



WELCOME TO THE WORLD OF WAFFLICIOUS, WE'RE  
THE PLACE FOR INNOVATIVE, DELICIOUS AND FUN  
TREATS IN YOUR NEIGHBORHOOD

# COMPANY PROFILE



/wafflicious



wafflicious.eg



wafflicious.eg

[www.wafflicious.com](http://www.wafflicious.com)



# About Wafflicious

WAFFLICIOUS, the business of amazingly delicious waffles, as part of our vision of being Egypt' most favorite waffles. We aim to bring real enjoyment and excitement to our guests, partners and communities.

Our goal is simple: to serve high quality, delicious waffles with an experience that not only exceeds but redefines the waffles experience, creating " Great Service = Satisfied Customer" concept. We focus on sourcing the best ingredients, serving the tastiest waffles, and developing the most powerful team.



## Vision & Mission

Our vision is to be one of the top multinational growing franchises corporate in the industry's leading brands. This includes taking franchise development from the dream stage to reality.

The experience we gain helps increase momentum and traction in new markets by growing Wafflicious locally and worldwide.

We aim to succeed in the four milestones of our business cores: team members, cutomers, franchises, and shareholders.

Simply our goal is to be the premier franchise in the waffles and coffee industry.

# Building our Brand

Our success is no surprise! We plan it that way! We listen, we learn, we deliver! We listen to our clients, learn what they want and then consistently deliver a dining experience that truly meets the changing and evolving needs of today's guests.

At WAFFLICIOUS, we prioritize the intrinsic value of our by providing an effective environment to reach their full potential, our talented people inspire all our guests providing them consistent delivery of outstanding operations.

Our constitution represents our purpose, who we are and what we are trying to be. Everything we do in the business should be aligned with our constitution. Seamless and effective alignment amongst our franchise partners, our approved suppliers and our employees is crucial to our success.



it's  
beyond  
delicious.



# OUR CONCEPT

So simple, we can explain it in three words:

**Fresh** : our dough is prepared every day from the finest ingredients and we proudly display every favorite topping and syrup.

**Fast** : it's simple as a 3-step-menu, once you've placed your order your Waffle is baked in front of you in less than 3 minutes. It's something really cool to watch

**Delicious**: you can make whatever combination inspires you, no matter if you're a strict to.

fruits or a chocolate fan or even love to mix both. Our divinely tender waffles with its airy texture will surely crumble in your mouth giving you an overwhelming experience.

We have also preserved the same concept for a wide range of other concession food products,



# WURGER

WHERE WAFFLE MEETS BURGER



## OUR Products

We have also preserved the same concept for a wide range of concession food products making Wafflicious a happy place to be.

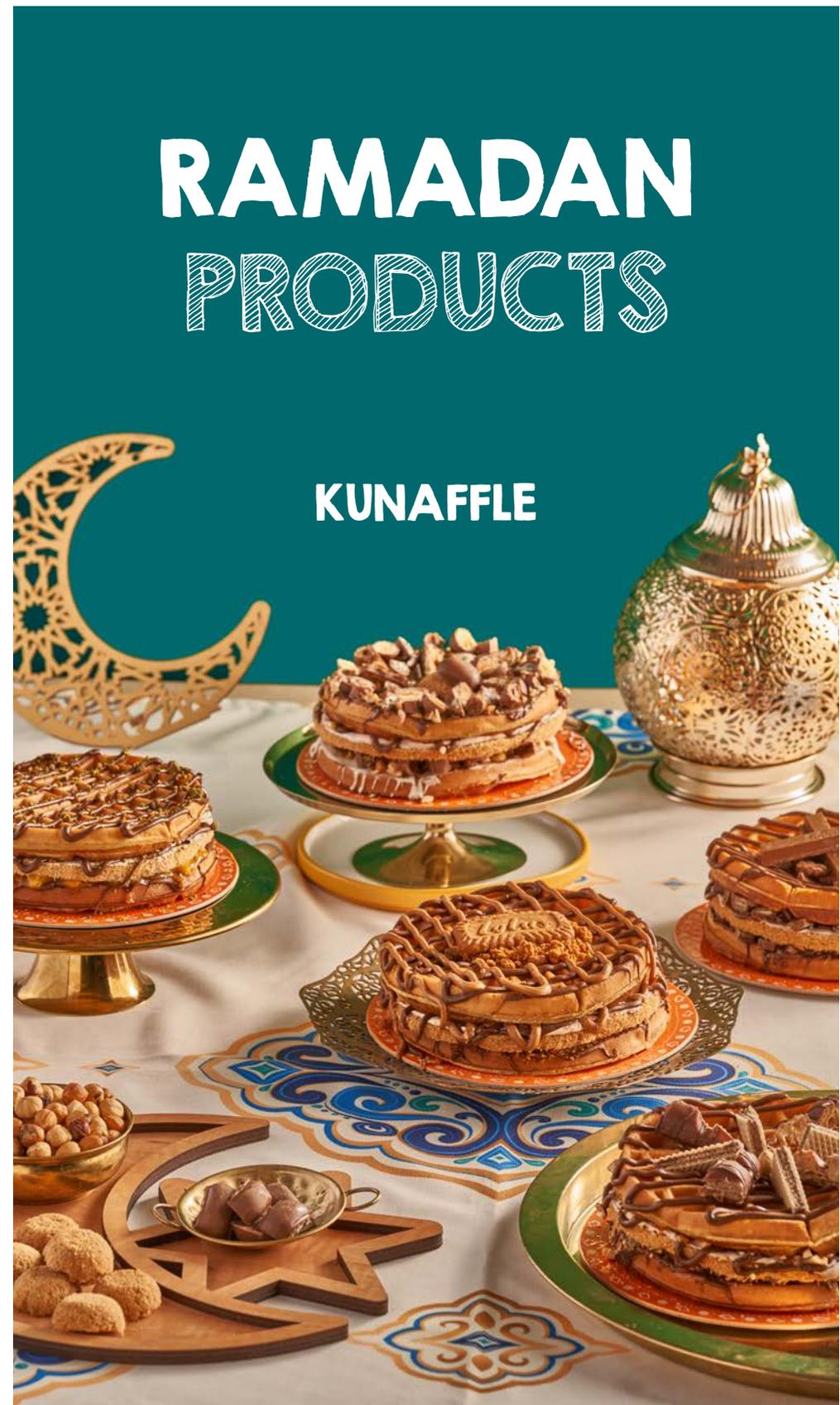






COFFEE





# RAMADAN PRODUCTS

## KUNAFFLE

# CHRISTMAS PRODUCTS

MARVELICIOUS





# Our Branches

Our approach attracts a diverse clientele. Whether it's a group of friends getting together, a couple looking to spend some quality time, colleagues meeting for business or families celebrating an occasion, Wafflicious offers the right atmosphere. Our contemporary décor, unique design elements and increased booth seating, strike the perfect balance for a great atmosphere & experience.

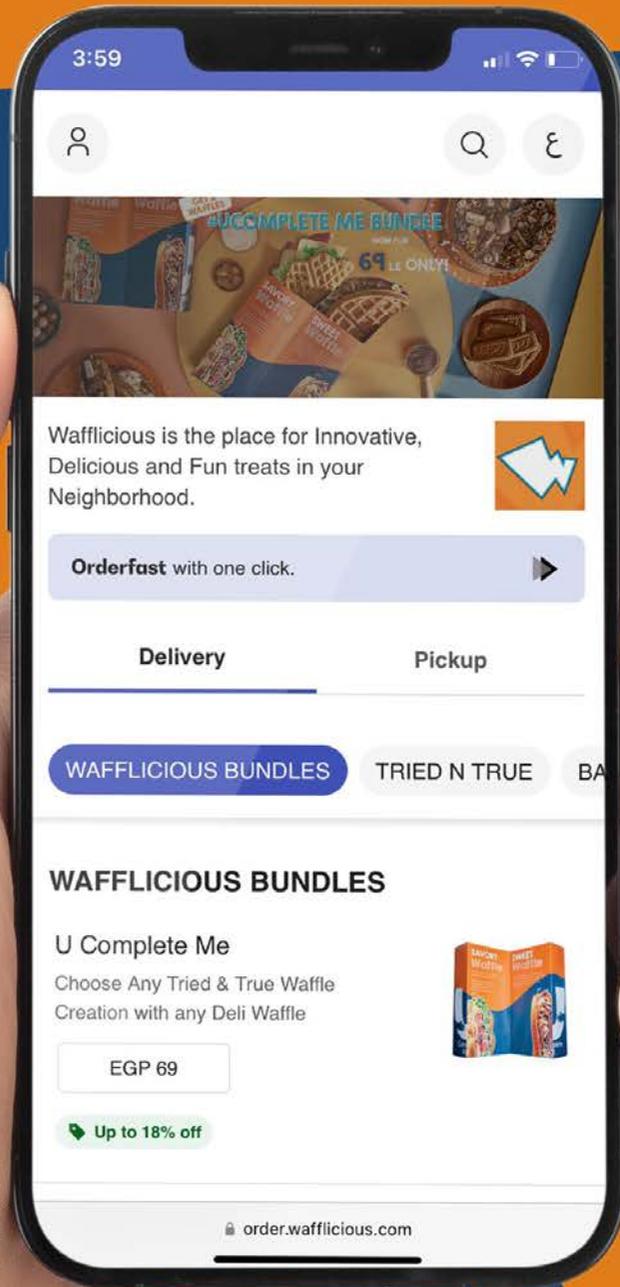
Our shops are designed to create the perfect ambiance for spending quality time with friends, family and also a great place to celebrate birthdays.



# Wafflicious Branches

- 📍 Heliopolis
- 📍 Ismailia
- 📍 Rehab
- 📍 New Cairo
- 📍 Maadi
- 📍 Marina 5
- 📍 El Mokattam
- 📍 Nasr City
- 📍 City Stars
- 📍 Dokki
- 📍 Zayed Promenade
- 📍 Faisal
- 📍 Zamalek
- 📍 Asyut

**14 Branches**



[order.wafflicious.com](https://order.wafflicious.com)

Scan to  
Order



## W W O Wafflicious Web Ordering

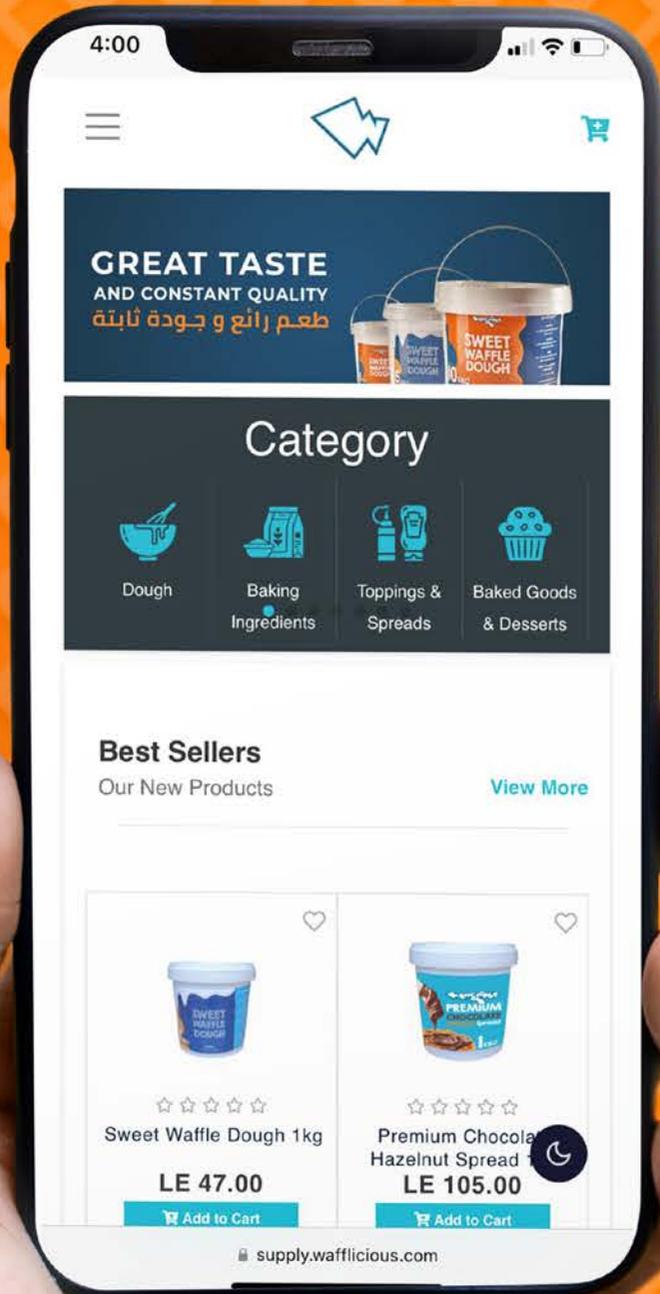
Implementing an online ordering system was an important milestone for WAFFLICIOUS.

What we aimed for was to create a new channel to cater to new and repeat customers, by offering them a user friendly and efficient ordering experience.

Through our WWO, customers can access the whole menu, make their selection and submit their order all in one go.

With the WWO system, customers simply access our menu through online ordering.

This can either be done by scanning a QR code, or entering a link into the search bar.



# We Supply Business



[supply.wafflicious.com](http://supply.wafflicious.com)

# WWS

## Wafflicious Web Supply

At Wafflicious, it was essential to create an online channel to provide all entrepreneurs with everything they want by providing them with an easy-to-use and efficient B2B experience.

With WWS, The in charge can simply access all the information on how to order tools, ingredients, and dough online

This can be done by entering the link in the search bar.

# Our Services We Got Your Back!

Your store



Our Management Team



Maintenance

Opening Team

Menu Developing

Training

Cleaning Standards



# OUR BELIEFS

When it comes to serving up the perfect taste we know our stuff, over time we've developed a few strong beliefs that are the secret to our success.

**We believe** in the power of human connection and service.

**We believe** in sourcing premium ingredients from around the globe to create our one-of-a-kind craveable taste.

**We believe** in fanatical freshness and only serve daily hand-cut fruit.

**We believe** our store experience should inspire and our customers should feel light and fresh.

**We believe** goodness should come guaranteed - if you are not satisfied with your masterpiece, we'll make you another one.

# Social Recognition

- Voted as top 10 desserts in Cairo by TripAdvisor
- Our cakes are rated top out of the box by ScoopEmpire

## FACEBOOK

<https://www.instagram.com/wafflicious.eg/>

156 879 Followers

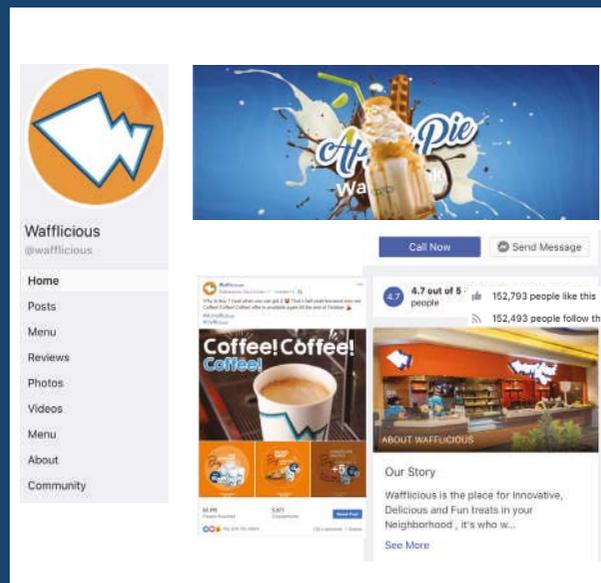
Global Rating 4.8 out of 5

## INSTAGRAM

<https://www.instagram.com/wafflicious.eg/>

107k Followers

718 posts



**BEYOND  
DELICIOUS**  
19130



**THANK  
YOU!**

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