

WE ARE CERTAIN YOU
AND YOUR CUSTOMERS
WILL FALL IN LOVE WITH
OUR BEER HOUSES AND
OUR DRAFT BEER.
STOP BY CHOPP TIME
TO SIP A PINT SOMETIME.

**BECOME A
FRANCHISEE**




Chopp Time[®]
BEER HOUSE | RESTAURANT



Our story is golden like a draft beer.

Chopp Time is a franchise network specialized in serving high-quality food and beverages.

Founded in the 90s by José Cícero de Almeida, Chopp Time opened the doors to its first location in Ribeirão Preto - SP in 1998, offering differentiated services:

- Unique draft beer flavor thanks to the use of elaborated processes;
- Maintenance studies for the improvement of the processes to preserve and pour a handsome and inviting glass of draft beer.
- State of the art draft beer system;
- Constant bartender training programs.

Of course, the response was immediate and enthusiastic, encouraging the company to expand nationally. Today, Chopp Time is running a successful business spread all over the country.



DID YOU
KNOW?



DRAFT BEER

The Origin of the Word "Chopp"

Although Germany is the home of the most beer drinkers, "chopp" is, after all, a derivative of the word "schopp," which is a 300ml volume measurement in German.

What is the ideal draft beer temperature?

The ideal temperature to pour a perfect pint is at 0° to 2°C, is best served at 3° to 4°C to be consumed at 6° and 8°C.

What is draft beer made of?

Draft beer is made by fermenting a sugary made by soaking malt in treated water, brewers grains (such as maize and rice), carbohydrate and hops (a plant similar to barley).



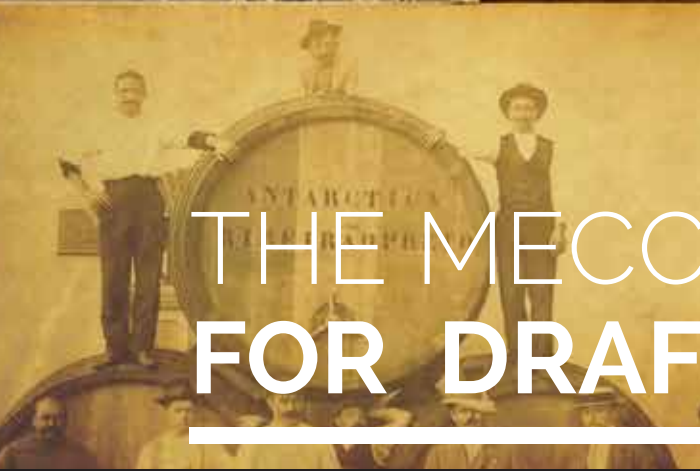
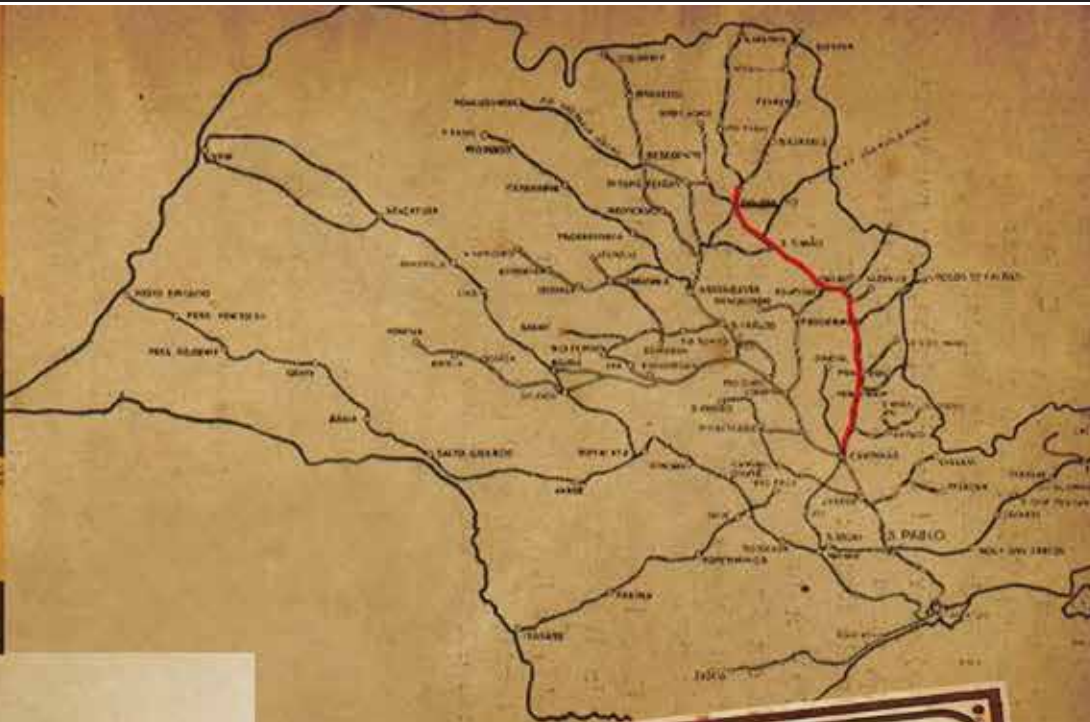


BRINGING
PEOPLE TOGETHER

OUR **MISSION**

Our mission is to provide differentiated services in the entertainment and leisure segment, bringing together people from various social classes at the same environment, recalling the atmosphere of fellowship of past decades.





OUR **CONCEPT**

The draft beer served on our network is recognized for its unmatched flavor and quality. After all, its characteristics come from the born - Ribeirão Preto, the mecca for draft beer lovers - where the fame and myth of the barley nectar comes from. A tradition with over 70 years of history, technique, technology, a lot of art and special care for proper storage and handling to keep the ideal temperature for pouring a perfect draft beer.



AWARDS

Voted one of the Top 50 bars in the country among 1500.



WE ARE ONE OF THE
**COUNTRY'S BEST -
SELLING DRAFT BEER**
FRANCHISE NETWORK.



QUALITY
PRODUCTS



DIFFERENTIALS

- Exclusive glassware and draft beer system;
- Ambev's product quality;
- Varied menu that can be customized to suit the culture of the region.
- Unique environment and customized architecture;
- Differentiated pricing policy;
- Integrated management system.



OUR FORMATS



OUR FORMATS

ROUND SHAPE KIOSK



- Express concept;
- Located in shopping malls, trade shows, airports and other similar establishments;
- These units encourage visitors to stop, spend and stay longer.


Chopp Time[®]
BEER HOUSE | RESTAURANT



OUR FORMATS

RESTAURANT & BAR



The perfect combination of beverages and a la carte service with exclusive products.



OUR FORMATS

RESTAURANT & BAR




Chopp Time[®]
BEER HOUSE | RESTAURANT

- Complete structure for business event and social gatherings;
- Space for shows and performances;
- Space kids;
- Choice of blue plate special, a la carte service or self-service buffet.



OUR
PRODUCTS





OUR PRODUCTS

Since the beginning, Chopp Time has adopted as a basic principle to keep the high quality standards of its products: fresh ingredients from the best suppliers of the market aiming to offer an unparalleled gastronomy and beverage experience, and of course, accompanied by a perfect draft beer.



A photograph of a woman with long brown hair and large earrings, wearing a white top, holding a glass with a drink and a straw. She is looking towards a man in a dark suit and white shirt who is partially visible on the left. The background is a blurred bar setting with other patrons and warm lighting.

OUR
CUSTOMERS

TARGET AUDIENCE

- People who coming in for a happy hour, lunch or dinner looking for comfort, safety, quality and affordable prices;
- Age range between 20 to 50 years belonged to A and B classes, usually accompanied by family and friends.

A-B CLASSES

AGE RANGE BETWEEN
20 to 50 YEARS


Chopp Time[®]
BEER HOUSE | RESTAURANT

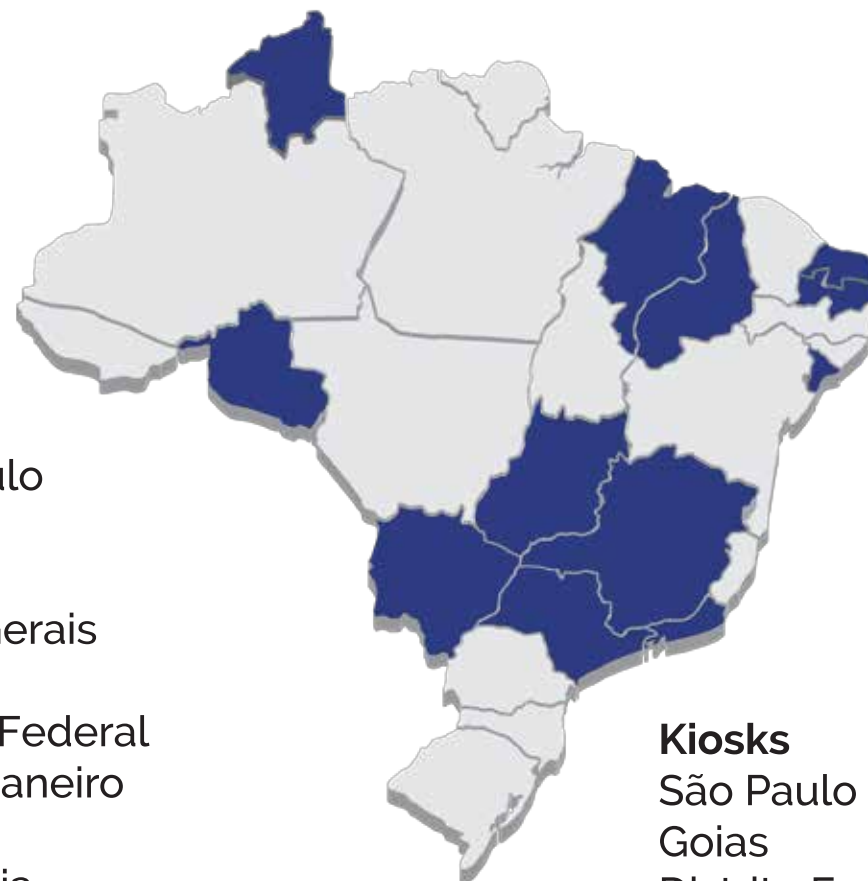


An aerial night photograph of Rio de Janeiro, Brazil. The image captures the city's dramatic landscape, with the bay in the center, illuminated by city lights and reflecting the moon. The mountains are silhouetted against the dark sky, with some peaks lit up. The city's lights create a vibrant contrast with the dark surroundings. The text 'THROUGHOUT BRAZIL' is overlaid in the top left corner.

THROUGHOUT
BRAZIL

WHERE WE ARE

Currently, we are running a successful business with 30 franchise units spread across 9 Brazilian states, with bold cross-border expansion and investment plan for the coming years.



Unit

São Paulo
Goiás
Paraíba
Minas Gerais
Sergipe
Distrito Federal
Rio de Janeiro
Piauí
Rondônia
Mato Grosso do Sul
Maranhão
Roraima
Rio Grande do Norte

Kiosks

São Paulo
Goiás
Distrito Federal





MEDIA

MARKETING



Offline Campaign

Menu

Assistir aos jogos todo mundo vai.
Agora, assistir aos jogos no bar mais estiloso da cidade não é para qualquer um.
Chopp Time. O lugar certo para torcer pela seleção.



Add



banner



Leaflet

Chopp Time[®]
BEER HOUSE | RESTAURANT



SOCIAL
NETWORKS

MARKETING



Facebook

Instagram



Online Campaign



TOTAL
SUPPORT

FRANCHISEE **SUPPORT**

Pre-operational Phase

- Support during the premises selection phase, through an accurate feasibility study;
- Architectural project;
- Support for the planning of marketing and communication campaigns;
- Assistance during rental and purchase cost negotiations;
- Pre-opening training for the franchisee and selected staff;
- Operating Manual (implementation, management, marketing and sales)
- Bespoke procedure for moving, procuring and storing goods, based on the franchising format and product mix.
- Management software.

Overall process

- Submit application form (email)
- Submit financial report and profile information (applicant);
- Profile approval;
- Face to face meeting;
- Agreement;
- Clarification of doubts;
- Approval of the commercial point;
- Agreement signature;
- Payment of Franchise Fee.

Continued Support

- Training and refresher courses;
- Field supervisor
- Manual updates;
- Product launching;
- Corporate Support for marketing plan and communication campaigns, including customer loyalty programs;
- Local marketing support.



GREAT BUSINESS



INVESTMENT

KIOSK

Size – 20m² - 35m²

Initial investment – R\$ 200.000 - R\$ 500.000

Franchise fee – R\$ 50.000 (initial investment not included)

Royalties – 5% of gross income

Publicity – 2% of gross income

ROI – 24 months

Average price – R\$ 30,00 - R\$ 65,00

Average income – R\$ 70.000 - R\$ 120.000

BEER HOUSE

Size: from 250m²

Initial investment – R\$ 700.000 - R\$ 1.500.000

Franchise fee – R\$ 70 mil (initial investment not included)

Royalties – 5% of gross income

Publicity – 2% of gross income

ROI – 24 - 36 months

Average price – R\$ 40,00 lunch / R\$ 70,00 dinner

Average income – R\$ 200.000 - R\$ 400.000



BECOME A **FRANCHISEE**





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