

PALAIS DES THÉS



# Your Premium Tea Business

with Palais des Thés



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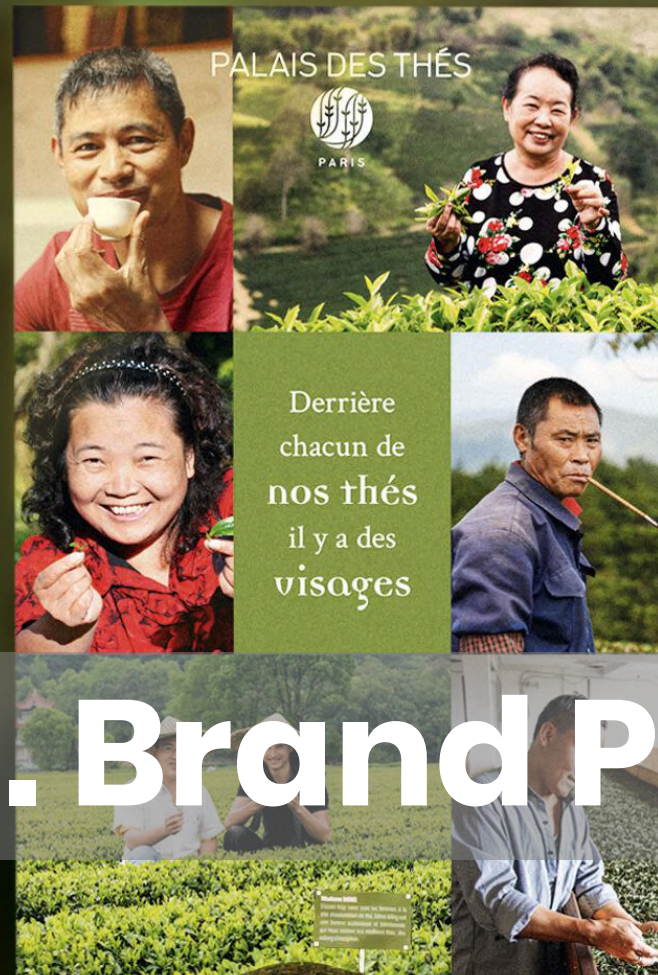


déguster  
le meilleur  
du thé

Thés d'origine  
Grands Crus  
Créations parfumées  
Infusions  
Thés Bio  
Thés glacés  
Théières et tasses  
Accessoires de dégustation

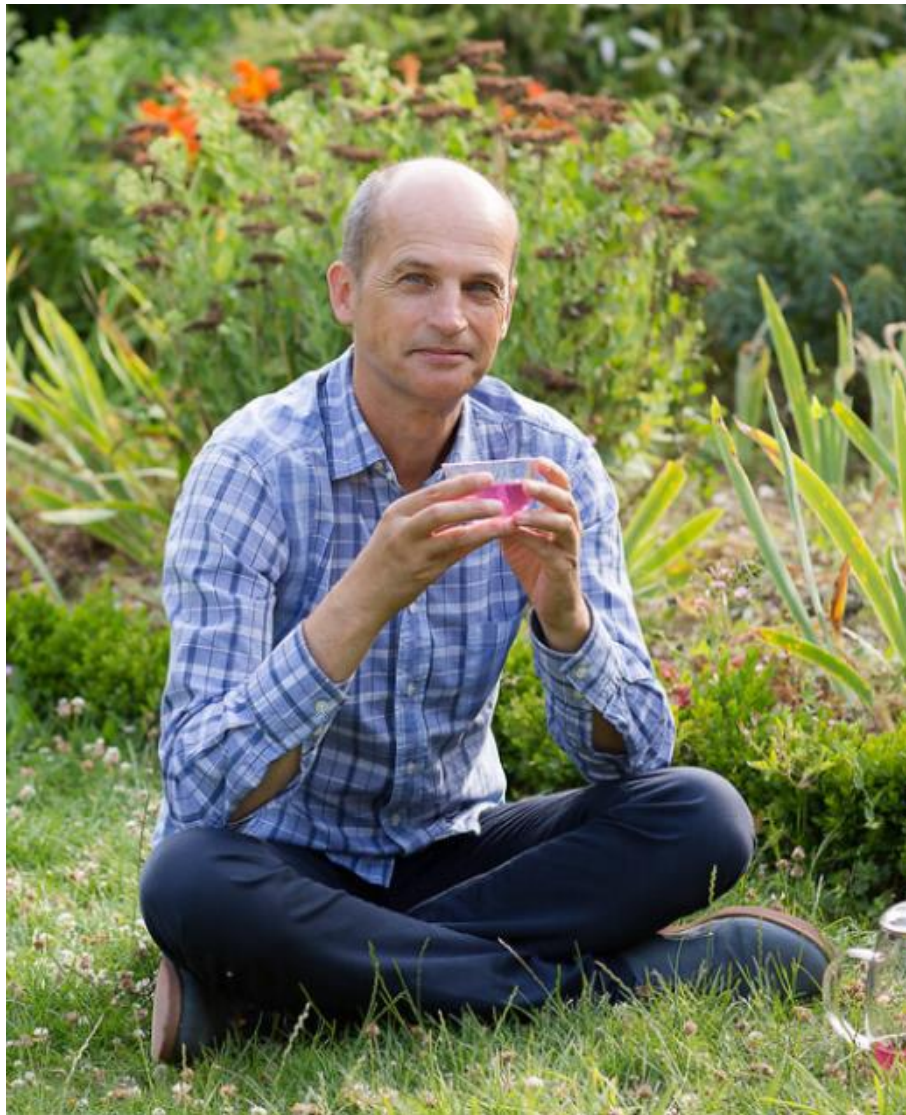
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# 1. Brand Presentation





# About Palais des Thés



The Parisian premium tea brand was founded in 1987 by Francois-Xavier Delmas, one of the best tea sommeliers in the world.

**48** Turnover in 2020  
million €

Over  
**30** years  
on the market

**82** 60%  
franchisee  
stores around  
the world

**4** Distribution Channels  
› Stores  
› E-commerce  
› Foodservice  
› Resellers

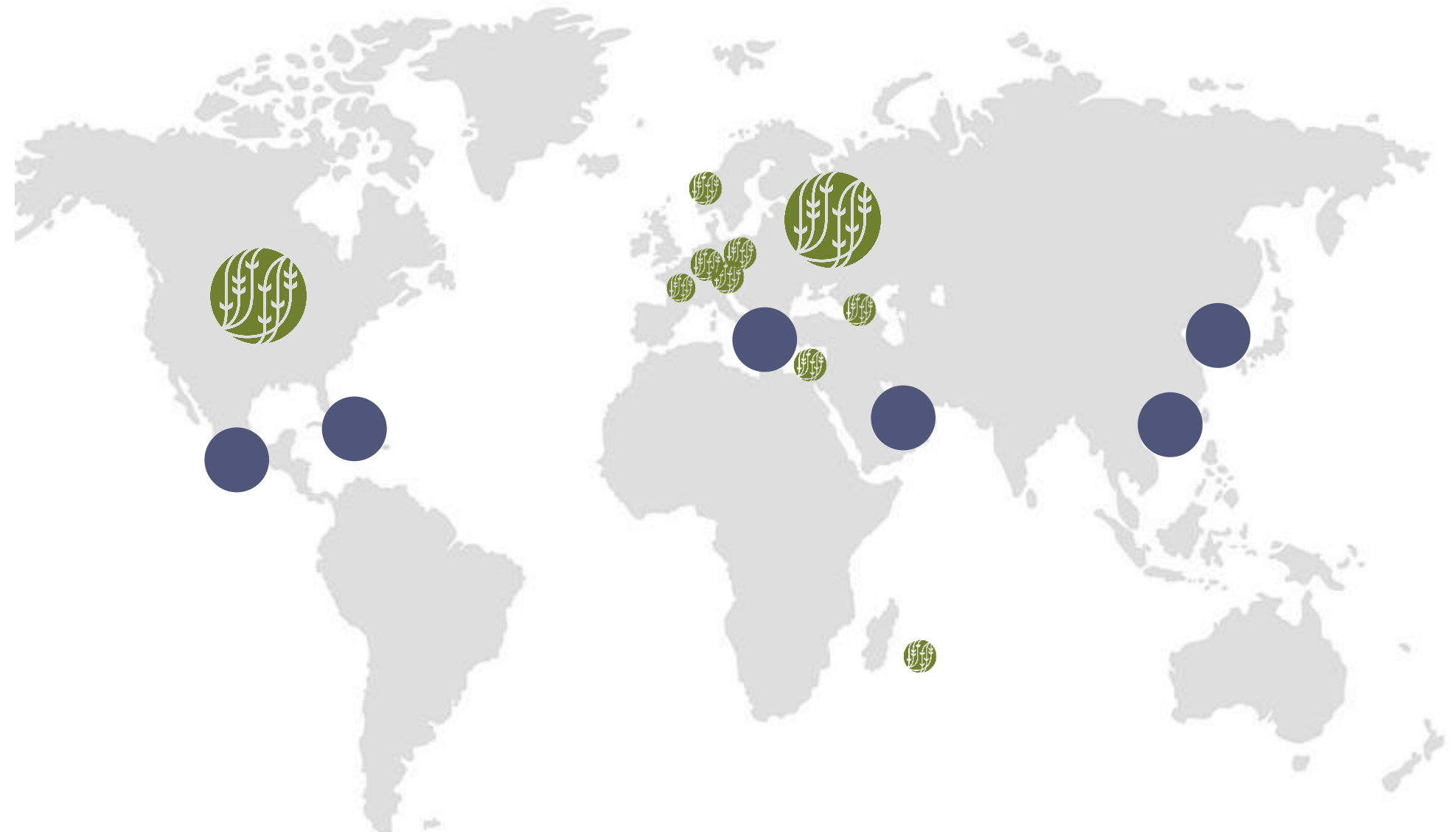
**4** Tea Schools  
Paris, New York,  
Brussels, Moscow

**+60%** Growth rate  
2016-2020



# An Increasingly Global Presence

- **1987** First boutique in France  
Paris
- **2001** First boutique abroad  
Brussels
- **2011** Creation of the USA subsidiary  
New York
- **2016** Creation of the Russian Subsidiary  
Moscow
- **2021** 20% of stores outside of France  
and 8 distributors  
worldwide



2 subsidiaries

USA: New York  
Russia: Moscow



82 boutiques

65 in France  
17 abroad



Distributors

Asia: Hong Kong, South Korea  
Middle-East: Dubai  
Europe: Netherlands, Malta, Baltics  
Americas: Mexico, Dom-Tom

# Premium Partners Worldwide

## B2C



## Foodservice





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## 2. Retail Concept & Customer Journey

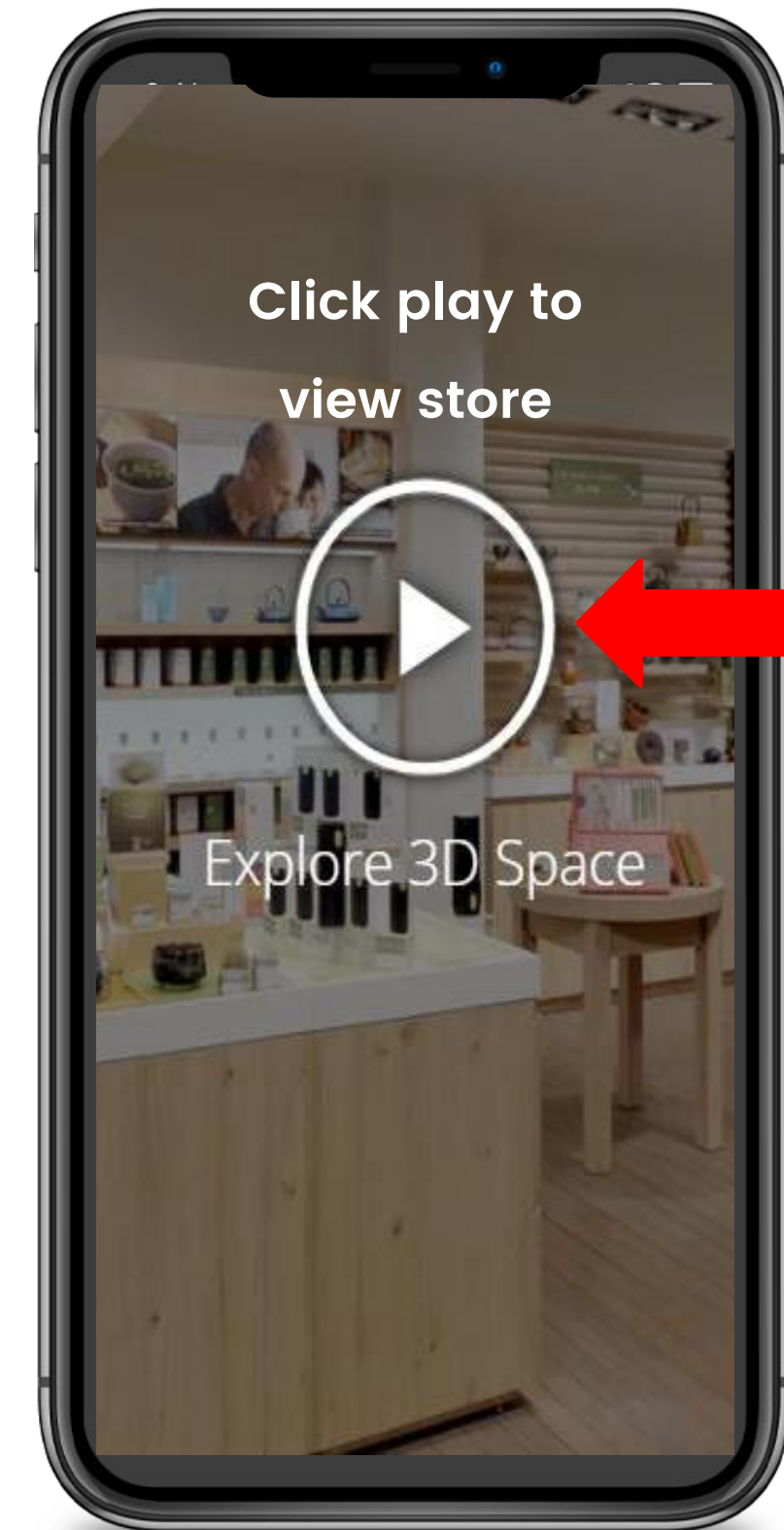




# A Distinctive Retail Space



- **Format**
  - ✓ Premium city center streets
  - ✓ High-end malls
- **Storefront**
  - ✓ Eye-catching signature green
  - ✓ Large windows
- **Retail area**
  - ✓ Light wooden furniture
  - ✓ Zones for tasting, smelling & sampling





# A Unique Boutique Layout

## 1. Tea tasting area

Enjoy a cup of tea upon entering the boutique.

## 2. Novelty Displays

Discover new & seasonal teas.

## 3. Olfactory zone

Smell & browse Palais des Thés' best-selling teas.

## 4. Tea "à la carte" area

Receive expert advice on rare premium teas.

## 5. Teaware & accessories area

Be equipped to prepare tea at home or on-the-go.

## 6. Gift ideas

Explore various formats of tea assortments.





# The Largest Variety of Single Origin Teas



140

single estate teas  
sourced per year

from over

15

countries

60%

of which are rare & premium  
*Grands Crus* Teas

Throughout India, China, Nepal, Japan, Taiwan and Sri Lanka, Francois-Xavier Delmas **sources the teas directly** to guarantee the best quality and allow you to **savour the best of tea.**





# Wide Selection of Flavored Blends, Gifts & Accessories

## Permanent Collection



### Signature Blends

Unique and flavorful  
in-house recipes



### DETOX

Well-being organic teas & infusions  
with ingredients from 6 regions of  
the world with specific benefits



### Infusions

**Garden blends:** fruity &  
refreshing blends



**L'Herboriste:** refined aromatic  
& soothing organic blends

## Seasonal Collection



### Iced Teas

User-friendly pre-packaged  
blends to enjoy cold



### Limited Editions

Exclusive indulgent recipes  
designed to celebrate the  
year's highlights: (Christmas,  
Easter etc.)



## Gift sets & Accessories



### Gift sets

Assortments that will wow  
all tea lovers



### Accessories

Teaware for every  
occasion to get the best  
tea experience possible





# A Selection for Everyone

The occasional  
tea drinker

The flavored  
tea lover

The pure  
single origin  
addict

The tea  
enthusiast

The tea  
expert

Guide customers throughout their tea journey: from beginner to expert



Beginner  
friendly pre-  
packaged  
cotton teabags



Naturally flavored  
in-house  
trademarked recipes



Wide variety of  
single origin teas of  
the **highest quality**



Accessories for  
every step of  
**tea preparation**



Regular arrivals of  
**rare & exceptional**  
*Grands Crus* teas



# An Experience based on Service & Expertise

## Training



Our in-house tea experts  
train staff to highest  
level of know-how

## Service



Your staff become **tea experts** and create a  
**unique experience** for  
customers

## Expertise



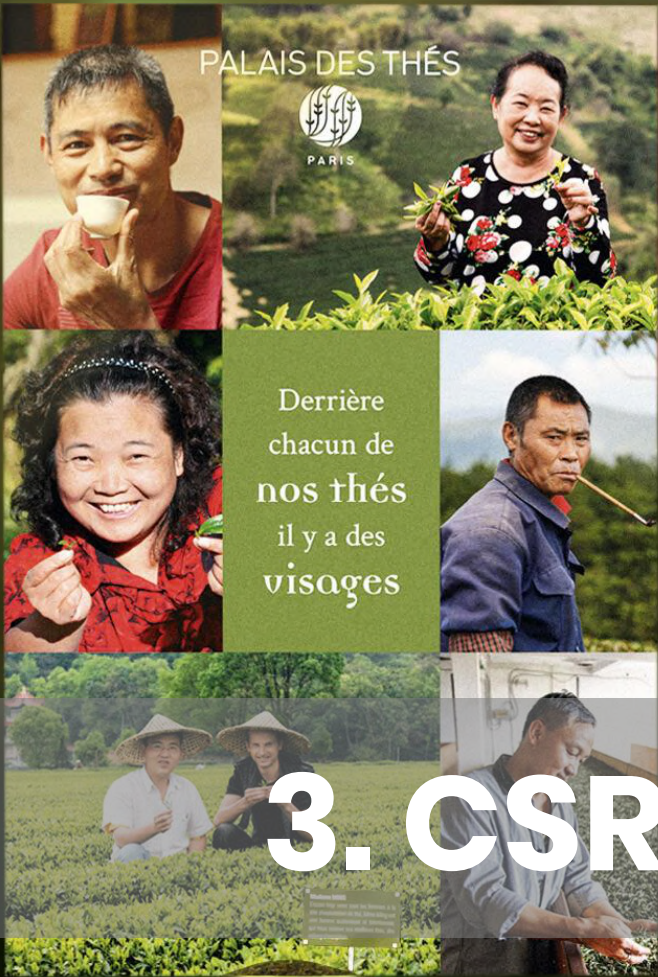
Your store is a **reference in terms of service** and tea  
knowledge vs. competition



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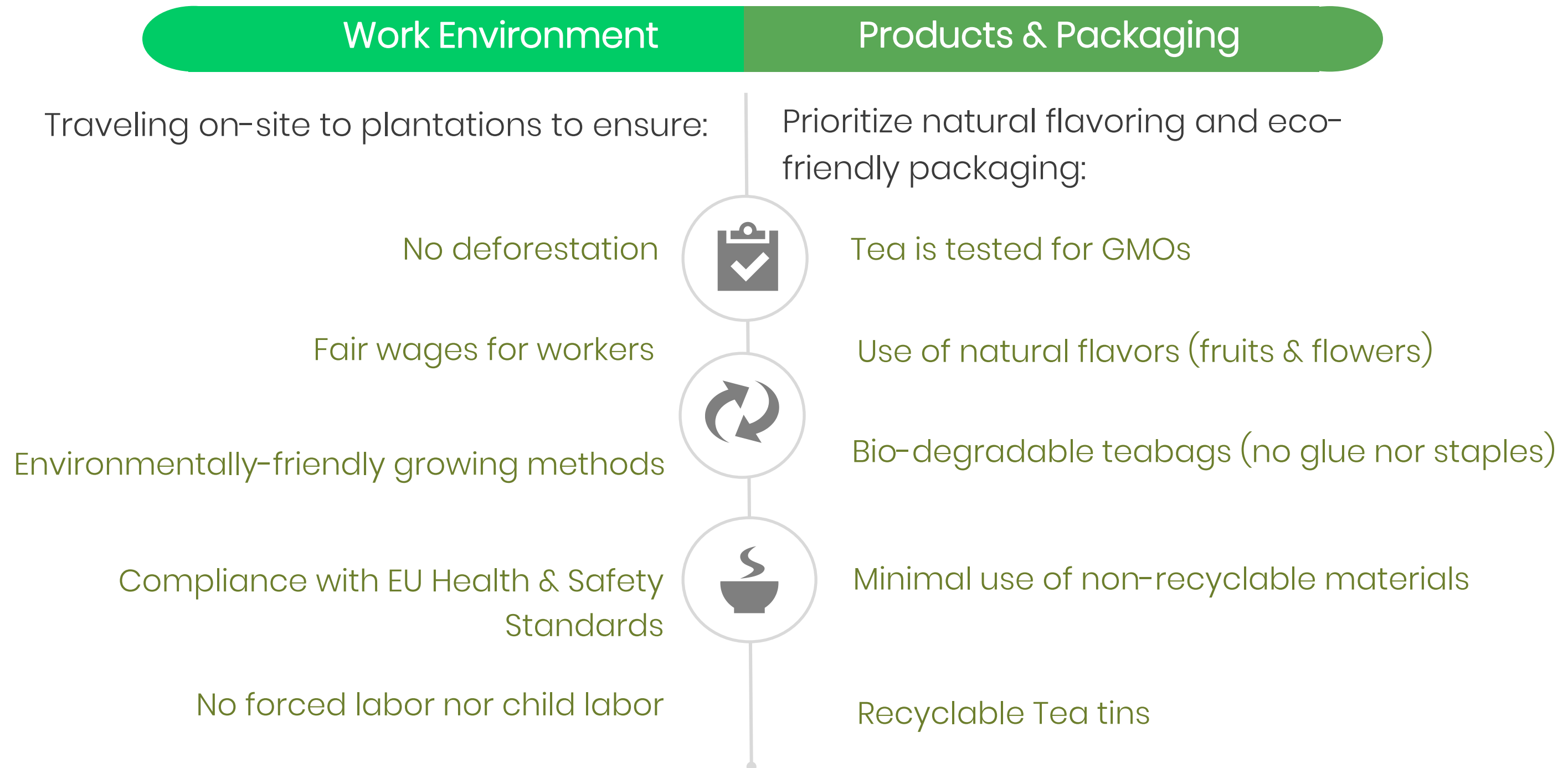
### 3. CSR & Ethics





# Direct & Ethical Sourcing

No middle-men: strict code of ethics. From tea garden to cup.





# An Ambitious CSR Strategy

Our initiatives respond to increasing demand from customers for environmentally friendly brands



All our teas & infusions are certified SafeTea™, compliant with strict EU regulation on pesticide levels. We aim to **transition them to organic by 2025**.



Our goal is to support our partners by funding **Rainforest Alliance certification** & agriculture engineering.



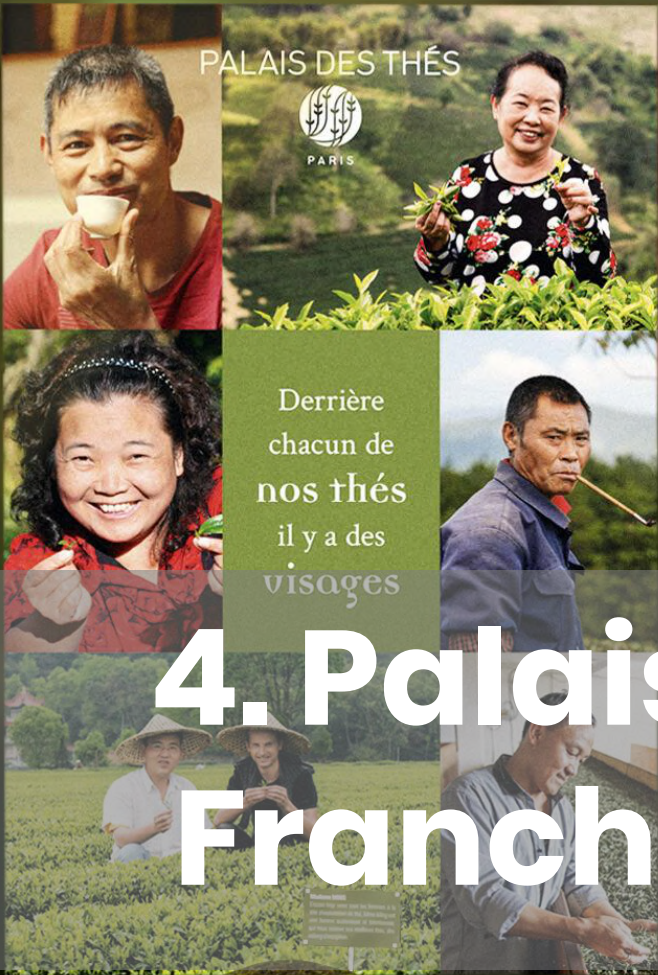
We plan to achieve **zero plastic by 2025** by promoting loose leaf & eco-friendly packaging.



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# 4. Palais des Thés Franchise Terms





# A Comprehensive Franchise Package



## Advanced Staff Training

- On-site thorough **kick-off** training
- **E-learning** platform, training videos and detailed product pages
- Unlimited access to our Tea School

## Professional Commercial Support

- 5-year business plan
- **Sales analysis** and recommendations
- Dedicated account manager

## Marketing

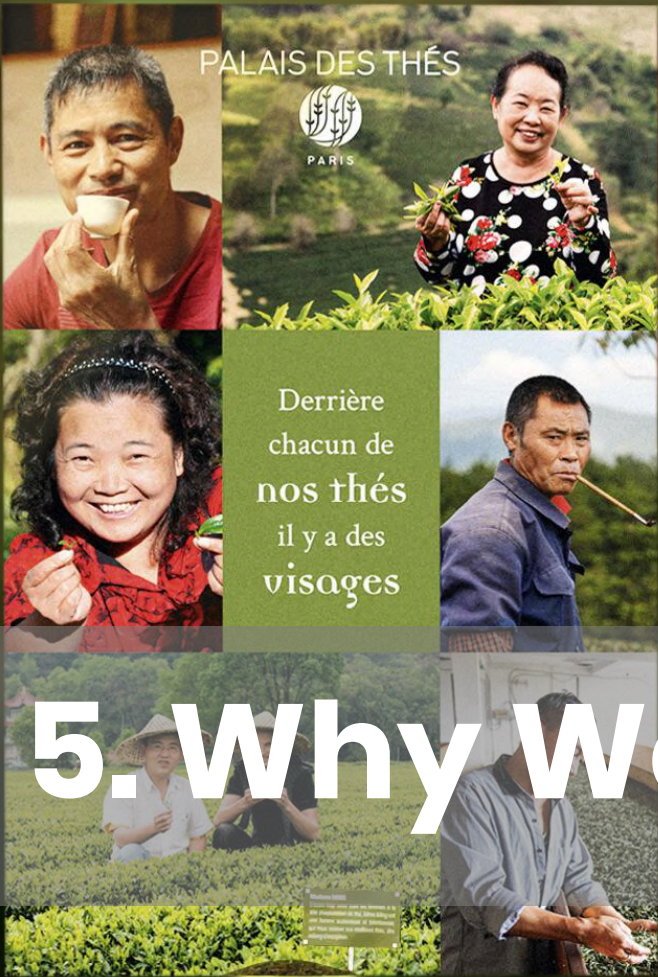
- Design of a **tailored boutique** project
- **Merchandising** support and expertise
- Support on **social media** tools & strategy



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# 5. Why Work with Us?









# The Advantages of a Tea Boutique Franchise



## High margins

year-round.  
No sales nor discounts

## No residual stock

Extensive shelf life  
(up to 3 years)

## Affordable boutique concept

In terms of furniture,  
merchandising & window display

## Low VAT

rate on tea

## Growing market

despite COVID crisis

## Limited competition

in the premium tea sector

## Adaptable boutique

to various types of locations

## Appealing business

to shopping centers

## Various distribution channels

retail, foodservice,  
resellers





PALAIS DES THÉS  
PARIS

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