



## Leonidas Retail Concepts



“I wanted to make the luxury of pralines available to everyone.”

Leonidas Kestekides

Our company's mission has remained unchanged since its foundation. Since 1913, Leonidas has been generously sharing its passion to produce the most delicious pralines and chocolate products in the world. For us, pralines are more than just a recipe: enjoying a praline is always a moment of pure happiness.



The joy of giving and receiving

Every day, more than 10,000 people work hard in more than 1,200 shops in over 40 countries and are committed to Leonidas Kestekides' mission. Because giving makes you happy. We have been pursuing this mission since the very beginning – and we will continue to do so for a long time to come.

# Leonidas

MORE THAN 100 YEARS OF SHARED HAPPINESS

1910



Leonidas Kestekides presents his confectionery at the 1910 World Exhibition in Brussels as part of the Greek delegation and is awarded the bronze medal. This is only the first indication of his future success...

1913

Leonidas presents his new creations at the World Exhibition in Ghent. Here he wins the gold medal and starts to make a name for himself in professional circles. This is the first chapter of a fascinating success story that has been delighting the taste buds of people all over the world for over 100 years.

1935



Basilio Kestekides, Leonidas' determined, hard-working nephew, is banned from selling his confectionery and pralines on the streets of Brussels on his cart. So he transforms his workshop into a shop, but it is so small that there is simply no room for customers. But he comes up with a revolutionary idea; he turns his window sill into a counter and serves his customers from there! This was the start of selling through a sliding sash window, which would go on to be the Leonidas trademark for many years.

1937

Basilio registers the brand and the logo with the city of Brussels. For the logo he chooses the portrait of the ancient warrior Leonidas, King of Sparta. Leonidas gradually starts to hand over the reins to Basilio, who has since evolved into a skilled master confectioner.

1970  
1990

The brand starts to become a household name all over the world. The pralines are sold in Belgium, Luxembourg, Germany, France, the Netherlands, and even in Athens. The 70s and 80s are golden years for the company. During the 1990s, Leonidas launches its products in Asia and the rest of the world.

2013



Leonidas celebrates 100 years of craftsmanship and savoir vivre. Leonidas' "little praline laboratory" has come a long way – without ever losing sight of the founding principles and flavours from the early days. Leonidas commits to many more years of pure chocolate pleasure. On 15 November 2013, Leonidas is added to the list of certified purveyors to the Belgian Royal Household; a list of manufacturers that offer the highest quality at affordable prices.

2018

Leonidas celebrates its 50th anniversary in France and the Netherlands, where it has more than 280 and 180 sales outlets respectively.

# Quality is our greatest asset



## 100% PURE COCOA BUTTER

Leonidas is dedicated to giving you moments of pure chocolate pleasure. As such, our Maîtres Chocolatiers only use 100% pure cocoa butter. Chocolate made from pure cocoa butter warms the heart. Just one Leonidas praline is enough to put a smile on anyone's face!

## 100% BELGIAN CHOCOLATE SINCE 1913

Leonidas pralines are made in Belgium. Our Maîtres Chocolatiers uphold our strong Belgian tradition and use the finest ingredients with love and respect. So whether you are in Paris, London or Tokyo, you will always be able to enjoy the favourite pralines of Belgium (and probably everyone else all over the world).



## NO PALM OIL

Our Maîtres Chocolatiers are all about quality. For their creations they want nothing but pure cocoa butter – and that means that you will not find a drop of palm oil in our chocolates. And that is good for the flavour and for the environment.



## 100% Leonidas - The Manon

The world's best-selling praline. With its white chocolate shell and mocha-infused butter cream and nougat filling, the white Manon represents our brand like no other praline. Did you know that a Manon is sold every five seconds somewhere in the world?

# Concept

AUTHENTIC, MODERN AND ELEGANT

These are the main principles behind the four Leonidas point-of-sale concepts, which have been specially developed for various environments. Whether it is a traditional store, a shop-in-shop or a kiosk, we always strive to create a spacious presentation with references to the history of the brand, awakening customers' senses and offering moments of enjoyment.



## THE LEONIDAS STORE

- The classic point of sale, ideal for city centres and locations with high pralines sales potential
- 40 to 60 m<sup>2</sup>
- Investment\* – €50,000 to €100,000



## SHOP-IN-SHOP

- Leonidas sales stand incorporated into an existing store based on either an air conditioning system or a refrigerated counter
- The perfect addition for generating additional sales
- 10 to 15 m<sup>2</sup>
- Investment\* – €15,000 to €30,000



## LEONIDAS CHOCOLATE AND CAFÉ

- For the complete Leonidas experience. Set up as a café where customers can buy pralines and enjoy a delicious Leonidas hot chocolate or frappé.
- 40 to 70 m<sup>2</sup>
- Investment\* – €50,000 to €100,000



## KIOSK

- Open concept, 360° access, ideal solution for busy locations such as railway stations, shopping centres, etc.
- 15 to 30 m<sup>2</sup>
- Investment\* – €50,000 to €100,000



\* Excluding rent, goodwill and franchise fees

# Specialised store

## THE LEONIDAS STORE

- The classic point of sale, ideal for city centres and locations with high pralines sales potential
- Surface area between 40 to 60 m<sup>2</sup>
- Investment\* – €50,000 to €100,000



Counter Service



Retail Offer



Discovery Products



Cold Seduction



Hot Chocolate



# Shop-in-shop Concept

## SHOP-IN-SHOP

- Mainly integrated into shopping arcades or open department stores (no door or window)
- Easy access to the Shop-in-shop
- Great brand visibility
- Reduced investments and fast installation
- Leonidas sales stand incorporated into an existing store based on either an air conditioning system or a refrigerated counter
- The perfect addition for generating additional sales
- Recurrent traffic generated in the independent trader's store thanks to the seasonal nature of the constantly renewed range
- Surface area between 10 to 15 m<sup>2</sup>
- Investment\* – €15,000 to €30,000



CONCEPT SIZES: SMALL, MEDIUM, LARGE

If **1.2 m** are available, a small counter and a small Heritage shelf with a preparation zone can be integrated.

## SHOP-IN-SHOP CONCEPT SMALL



“A concept to diversify your sales with a strong, international brand.”

If **2.4 m** are available, a counter and two Heritage shelves with a preparation zone can be integrated. A cash desk with an impulse display may be added. The attack table is optional.

## SHOP-IN-SHOP CONCEPT MEDIUM



### 1. HERITAGE UNIT WITH PREPARATION ZONE

- Presentation of collections
- Preparation zone for the sales team

### 2. CHOCOLATE COUNTER

- Presentation of the praline range

### 3. CASH DESK WITH IMPULSE DISPLAY

- Generates additional sales

### 4. ATTACK TABLE

- Creates an additional selling space for the sale of gifts and impulse purchases



If **3.6 m** are available, a counter and three Heritage shelves with a preparation zone can be integrated. A cash desk with an impulse display can be added. The attack table is optional.

## SHOP-IN-SHOP CONCEPT LARGE



## CHOCOLATE COUNTER

We ask you to use counters enclosed by rail-mounted PVC doors to guarantee hygiene and prevent odour contamination.



## CASH DESK WITH IMPULSE DISPLAY



## ATTACK TABLE



# Shop-in-shop Concept

## EXAMPLES OF IMPLEMENTATION:

- Bakery
- Grocery store
- Ice-cream parlour
- Bookshop
- Department store or airport



## Example in a *bakery*



Integrating a Leonidas Shop-in-shop Leonidas into a bakery is ideal for:

- Building loyalty among customers who will discover the pralines after having bought their bread and will make new types of purchases
- Recruiting new customers tempted to buy pralines as a gift or for themselves
- Creating additional purchases and generating additional turnover

Counter  
Service

Retail  
Offer



# Example in a *grocery store*



Integration of a Leonidas counter in a store selling dried fruits (Dutch speciality) or wine.

Chocolate makes it possible to:

- Recruit new customers
- Create additional purchases and generate additional turnover



# Example in a *ice-cream store*



Integration of a Leonidas counter in an ice-cream parlour. Ice cream and chocolate complement one another in terms of seasonal sales.

Chocolate makes it possible to:

- Recruit new customers
- Create additional purchases and generate additional turnover



## Example in a *bookshop*



Integrating a Leonidas shop-in-shop into a bookshop makes it possible to:

- Recruit new customers
- Create additional purchases and generate additional turnover

Counter Service



Retail Offer



## Example of *coffee-Leonidas* collaboration



Integrating a Leonidas shop-in-shop into a coffee shop makes it possible to:

Chocolate makes it possible to:

- Recruit new customers
- Create additional purchases and generate additional turnover

Counter Service



Retail Offer



# Chocolate and Café

## LEONIDAS CHOCOLATE AND CAFÉ

- For the complete Leonidas experience. Set up as a café where customers can buy pralines and enjoy a delicious Leonidas hot chocolate or frappé.
- Investment\* – €50,000 to €100,000
- 40 to 70 m<sup>2</sup>



## CHOCOLATE AND CAFÉ



- Leonidas
  - Pralines
  - Hot Chocolate
  - Frappé
- Coffee | Tea
- Bakeries
- Pancakes | Waffles | Ice cream

### Leonidas Chocolate & Coffee is the ideal solution to:

- Build loyalty among customers who will savour a hot drink after they have bought their favourite pralines
- Recruit new customers tempted to enjoy hot drinks and who will be able to benefit from a discovery offer by tasting a praline
- Create additional purchases

Counter Service



Retail Offer



Discovery Products



Cold Seduction



Hot Chocolate



# Island Solutions

## ISLAND SOLUTIONS

- Ideal for shopping centres and arcades
- Open concept, 360° access and visibility, ideal solution for busy locations such as railway stations, shopping centres, etc.
- Chocolate counter
- Gift boxes
- Impulse purchases and products for own consumption
- Additional products possible: ice cream and hot chocolate
- Surface area between 15 to 30 m<sup>2</sup>
- Investment\* – €50,000 to €100,000



EXAMPLE: ROMANIA



The island solution offers *good visibility* in a shopping centre to attract consumers.

EXAMPLE: LILLE, FRANCE



EXAMPLE: AJACCIO, FRANCE



Counter Service



Retail Offer



Discovery Products



Cold Seduction



Hot Chocolate



GEBREVETTEERD  
HOFLEVERANCIER VAN BELGIË  
FOURNISSEUR BREVETÉ  
DE LA COUR DE BELGIQUE



WARRANT HOLDER  
OF THE COURT OF BELGIUM  
OFFIZIELLER LIEFERANT  
DES BELGISCHEN HOFES

[www.leonidas.com](http://www.leonidas.com)

[sales@leonidas.com](mailto:sales@leonidas.com)