

The French Workshop to expand nationally through franchising



Source: *The French Workshop*

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[The French Workshop](#), a bakery-cafe chain rooted in the authenticity of the pastry shops and bakeries of Paris, has announced plans to begin franchising to bring its traditional French offerings to neighborhoods throughout the US. The fifth company-owned location will open in Astoria, New York by the end of 2024.

Founded in 2015, The French Workshop has become a staple throughout its home state of New York. The chain is known for its selection of pastries, cakes, pies, croissants, sandwiches, coffee and tea, all served in a refined and welcoming atmosphere where customers can view pastry chefs crafting these items on-site.

"The decision to franchise was the result of several years of planning, involving extensive and proactive preparation," says Graham Buckley, vice president of franchising. "We prioritized establishing the necessary infrastructure and resources, both operational and 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 part of its commitment to prospective franchisees, The French Workshop offers extensive support in site selection, real estate, construction and design. Potential owners benefit from comprehensive training programs and a Learning Management System (LMS) that covers every aspect of running a shop, from customer service excellence to effective and efficient operational practices. These programs ensure that franchisees and their teams are confident and well-prepared to deliver a superior experience to their guests. The brand also provides dynamic technology that allows franchise owners access to advanced tools for inventory management, loyalty, e-gift cards, scheduling, loss prevention and guest sentiment.

As the brand looks to expand, its sights are set on the East Coast, looking for potential partners to join in opening new locations throughout New York, New Jersey, Connecticut, Pennsylvania, Virginia, Maryland, D.C. and Florida.

BUSINESS MANAGEMENT

BAKERY CAFE

FOOD SERVICE CHAIN