

## The French Workshop Set to Start Franchising, Bringing Authentic Parisian Pastries to U.S. Communities

With its unique blend of Parisian charm, high-quality offerings, and strong support systems, The French Workshop is poised to become a favorite across the country, offering franchisees the chance to introduce a slice of France to communities everywhere.



BY [TIMOTHY KATSCH](#) | SEPTEMBER 13, 2024 | 4 MINS READ



*The French Workshop Interior - Images Courtesy of The French Workshop*

The French Workshop, a popular [bakery-cafe](#) chain rooted in Parisian authenticity, has announced exciting plans to begin franchising, offering entrepreneurs the opportunity to bring the brand's traditional French delicacies to neighborhoods across the United States. As part of its expansion, The French Workshop is set to open its fifth company-owned location in Astoria, NY, by the end of 2024, marking a significant step in the company's growth journey.

### From Local Favorite to Nationwide Expansion

Founded in 2015, The French Workshop quickly became one of New York's favorites. Seen through the eyes of its customers and the 4,000-plus reviews on Google, your mouth

waters with an exceptional selection of pastries, cakes, croissants, sandwiches, and specialty beverages. Guests are invited to watch pastry chefs craft these delectable treats on-site, creating a truly memorable experience. With four thriving locations in New York, the brand's decision to franchise represents a strategic move to meet the growing demand for authentic, high-quality bakery-cafe experiences across the U.S.

"The decision to franchise was the result of several years of planning and preparation," said Graham Buckley, Vice President of Franchising. "We focused on building the infrastructure and resources necessary to support franchisees while maintaining the exceptional quality and service our customers expect. The loyalty and support we've seen from our existing communities have inspired us to expand, and we're excited to bring The French Workshop experience to new markets."

## **A Growing Niche with Strong Support**

The French Workshop enters the large fast-casual restaurant sector. However, there is still limited competition in the French delicacies subsector, offering a unique opportunity for franchisees to capitalize on the rising demand for authentic, fresh French pastries and cafe offerings. With menu favorites like the Crème Brûlée Cheesecake, Bavarian Cream Croissant, and Iced Nutella Latte, The French Workshop caters to multiple parts of the day and customer demographics, thus maximizing revenue potential.



Images Courtesy of The French Workshop

In addition to its mouth-watering menu, the company reports an impressive Average Unit Volume (AUV) of \$5,037,757 and system-wide sales of \$18M in 2023\*. The brand's growth has been fueled by its long-standing partnership with the Zorbas Group, a leader in bakery operations since the 1970s. This collaboration has allowed The French Workshop to streamline production and distribution, keeping costs low while maintaining the highest standards of quality.

“The partnership with Zorbas has been instrumental in delivering our guests the delicious, top-tier offerings they’ve come to love while ensuring franchisees can operate with efficiency and success,” said Theodora Christophorou, Vice President of The French Workshop. “Together, we’re able to provide an unparalleled experience, both for our customers and our franchise partners.”

## Comprehensive Support for Franchisees

The French Workshop expressed its commitment to preparing its franchise partners for success. Franchisees will benefit from extensive support in site selection, real estate, construction, and design. The brand offers comprehensive training programs that cover every aspect of running a French Workshop location, from customer service excellence to operational best practices, all backed by an advanced Learning Management System (LMS). To further ensure franchisee success, the company provides cutting-edge technology tools for inventory management, guest sentiment tracking, loyalty programs, and more. These tools help franchise owners streamline their operations and provide an enhanced customer experience.



Images Courtesy of The French Workshop

“The French Workshop delivers more than just exceptional food – we deliver a full experience to our guests,” said Demetris Zorbas, CEO of Zorbas Group. “Our franchisees will have all the tools and support they need to bring that experience to new communities and create lasting connections with their customers.”

## Strategic Growth and Available Territories

With a focus on calculated and strategic growth, The French Workshop has its sights set on expanding along the East Coast, targeting territories in New York, New Jersey, Connecticut, Pennsylvania, Virginia, Maryland, D.C., and Florida. The brand is seeking experienced restaurant operators who share their passion for quality, community, and growth to join them in bringing the French Workshop experience to new markets.

For more information on franchising opportunities with The French Workshop and available territories, visit [ownafrenchworkshop.com](http://ownafrenchworkshop.com).

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*\*We have not reviewed a Franchise Disclosure Document (FDD) for this brand.*