croissant, cookie and sandwich, all the essentials of bakery-pastry are offered in a 100% plant-based version, in practical formats to take away or eat on the go and at more affordable prices than in restaurants. Our assortment of products is aimed at foodies & consumers concerned about reducing their environmental impact....but without depriving themselves!

OUR KNOW-HOW

**WE HAD TO START
FROM A BLANK
PAGE AND REWRITE
THE RECIPES
FROM A ALL
NEW PANTRY**



2 years of R&D have been necessary for Rodolphe Landemaine and his team to deconstruct their academic knowledge and rewrite all the recipes from a new commissary: Thus a tailor-made margarine based on palm-free vegetable oils came to replace butter, vegetable milks to replace cow's milk and creams, and potato and flax protein to replace eggs... but make no mistake: It's not just about substituting ingredients, it's all the steps manufacturing - from kneading to cooking - which had to be redesigned as a whole!





OUR VALUES



PLEASURE

ETHICS

SHARING

At Land&Monkeys, having pleasure is what's at stake ! It is the search for indulgence that guides us everyday in the development of our recipes and in the way we treat our customers. We believe that this pleasure is all the more rewarding when it is based on a sincere eco-responsible charter throughout our value chain. This know-how and these values, we are now keen to share them with our future franchisees to continue to sow the seeds of a more sustainable food system!



LAND&MONKEYS CHARTER



**100%
PLANT-BASED
INGREDIENTS**



**ORGANIC
& LOCAL
FLOURS**



**PALM FREE
INGREDIENTS**



**LOCAL &
SEASONAL
FRUITS &
VEGETABLES**



**0 PLASTIC
PACKAGING**



**SORTED &
COMPOSTED
ORGANIC WASTE**



**REVALUED
& REDISTRIBUTED
UNSOLD ITEMS**



**1% OF REVENUE
DONATED TO
ASSOCIATIONS**

BAKERY GUESTHOUSE

**MORE THAN
LOCAL STORES,
OUR VENUES ARE
PLACES WHERE
WE ARE PROUD TO
WELCOME OUR
CUSTOMERS
AS REAL GUESTS.**



OCCUPY THE PREMISES. Each Land&Monkeys store is unique and is part of the history of the place it inhabits. Willing to reduce our footprint at each level of our activity, we design our architectural charter based on the discoveries offered by the buildings and the original materials. Vintage and cosy with a vegetal touch, our shops offer a soothing and « feel good » atmosphere like an oasis in the city. A neighbourhood address for regulars and a destination for foodies, the Land&Monkeys concept is available in different formats, with or without a bakery to best adapt to each environment.



3 SHOP FORMATS



BAKERY

WITH ONE SITE BREAD PRODUCTION



CANTINE

WITH FRESH BREAD DELIVERY

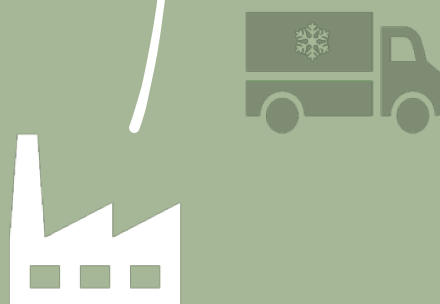


CORNER

AVEC LIVRAISON DE PAIN FRAIS

LOCAL BAKERY NETWORK

Daily delivery of fresh bread from the central bakery to satellite cantines and corners



Delivery of frozen pastries and cakes from the central production factory

THE FRANCHISE PACKAGE



**SEARCH
FOR LOCATION**



**SEARCH FOR
FINANCING**



**HELP WITH SHOP
CONSTRUCTION
& DESIGN**



**HELP WITH
ADMINISTRATIVE
FORMALITIES**



**HELP WITH TEAM
RECRUITEMENT
AND TRAINING**



**HELP WITH LAUNCHING
AND DAY TO DAY
OPERATIONS**



**SOFTWARES AND
MANUALS**



**FROZEN PRODUCTS
SUPPLY**



**HELP WITH
SOURCING
AND LOGISTICS**

THEY LOVE US!



"AN ATYPICAL NAME FOR A BAKERY-PASTRY SHOP, A WARM DECOR, A WINDOW FULL OF PRODUCTS THAT SMELL HOMEMADE. IT DIDN'T TAKE MUCH TO TEMPT ME 😊"

land_and_monkeys ▾ •



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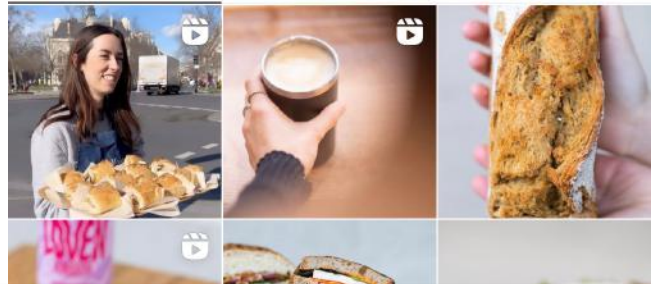
Land&Monkeys Boulangerie Végétale
Boulangerie

🌱 Première boulangerie 100% végétale

📍 5 adresses à impact positif à Paris

🛒 COMMANDE EN LIGNE 📱

🔗 order.land-and-monkeys.com



"ABSOLUTE CLASS FROM A TO Z. FINE AND DELICIOUS. I'M BLOWN AWAY BY THIS BLEND OF TRADITIONAL EXCELLENCE WITH THIS SOCIETAL AVANT-GARDISM THAT REALLY TAKES INTO ACCOUNT RESPECT FOR ANIMALS, THE ENVIRONMENT AND CITIZENS' HEALTH."

"100% VEGAN, VERY GOOD AND REASONABLY PRICED. LET'S HOPE THIS SERVES AS AN EXAMPLE TO OTHERS WHO THINK YOU CAN'T COMBINE GOOD FOOD WITH ANIMAL AND ENVIRONMENTAL PROTECTION..."

"I LOVE THIS BAKERY. IT FEELS LIKE A TRADITIONAL BAKERY BUT EVERYTHING IS VEGAN. SPECIAL MENTION FOR THE MONKEY COOKIE AND THE PLAIN BRIOCHE!"



THEY SPEEK ABOUT US



france•2



Le Monde



Femme
actuelle



SAVEURS
Green

The
Guardian



SHOP LIST

LAND&MONKEYS BEAUMARCHAIS

86 Bld Beaumarchais 75011 Paris

LAND&MONKEYS PERNETY

85 rue Raymond Losserand 75014 Paris

LAND&MONKEYS ROQUETTE

158 rue de la Roquette 75011 Paris

LAND&MONKEYS AMSTERDAM

54 rue d'Amsterdam 75009 Paris

LAND&MONKEYS TURENNE

2 rue de Turenne 75004 Paris

LAND&MONKEYS REMPARTS

12 rue de Remparts 33000 Bordeaux

LET US TALK ABOUT YOUR PROJECT !
developpement@land-and-monkeys.com