



**Vucky**  
THE ORIGINAL SINCE 1972

*¡Qué Sweet it Is!*

# *Our Story*

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# 1972

In 1972, Antonio and Gelasia opened Vicky Bakery. *"I started making pastries here the way I made them in Cuba, and they've been incredibly successful",* Antonio said. *"To this day, we haven't changed the recipe, and to this day it continues to be one of the better pastries that my clients say they have eaten".*





## *Family Forever*

Vicky Bakery has remained a family business, Antonio and Gelasia's children have expanded the bakery to 30 different locations in South Florida, with plans to continue our exciting growth.

We view our franchisees as members of the extended Vicky family, providing the support and care that they need to succeed.



# Vicky

Vicky Bakery has been a part of The Magic City for nearly five decades. We were born and bred in Miami, the place that allowed us to grow and thrive. We love giving back to the community that raised us by partnering with charities, organizations, and causes that make Miami a better place. As we continue to grow, we look forward to connecting with new communities and supporting their movements.



# Opportunity

ORDER  
HERE





# *What You'll Need*

As a Franchisee, you'll need to make an up-front financial investment, which means having at least \$500,000 in liquid assets and \$750,000 net worth. You'll also need to demonstrate you're able to lead and work within our guidelines to have the greatest chance of success.

- Franchise fee \$35,000
- Ongoing fees 2% of revenue to marketing and 6% of revenue for franchise royalties.
- Expected investment in real estate, equipment and inventory is \$626,700 - \$1,198,700





# *What You'll Get*

A Smooth Transition To Entrepreneurship:

- Pre-opening full service training in business, accounting and bakery operations
- Certified Store Management certificate following a 2 week apprenticeship training in a Vicky Bakery managed store. Each store must have at least one Certified Store Manager.
- Non-manager certification training program prior to opening from 1-3 days.
- Online business and account training. Online baking techniques continuing education.
- Online seasonal product education.
- Grand opening marketing packages.
- Ongoing expert marketing support.





# Why Franchise?

As a Vicky Bakery Franchise Owner you'll own a proven business with the support you need to succeed.

The Vicky brand is known for quality and authenticity. With our name up front, you'll have our team behind you from scouting just the right location, to training you and your team, connecting you with a reliable supply chain and marketing to support your success.



# Marketing



Our marketing investments keep the Vicky Bakery brand top-of-mind. We are active in digital marketing and include corporate as well as local content to bring our brand to life.

We're focused on growing a strong, vibrant brand. You'll get the benefits of our marketing campaigns focused on driving traffic to your bakery, plus local targeting to support initiatives in your community.

# Location

- Optimal Size 2,000 - 3,500 square feet
- Shopping or dining destinations with high foot traffic.
- Curbside pickup or drive through.
- Tourist areas and attractions, downtown, business centers.
- Easy parking.





# Who You Are



You may own an existing bakery looking for the lift of the Vicky Bakery brand, or have no baking experience at all but have a passion for entrepreneurship and great food.

Vicky Bakery is looking for owner/operators and investors who are motivated to succeed and who share our love of pastelitos.

- A strong belief in our brand and what we stand for.
- A desire to be part of an organization that treats you like family.
- Basic knowledge of business.
- A strong customer service mentality.
- Leadership experience.
- **No prior baking or food services experience required.**





*¿Está listo?*

## Vicky Bakery Enterprises

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