



BECOME A FRANCHISEE

we care for
our Franchisees

NICOLAS
DEPUIS 1822

NICOLAS, WINE PIONEER SINCE 1822

OUR HISTORY

1822

Birth of Nicolas

1888

Integration of Nicolas into the Castel Group

1840

Invention of the home delivery

1995

Launch of the "Petites Récoltes" range

1922

Birth of "Nectar" under the pen of Dransy

1997

Collaboration with the illustrators Dupuy-Berberian until 2000

1937

Participation in the World Fair

1999

Opening of the 1st franchise in Drom-Com

1955

Registration at the INPI of the 100cl bottle, inspiring today's bottles

2000

Pioneer in online sales with the nicolas.com website

1966

Pioneer in offering Beaujolais Nouveau on a large scale

2016

Creation of "Les Vinissimes" private events

1970

Encouraging partners to set up bottling on their property

2018

Implementation of a new franchise strategy

1981

Organisation of the 1st "Champagne Fair"

2020

Implementation of secure remote payments through phone sales

It all began **in 1822** under Louis XVIII when Louis Nicolas revolutionised the way wine was consumed by suggesting the sale of wine in bottles. The Maison Nicolas was founded in Paris with the opening of a shop and three warehouses : these are the beginnings of a great human adventure. At a time when wine was drunk on the premises or bought in barrels, Louis Nicolas' idea changed everything.

After this revolutionary concept of bottled wine, the Maison Nicolas became the guarantor of a superior quality of wine sold at a reasonable price and whose origin is traced.

In 1840, Louis Nicolas introduced home delivery, marking a new turning point in the history of wine.

KEY FIGURES



265 M€
SALES REVENUE
IN FRANCE EN 2020



530 000 €
AVERAGE REVENUE
OF A SHOP IN FRANCE



550 675
ACTIVE LOYALTY
CARD HOLDERS



18 000
SAMPLES
TASTED EVERY YEAR



1 500
REFERENCES
EXCLUSIVES AND SPECIFIC PRO-
DUCTS FOR NICOLAS



700
LOCAL
REFERENCES

QUALITY

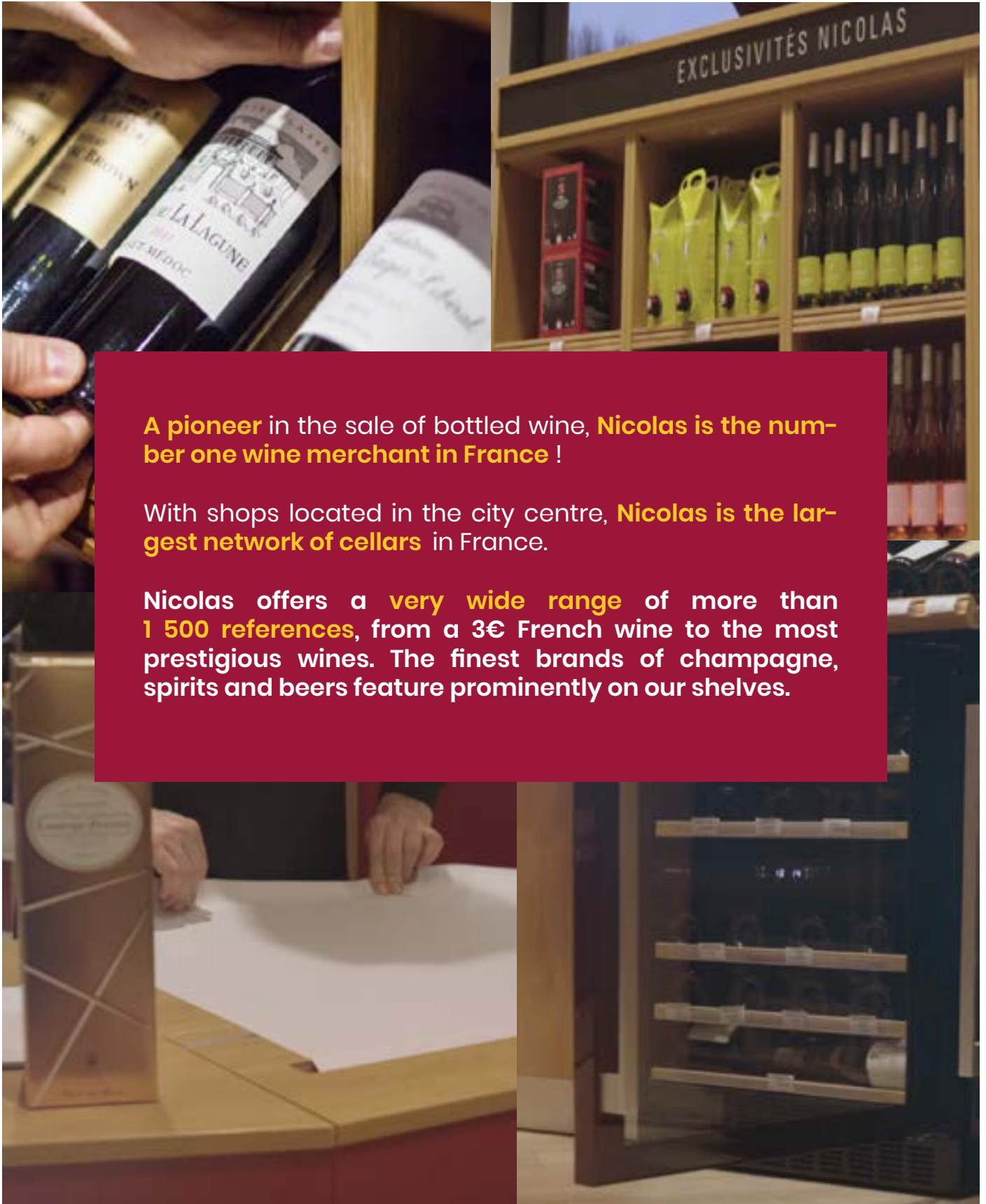
SHARING

PASSION

PLEASURE

COMMITMENT

THE NICOLAS CONCEPT



A pioneer in the sale of bottled wine, **Nicolas is the number one wine merchant in France !**

With shops located in the city centre, **Nicolas is the largest network of cellars** in France.

Nicolas offers a very wide range of more than **1 500 references**, from a 3€ French wine to the most prestigious wines. The finest brands of champagne, spirits and beers feature prominently on our shelves.

OUR ASSETS

AN INTEGRATED AND STATE-REGISTERED TRAINING CENTRE

.....

A WIDE CHOICE: 1,500 PRE-SELECTED REFERENCES IN THE NATIONAL RANGE AND 700 IN THE LOCAL RANGE

.....

A BRAND ANCHORED IN THE URBAN LANDSCAPE AND EASILY IDENTIFIABLE

.....

WINE LABORATORY:
18,000 SAMPLES TASTED AND ANALYSED EACH YEAR

.....

A PRESENCE IN FRANCE AND INTERNATIONAL

OUR NETWORK



505

SHOPS
IN FRANCE



320

SHOPS
IN PARIS AND SUBURBS



68

SHOPS
INTERNATIONAL

SHOPS OUTSIDE FRANCE MAINLAND

- French Guiana
- Martinique
- Reunion Island

INTERNATIONAL

- Belgium
- Corsica
- Monaco
- Switzerland
- Lebanon
- UK
- Madagascar
- Mauritius
- Morocco
- Romania
- Spain
- Taiwan



BECOME A NICOLAS FRANCHISEE

A BICENTENNIAL BRAND

A unique concept.

A mastered model and know-how:

- A legal framework;
- A business model;
- A logistics and purchasing platform;
- A bicentennial brand & historical network.

Local and national communication and sales promotions throughout the year.

A quality approach at the heart of our business:

- Accreditation;
- Traceability;
- Quality control.

Prestigious events (Les Salons Vinissimes, the privileged Champagne shows, Showroom, etc.).

A range of fine wines with allocations exclusively dedicated to the brand: the wine-makers, châteaux and estates allow the network to benefit from exclusivities available "Only at Nicolas".

NICOLAS SUPPORT

Our teams will support you in the launch of your business as well as in its follow-up.

We provide you with the necessary tools and, through our organisation, we provide you with training to open and operate your shop successfully. Our teams will also accompany you with the layout and implementation of your shop.

We pride ourselves on our innovations and recent developments in shop design, services, digital experiences etc.



A 5 YEAR CONTRACT

NICOLAS OFFERS YOU



5 WEEKS
OF TRAINING



MARKETING
AND **COMMUNICATION** ASSISTANCE



A **LOCAL MARKET REPORT**
OF THE CHOSEN CITY



A **TECHNICAL LAYOUT**
OF THE POINT OF SALE



A **YEARLY SALES PROMOTION**
PLAN



SUPPORT
IN CHOOSING A LOCATION



A **COMMERCIAL**
MONITORING



AN **ANNUAL** DISCOUNT

YOUR INPUT



30 000 €
ENTRANCE FREE
REQUIRED



50 000 €
BANK GUARANTEE
REQUESTED



NICOLAS PROFILES

THE IDEAL FRANCHISEE

TRADER AT HEART

- You are passionate about wine and our brand;
- You show leadership;
- You are an excellent communicator;
- You are ready to become a brand ambassador in your region;
- You are an entrepreneurial trader with expertise in your catchment area and the local economic market.

**TO LEARN MORE ABOUT NICOLAS
AND OUR PRACTICES, PLEASE REFER
TO THE TO THE DOCUMENT "THE FRANCHISE"**

STEPS TO BECOME A FRANCHISEE



1. APPLICATION



2. APPOINTMENT



3. BUSINESS PLAN



4. APPROVAL OF YOUR PROJECT



5. PRE-CONTRACT INFORMATION CONTRACT



6. CONTRACT SIGNING, PAYMENT AND ACCESS TO DATA



7. TRAINING



8. WELCOME TO NICOLAS



9. OPENING



TESTIMONIALS OF OUR FRANCHISEE

« We became a franchise of Nicolas France in 2012 because it is a French brand that is recognised and respected in the UK by French expats and other people who go to France for holidays and business. The focus on quality and customer service has built up a loyal following of customers who want the best products and service, and the Nicolas selling model has always been about convenience for the customer which is particularly important for a busy city like London. Through working with Nicolas we get access to a large range of fantastic products with unrivalled quality checks, expert support and a brand that is instantly recognisable to many. Our customers enjoy the knowledge, expertise and passion of staff, the quality of the product and the various useful services that are offered by Nicolas. »

Mr Thouvenin – London, UK Franchisee



« I have been a franchisee with Maison Nicolas for 26 years. At that time, Nicolas was already a well-known and recognised brand. For me, it is a guarantee of expertise, competence and advice that has saved me time and lasted over time. A strong entity whose aim is to guarantee the quality and follow-up of the products we advise our customers. 26 years later, I still take as much pleasure in practising this profession that I chose in partnership with Maison Nicolas. »

Mr Mignon – Quimper, France Franchisee



Nous prenons soin de vos vins

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