



The French Workshop to begin franchising; eyes East Coast

A popular New York City-based bakery-cafe chain is looking to expand its footprint.

The French Workshop, which will open its fifth company-owned location by the end of 2024 in the Astoria neighborhood of Queens, has announced plans to begin franchising to bring its traditional French offerings to neighborhoods throughout the United States.



The French Workshop currently operates four locations in New York City with a fifth on the way.

technological, to support this major initiative and our franchise partners. We've witnessed the firsthand embrace and loyalty from our existing guests in the communities we're fortunate to be a part of, and we look forward to replicating that success with our franchise partners in new markets across the country."

As it looks to expand, The French Workshop's is touting its long-standing partnership with Zorbas Group, which has operated over 80 bakeries and food service establishments in Cyprus since the 1970s. The chain says the partnership has fostered a "streamlined and highly efficient production and distribution system, managed internally without relying on the major broadliners." The French Workshop said it has an average unit volume of \$5,037,757, and system-wide sales that reached \$18 million in 2023.

"The French Workshop delivers an unparalleled experience to their customers as well as their franchise partners, and we are thrilled to work together to help streamline operations as the brand continues their expansion efforts," said Demetris Zorbas, CEO of Zorbas Group.

Founded in 2015, The French Workshop is eyeing the East Coast as the first phase of its national expansion, looking for potential partners to join them in opening new locations throughout New York, New Jersey, Connecticut, Pennsylvania, Virginia, Maryland, D.C. and Florida.

The chain's menu features pastries, cakes, pies, croissants, sandwiches, and a variety of coffee and tea.

"The decision to franchise was the result of several years of planning, involving extensive and proactive preparation," said Graham Buckley, VP of franchising at The French Workshop. "We prioritized establishing the necessary infrastructure and resources, both operational and