

# franchising with **PINOT** & *picasso*

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*Founder/Director*



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*Founder/Director*



# who we are, and what we do?

Pinot & Picasso is Australia's #1 Paint and Sip Experience! We take our customers through some of the basic (and some more advanced) techniques of painting on canvas, in a hassle-free, approachable and collaborative setting.

We invite you to enjoy a night of BYO wine and painting as our expert Pinot & Picasso hosts deliver each session with comprehensive step-by-step instruction with plenty room left for your inner-Picasso to run wild.

By the end of the night, even our 'non-creatives' will be taking home their very own Picasso!

Say hello to Australia's Largest (and fastest growing) Paint and Sip Company



**BOOK A CALL WITH US**



# vision statement

“To inspire global communities through colourful entertainment”.





# mission statement

“Celebrate and embrace human connection through colour and creativity”.



# our goals

- Replace the household phrase 'Paint and Sip' with 'Pinot & Picasso'
- Grow the Pinot & Picasso brand globally with like-minded franchisees
- Provide the finest entertainment experience every time our studio doors open
- Continually innovate our concepts, sessions and offerings



# what we offer

## THE PINOT & PICASSO BRAND

Currently over 75 studios successfully trading across Australia and New Zealand. UK expansion planned for 2023.

## LOW INITIAL INVESTMENT

Low upfront costs, quick set-up, start making ticket sales as soon as you're added to the website.

## UNMATCHED CUSTOMER SERVICE

24/7 customer service help desk, with friendly faces to talk to.

## LEADING E-COMMERCE SYSTEMS AND SUPPORT

Dedicated e-commerce website, built for automation and ease

## DEDICATION TO INNOVATION

Our biggest competition is ourselves, and we (a team of HQ creatives) aren't ones to be complacent.

## MULTIPLE REVENUE STREAMS

Public sessions, private sessions, kids parties, several concept choices. Diversify the way your studio makes sales.



# reviews and brand reputation

Pinot & Picasso has a five star google rating across all studios. Our extensive training and branding guidelines allow for every session and studio to be of the highest quality.

Here are some of our reviews, but feel free to search your own!



## **Wine, Tunes & Painting.**

*We had the best night out!!  
You can't beat a cheese platter, laughter,  
singing old school tunes and patient,  
talented staff. Don't even get us started on  
the wine and painting!*

*Melissa & Andre*



## **Best Paint & Sip Experience.**

*We're HUGE paint & sip fans and had the  
best experience to date!  
You don't have to have any  
skills to have a great time.  
We highly recommend P&P!*

*Sophia*



## **Fun Girls Night Out!**

*P&P was the perfect way to  
catch up with friends - we totally loved the  
experience  
(especially because we had plenty of time  
for sipping wine while we painted haha!)*

*Katherine*



## **Can't Wait to Book Again!**

*10/10 would recommend P&P to  
anyone! Steve wasn't sure about attending  
initially but ended up loving it (thought he  
wouldn't like me saying so haha) Must do  
activity for everyone!*

*Sally & Steve*

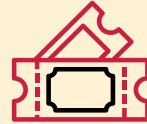


# by the numbers

GETTING STUCK INTO  
THE NITTY GRITTY  
NUMBERS GAME



**60 ARTWORKS**  
in the gallery and growing



**4,000** public tickets sold across  
the country every week



**OVER 220**  
private events and pop ups every week



**170,000**  
visitors every month

\*All dollar values are \$AUD







# head office support



IT &  
TECHNICAL  
SUPPORT



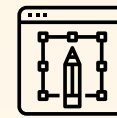
MARKETING  
SUPPORT



STAFFING AND  
RECRUITMENT



LEASING  
NEGOTIATION AND  
SITE PROCUREMENT



PINOT & PICASSO  
CREATIVE  
NETWORK



CREATIVE  
SUPPORT &  
GUIDELINES



# testimonials

## CAITLIN & LUKE *Wollongong*

Like many Australians, we have always had the desire to run a small business to produce a secondary source of income. What attracted us to a Pinot & Picasso franchise was the automated online systems in place, marketability and brand reputation. This allows us to run a small business and continue our primary source of income.

## SHARRON & HANY *Rouse Hill*

We got involved with Pinot & Picasso as one of the first franchisees and whilst it had only been established for one year, the track record of success spoke for itself. The Head Office team is dedicated to provide support and assistance for franchisees which is reassuring to know that an experienced person is always a phone call away.



# the industry

We encourage you to do your own research, however from our findings we concluded:

## **AN INSIGHT INTO THE COMPETITION:**

- No purpose-built studios. Each session is a pop-up
- E-commerce sites lacking direction and information
- Many focus more on an actual 'party' and not the artist directing an artwork
- Several are tailored to only a younger demographic with provocative artworks

## **WHY THIS IS A POSITIVE FOR PINOT & PICASSO:**

- We have the ability to run pop-ups and public sessions at the same time
- Constant foot traffic and brand awareness with a purpose-built studio
- Our artworks are guided step-by-step so each customer leaves with an artwork they are proud of



# revenue streams

How we diversify our revenue streams to give you the fastest ROI possible



Weekly Sessions



Private Sessions



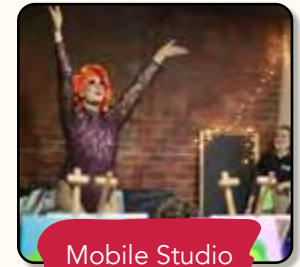
Team Building



Hen's Nights



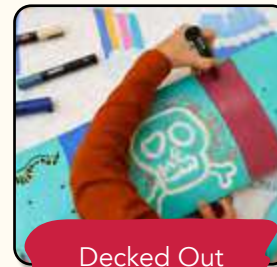
Virtual Sessions



Mobile Studio



Pinot & Picasso Art Box



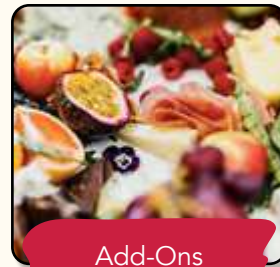
Decked Out



Pinot Guarantee



Glow In The Dark



Add-Ons



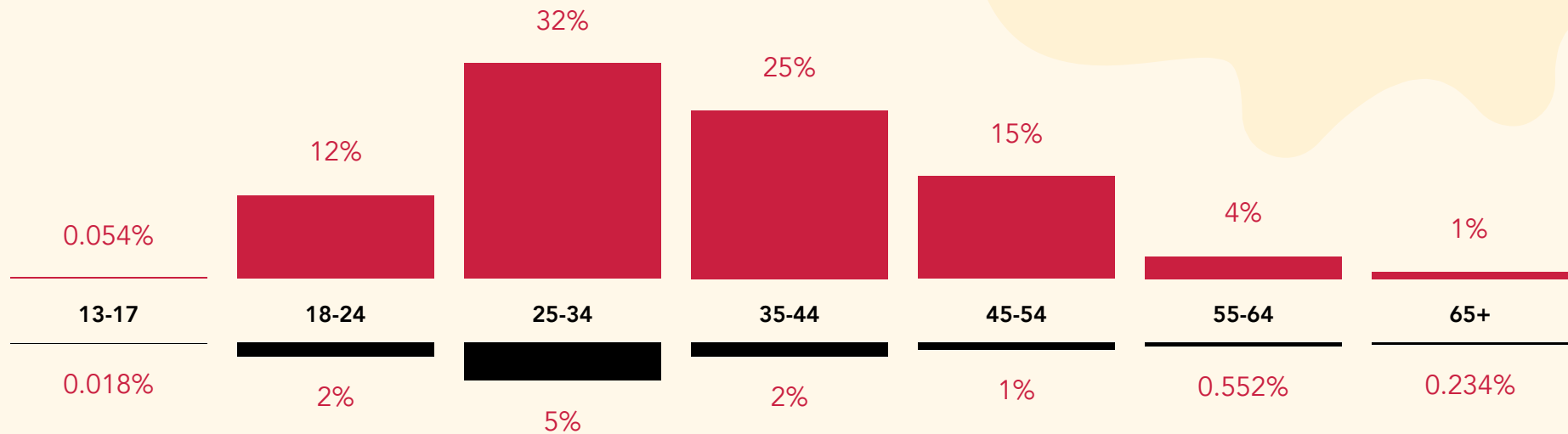
# our target market

We know exactly who we are talking to, and create unique offerings and content that relate, engage and successfully sell to this market. The below graph demonstrates which market segments engage most with our online marketing.

## FAN RATIO

*Women* 89%

*Men* 11%



# THE *Pinot* difference

## WHAT WE'RE DOING TO SET OURSELVES ASIDE FROM THE REST

- Approachable art for everyone - we create an experience to suit every skill level.
- Customer service-centric business operation - we're in hospitality, and we understand what that means. The customer always comes first.
- Entertainment is our focus - art is important, but good times are imperative.
- Our franchisee network consists of a diverse profile of investors to operators ranging from actual artists, former athletes, corporate managers, best friend duos to husband and wife teams looking for additional financial income to support their families and lifestyles.
- HQ team of experts in their fields.
- State of the art e-commerce platform coming in 2023 will redefine how we understand the customer journey and allows us to re-target based on the consumer behaviour.



# high value territories

## HOW DO WE KNOW THIS?

We've worked hard to ensure that every Pinot & Picasso territory has the best chance of success. By calculating the total population and number of key demographic in each territory, we work to maximise return for all our franchise owners.

There are places crying out for Pinot & Picasso. Here's just a few places we're excited to go...

**SEE OUR REMAINING  
AUSTRALIAN TERRITORIES**



# faqs

## WHAT DIFFERENTIATES PINOT & PICASSO FROM OUR COMPETITORS?

Pinot & Picasso are leaders in Paint and Sip innovation and customer service development. Being a customer service-centric company, we're constantly looking for ways to improve what we do and how we do it. Our business model, focus on local marketing and multiple revenue streams makes it easy to scale your business and grow your sales.

## HOW DOES PINOT & PICASSO HELP WITH MARKETING?

Franchise Owners are given the freedom to market to their customers at an organic and local area level. Paid online campaigns can be managed by HQ at a minimal cost per month. This ensures your online spend doesn't go to waste.

At a brand level - Pinot & Picasso provides design solutions, branding guidelines, and marketing how to's in order to build effective relationships in your community.

## ARE THERE MASTER FRANCHISE OR DEVELOPMENT RIGHTS AVAILABLE?

Pinot & Picasso don't grant master franchise or development rights at this point. However, the potential to buy multiple territories is available.

## HOW LONG DOES A PINOT & PICASSO AGREEMENT LAST?

5 years.

## COULDN'T I JUST OPEN A PAINT AND SIP STUDIO MYSELF?

There's every chance you could. The facts however, don't lie. 9 out of 10 businesses fail within the first year. That doesn't happen on our watch. We have an exceptional business model, 5 days a week support, marketing guidelines to ensure you maximise sales and hit the ground running. Could you do it yourself? Potentially. Could you do it as well, and maximise your ROI? Almost certainly not.





# faqs

## **WHAT SORT OF SUPPORT DOES PINOT & PICASSO PROVIDE?**

At Pinot & Picasso, we've worked extremely hard to streamline our processes to ensure our Franchisee's lives are made as easy as possible. From stock reordering to the entire e-commerce system which runs out bookings, automation has always been at the forefront of our mind.

Outside of the technical stuff, the Pinot & Picasso team offer support from go to woaah. We help you find the right spot for your business, provide a full style guide for fit out, marketing training and online operations guide. Our team are only a phone call away when hiring staff, or making decisions critical to your business.

We're a vibrant and dynamic company who are willing to go the extra mile for our Franchise Owners. We have world class support across web management, digital content management, marketing teams and artists all within arms reach.

## **SHOULD I TALK TO OTHER FRANCHISEES?**

Absolutely. We recommend speaking to some of our existing Franchise Owners about their experiences as a Pinot & Picasso Operator. We're happy to put you in contact by request.

## **CAN YOU PROVIDE US WITH MORE FINANCIAL INFORMATION?**

A closer look at Pinot & Picasso studio financials is given at the Stage 2 application. Below you'll find some figures to use as a guide in your calculations in the meantime.



# the investment

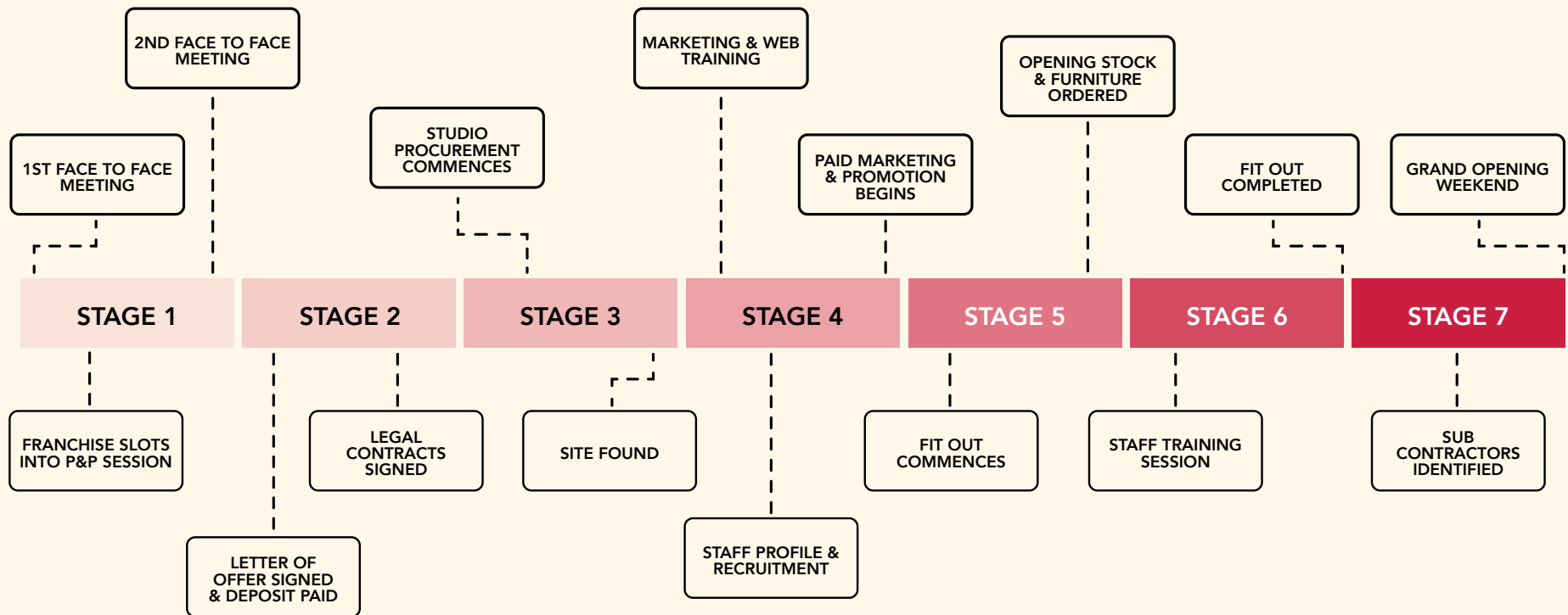
## IN YOUR OWN STUDIO

(subject to change, ex GST).

- Franchise Fee - \$50,000
- Legal Documentation - \$2,500
- Website - \$2,000
- Initial Marketing Set Up - \$2,500
- Training Fee - \$2,000
- Expected Fit Out Costs - \$20,000 - \$35,000
- Opening Stock Order - \$4,000+
- Franchise Royalty - 12%
- Franchise Agreement Term - 5 years



# opening timeline



ready to  
take the  
next step?

*We're ready when you are!*

A member of the Pinot & Picasso team will be available once you select a time slot available via the calendar link.



**BOOK A CALL WITH US**