



WASBAR

BREAKFAST • LUNCH • SNACK • DINNER

WELCOME @ WASBAR

WASBAR is an innovative and award-winning restaurant concept from Belgium. The concept harmoniously combines the convivial atmosphere of a restaurant with the convenience of a laundromat where delicious food and drinks are served in a cosy setting.

At WASBAR, you'll discover a tantalizing array of menu options, from unique Bagel Burgers with crispy waffle fries, to a royal brunch with Choloco, or a vegan sweet potato dip too share as a collective treat. Whether it's breakfast, lunch, a quick snack or a hearty dinner, WASBAR guarantees a complete experience that will satisfy your cravings. You name it, we have it.

Yet, WASBAR is more than just a restaurant, it is a welcoming haven, a home away from home, with a commitment to sustainability and the constant promise of innovative and healthy offerings.









HISTORY

WASBAR was founded in 2012 by Dries Henau and Yuri Vandenbogaerde, a duo who had participated in “Topstarter”, a TV show aimed at finding the best entrepreneurial start-up. The idea of the concept was unique, as it offered a solution to the many people living in dense urban areas who do not have enough room for a washing machine and dryer, having no choice but to go to a laundromat and spend their waiting time in an uninviting setting

The first WASBAR in Ghent (Belgium) was an immediate success and the founders became the winners of the TV show. They opened a second shop in Antwerp and a third followed soon after. In 2015, WASBAR was acquired by Top Brands, a Belgian multi-brand restaurant group. At this point the concept was thoroughly reviewed and transformed into a unique and fully-fledged restaurant concept. Top Brands’ expertise in the restaurant business further strengthened the brand and enabled international expansion through franchising. The menu has expanded, the opening hours have extended, the number of restaurants has increased and so has the number of awards! Since 2020, more than 10 WASBAR restaurants are operating in Belgium, always in the original homy setting, with washing machines and dryers within easy reach.

For the 10th anniversary, WASBAR attracted Belgian singer Emma Bale as a brand ambassador and opened a flagship shop in Bruges.

THE BIGGER PICTURE

WASBAR is part of Top Brands, a Belgian restaurant group that operates four major brands, two of which are internally developed, the premium burger chain Ellis and Wasbar, in addition to two global brands, Pizza Hut and the luxury bakery and café PAUL. In total, Top Brands currently operates over 160 restaurants, both company-owned and under franchise.

95%

franchise success rate

4

power brands in portfolio

2

approaches: combined experience as franchisee and franchisor

€120m+

system-wide sales

2.000+

employees

160+

restaurant units, of which 65+ are franchisees







BRAND POSITION



OFFER

WASBAR welcomes you throughout the day, from breakfast, lunch, afternoon tea, aperitif time to dinner. Whatever your lifestyle, diet, whether flexitarian, vegan or vegetarian, while taking intolerances into consideration: ... everyone is welcome.

ASSETS

WASBAR creates a comfy environment for an enjoyable experience in a world where multitasking becomes increasingly important. Customers can enjoy delicious dishes or just a drink while chatting with friends, doing their laundry, surfing on the web or organising a professional meeting.

FUTURE

As urban living spaces become increasingly more compact, WASBAR offers you the experience of a spacious urban living room wherever you are

MARKET

WASBAR is a “ blurred “ concept that combines a trendy restaurant and a welcoming laundromat. This combination makes WASBAR unique in the restaurant business worldwide.





BRAND COMMUNITY

- **EXPERIENCE**
- **FEELGOOD**
- **SERVICE MINDED**

At WASBAR, we reflect the brand's community values. Our main aim is to make people feel at home in an urban lounge while bringing people together. The WASBAR team is more than happy to serve you their delicious food and give you laundry tips and tricks. By adhering to our core values, we ensure that everyone feels at home every moment of the day



FOOD & HAPPINESS

At WASBAR we serve high quality and trendy food especially tailored for our target audience.

We welcome you to WASBAR at any time of the day to provide you with a daily portion of happiness.





THE BEST PART OF WAKING UP

Our doors are open from dusk until dawn. Whether it's for a fresh juice, your favourite macchiato with a vegan Danish Crown or a superberry açai bowl, breakfast at WASBAR is always a good way to start the day

BREAKFAST & BRUNCH

BRUNCH IS BREAKFAST WITHOUT AN ALARM CLOCK

We cater to all - from early birds to late sleepers, with a variety of tasteful choices. Pancakes, cinnamon rolls, a sunny side up and more of these goodies for foodies.



LUNCH & DINNER

BAGELS, SALADS & SOUPS

The WASBAR menu is known for a broad variety of finger-licking dishes. Each of them are prepared with premium and healthy ingredients to elevate your taste buds!





BAGEL BURGERS & WAFFLE FRIES

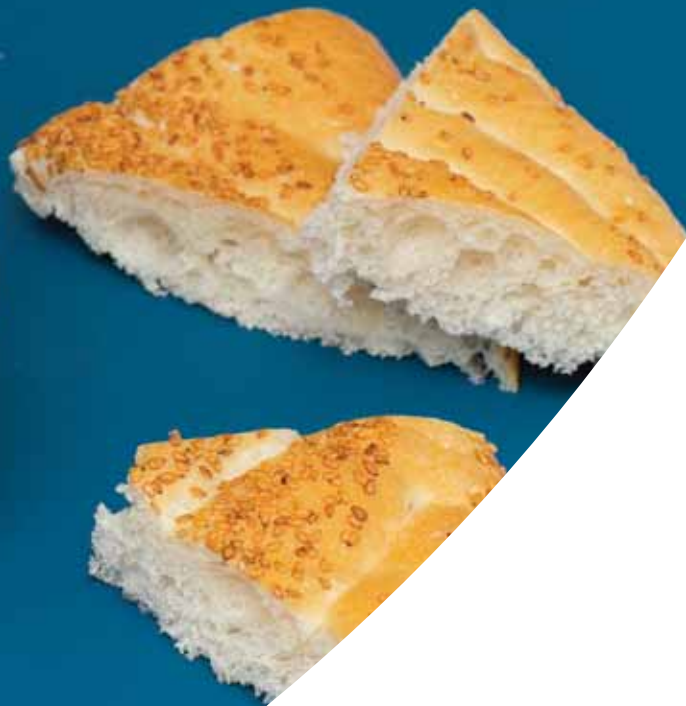
THE WASBAR ICON? The famous Bagel Burgers! Our creative approach to the traditional burger is to serve hot, premium ingredients on a bagel bun. They are accompanied by a generous portion of waffle fries and our delicious truffle mayo. We offer bagel burgers for all tastes. Do you know our Jacky Sertaki, Miss Beatrix, Cruz Lee or Viva Las Vegan? These dishes are a real must try!

FINGERFOOD & APERO

Feelgood fingerfood! Vegan sweet potato dip, shakshuka or luxury falafel. As the ultimate snack to crush your cravings, or to share with friends, accompanied by your favourite cocktail or a glass of cheerful bubbles?

There's always a reason to celebrate at WASBAR. Let's share the love!







HAPPY
DRINKS

Refreshing, sweet, warm or fresh and always presented with an eye for detail, we offer the perfect serve. With the festive WASBAR drinks, you'll get your party started!







PLANT-BASED OPTIONS

There is currently an increase in the shift to plant-based diets, as evidenced by the growing trends of vegetarianism, veganism and flexitarianism*. As WASBAR shares a love of the planet and the future generations, we are committed to expanding our range of plant-based products. We offer at least one plant-based option in every menu category. Check out our vegan superberry acai bowl, our vegan tomatello bagel or the Viva Las Vegan bagel burger!

() "Food and Agriculture Organization of the United Nations, 2023"*



WASBAR





LAUNDRY





No coin laundromats !

What do Juliette, Maurice, Joseph and Josephine have in common? They are the names of our washers and dryers, which are an integral part of the WASBAR experience.

During the day, we are a comfortable setting where you can feel at home. We offer a personal approach and laundry advice while using familiar household machines. In the evening, we change the scene by dimming the lights and hiding the machines behind curtains to create an even more friendly atmosphere. There hides also a cosy 'BAR' in WASBAR, right ?!





SUSTAINABLE & ECOLOGICAL

At WASBAR we go beyond serving foodies and laundering hoodies. We choose consciously for ecological washing products, made of plant-based, biodegradable ingredients and minerals. In this way, WASBAR opts for doing business and laundry in a responsible manner every day.









AWARDS



2012

Topstarter



2015

Belgium's New
Brand of the Year



2014

Comeos Mercurius
Nominee



2019

Best Vegan
Lunch place

DISCLAIMER

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The information contained in this document is confidential and is given to you for your use in evaluating the WASBAR franchise opportunity. The figures set out in this Booklet are indicative and based on the average performance of a WASBAR restaurant. We make every effort to ensure that the information is accurate and up-to-date. Please note that there is no guarantee that you will achieve these figures and it is not intended that you should rely on these figures as a warranty or guarantee of what you will achieve. Your performance will depend on a number of factors, including your commitment to the business, number of customers, work ethic and motivation, territory, demographics and external factors.

Before making any decision regarding the WASBAR franchise, it is imperative that prospective franchisees undertake their own due diligence and prepare a business plan suitable for their respective franchise territory. Prospective franchisees are strongly advised to seek independent financial and legal advice before proceeding. Wasbar International SARL emphasizes that each interested party is at any and all times responsible for its own costs and expenses in relation to such independent advice. Wasbar International SARL, or any other person representing it, will not be held liable for any loss sustained by any prospective franchise investor from relying upon the contents of this document.

No information set out or referred to in this Booklet shall form the basis of any contract. In order to take up an WASBAR franchise, a prospective franchisee shall be required to enter into a franchise agreement acknowledging that he/she has not relied on or been induced to enter into such an agreement by any representation, warranty, assurance or undertaking save as expressly set out in that franchise agreement. This document does not in any way detract from the terms and conditions laid out in the franchise disclosure document and the franchise agreement which shall form the legally binding contract between Wasbar International SARL and the franchisee.





FRANCHISE

As an award-winning concept that is unique in the global restaurant industry, WASBAR is well positioned to continue its impressive trajectory and strong growth. In order to maintain its current level of success, we are investing heavily in our product range, but also in our staff, service and operational technologies. Are you the franchise partner who is motivated to share our success and expansion?

Then we welcome you to the WASBAR family!



CONTACT

Hungry to join? Let's chat!

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