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The French Workshop, a New York City-based gourmet bakery café chain, serves an array of pastries, croissants, sandwiches, coffee and tea.
- PROVIDED BY THE FRENCH WORKSHOP

Gourmet bakery café chain targets NJ for franchise growth (updated)

Garden State's rep as foodie destination appeals to The French Workshop execs

Kimberly Redmond // September 19, 2024 // 2 Minute Read



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As part of a national expansion effort, New York City-based gourmet bakery café chain The French Workshop is looking to enter New Jersey.

After recently launching a franchise program, the company is targeting several specific areas, including Bergen, Hudson, Passaic, Morris, Union, Essex and Monmouth counties, a spokesperson told NJBIZ.

Inspired by the authentic pastry shops and bakeries of Paris, the nine-year-old Queens-born chain serves an array of pastries, croissants, sandwiches, coffee and tea. Additionally, its unique open-concept allows customers to watch pastry chefs as they craft a selection of traditional French offerings.

Currently, The French Workshop has **four stores** in New York – one in Queens and three on Long Island. A fifth company-owned location is scheduled to open later this year in Astoria.

After noting New Jersey’s reputation as a foodie destination, The French Workshop said it believes the Garden State is “the perfect market” to introduce its fare.

Among the fan-favorite items: Crème Brûlée cheesecake topped with raspberry preserves, a Bavarian cream croissant, a chorizo egg white and cheddar sandwich, and iced Nutella lattes.

NJ an ‘ideal location’ for growth

Theodora Christophorou, senior vice president of operations at The French Workshop, said, “Over the years, we have proudly built a large and devoted customer base throughout New York, and we see our neighbor, New Jersey, as a natural next step for our expansion.”

“New Jersey’s diverse culinary scene and vibrant culture align seamlessly with our brand’s offering, making it the ideal location for our growth. With strong demand from its residents and limited competition in our sector, we’re excited to introduce The French Workshop experience to new guests across the region,” Christophorou said.

As part of its commitment to franchisees, The French Workshop provides support in site selection, real estate, construction and design. Owners also receive comprehensive training in every aspect of running a shop, from customer service excellence to effective operational practices.

Additionally, the company offers advanced technology solutions for inventory management, loyalty, e-gift cards, scheduling, loss prevention and guest feedback.

Franchisee criteria

According to **The French Workshop**, the criteria to become a franchisee calls for a minimum net worth of \$1.5 million and at least \$500,000 in liquid assets. Experience in the restaurant and hospitality business is also required.

Graham Buckley, vice president of franchising, said, “Since day one, developing a robust support system for our franchisees has been a key focus of our journey. We’re dedicated to providing the resources and guidance needed for their success. Our growth strategy has always been carefully planned and highly strategic, allowing us to maintain high standards and build strong, lasting partnerships with franchise owners.”

Beyond New Jersey, The French Workshop is looking for partners to open locations throughout New York, Connecticut, Pennsylvania, Virginia, Maryland, Florida and Washington, D.C.

Editor’s note: This story was updated at 4:05 p.m. ET Sept. 19, 2024, to correct that The French Workshop has one location in Queens and three on Long Island.

Sweet tooth can’t wait?

Crumbl Cookies recently opened in Paramus, with another shop coming soon to Montvale. [Click here for more.](#)