

FRANCHISE OFFER

# Business as simple as riding a bike



One unit, three  
possibilities: Coffee  
+ Ice Cream + Waffles

*Bike  
café*

Lody i gofry



**Bike Café Ice & Coffee Franchise**

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# Start a mobile business with Bike Café\*



Electric towing bike

+

Coffee and  
ice-cream trailer

+

Waffle module



# Our experience<sup>\*</sup> guarantees success



# Why partner up with Bike Café?



## Innovative business model

One bike can serve several ice cream shops or café-ice cream shops, reducing investment and operating costs.



## Experienced in-house service

Professional maintenance service accepting calls, providing rapid diagnosis and repair of equipment.



## Business flexibility

We base every cooperation on partnership relations. Franchisees have the freedom to choose the location and set the prices of their services.



## Attendance at events

Collaboration proposals with renowned brands, developed by our event manager, as an additional source of revenue for franchisees.



## Franchisee Platform

A web-based platform available exclusively to our partners, containing all the most important materials, tools for ordering products and monitoring sales.



## Comprehensive care

Full support in all stages of business development, from site selection through barista training to marketing and technical assistance.



DID YOU KNOW...

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# Growth in *ice cream* & coffee consumption



**Coffee** consumption, and thus the coffee market, is on an upward trend worldwide. This dynamic was also positive in 2022, with an increase of **+21%** overall. \*

In 2022, Polish people consumed an average of 6.5kg of **ice cream** per person, an **increase of 10%** compared to 2021. According to forecasts, ice cream consumption in Poland will continue to grow in the coming years, reaching around 7kg per person in 2025\*\*.

\*(data based on - Coffee market in Poland: volume and value: <https://www.portalspozywczy.pl/napoje/wiadomosci/rynek-i-konsumpcja-kawy-rosna-quot-polacy-najchetniej-kupuja-ja-w-dyskontach-quot-wywiad,220733.html>); \*\*(data based on - Ice-cream REPORT: Ice-cream market in Poland. State and prospects: <https://wiadomoscispozywcze.pl/artykuly/12071/raport-lodowy-rynek-lodow-w-polsce-stan-i-perspektywy/>)

# Configure your business\* according to your needs!



The new mobile concept of Bike Cafe is an extremely interesting combination of possibilities to **sell coffee, ice cream and waffles at the same time!** It is not only a catering outlet, but also a carrier of the original brand and a way to reach a wider range of customers. By increasing the number of products, we influence the attractiveness of our offer, which definitely sets us apart from the competition.

# A recipe\* for success



**Option 1**  
Coffee and ice cream



**Option 2**  
Coffee and waffles



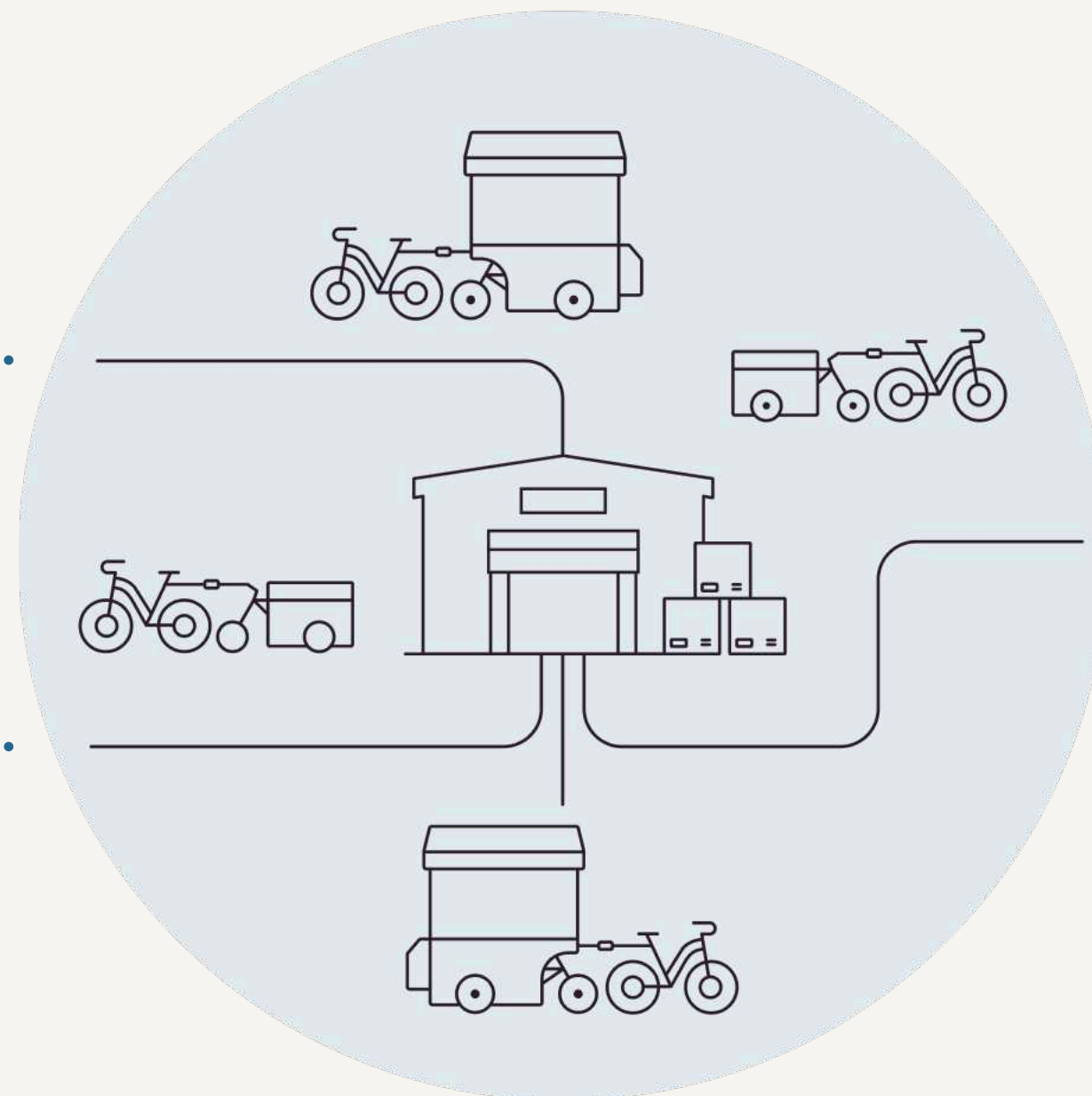
**Option 3**  
Waffles and ice cream



# Scaling your business has never been <sup>\*</sup>easier



You can have one towing bicycle and several ice cream shops to distribute them **from one hub to multiple locations.**



OPT FOR VERSATILITY

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# An investment which pays off **all year round!**



A wide range of products - coffee, ice cream, waffles - will satisfy the needs of every customer, regardless of the season. With a Bike Café franchise that comes with winter walls, **your business will operate 365 days a year.**





## WHAT MAKES THE OFFER STAND OUT

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### Excellent product quality

Top-quality artisanal ice cream, delicious waffles and aromatic speciality coffee to meet the expectations of even the most demanding customers.



### Fast and easy delivery

The intuitive Franchisee Platform allows the franchisee to easily place orders with all suppliers. Ice cream and waffles are delivered in mobile coolers directly from the production facility to the franchisee.



### Design that lasts for years

The innovative design of the vehicle ensures maximum utilisation, offering plenty of storage space, an efficient workstation and a comfortable customer service area.



### Self-sufficiency

Autonomous operation of the vehicle, without the need for access to electricity (battery) and utilities (own water tanks), allowing a long and trouble-free service.



# Coffee and ice-cream shop

- Ice cream preserver 8 trays
- Loading space of **40 kg** of ice cream (about 670 portions of 60 g)
- **2000W** inverter
- **1 x 120 Ah LiFePO** battery
- Ice cream trays **included in the set**
- **12 months** warranty

**12 hours**

Of operation without  
being plugged in



EQUIPMENT DIMENSIONS AND FUNCTIONS

- Customer-side **view of the coffee and ice-cream shop**



# Electric towing bike

- Durable and comfortable aluminum alloy frame
- Mullet wheel arrangement
- Bafang drive
- **Schwalbe tires** for electric bicycles
- LED automatic lighting
- **36V 20 Ah** battery
- Weight — **29 kg**
- **12 months** warranty





# Investment costs

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**Electric towing Bike**

2 800 €<sup>net</sup>

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**Coffee and ice-cream shop**

16 500 €<sup>net</sup>

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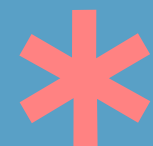
**Waffle module**

700 €<sup>net</sup>

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## Other fees

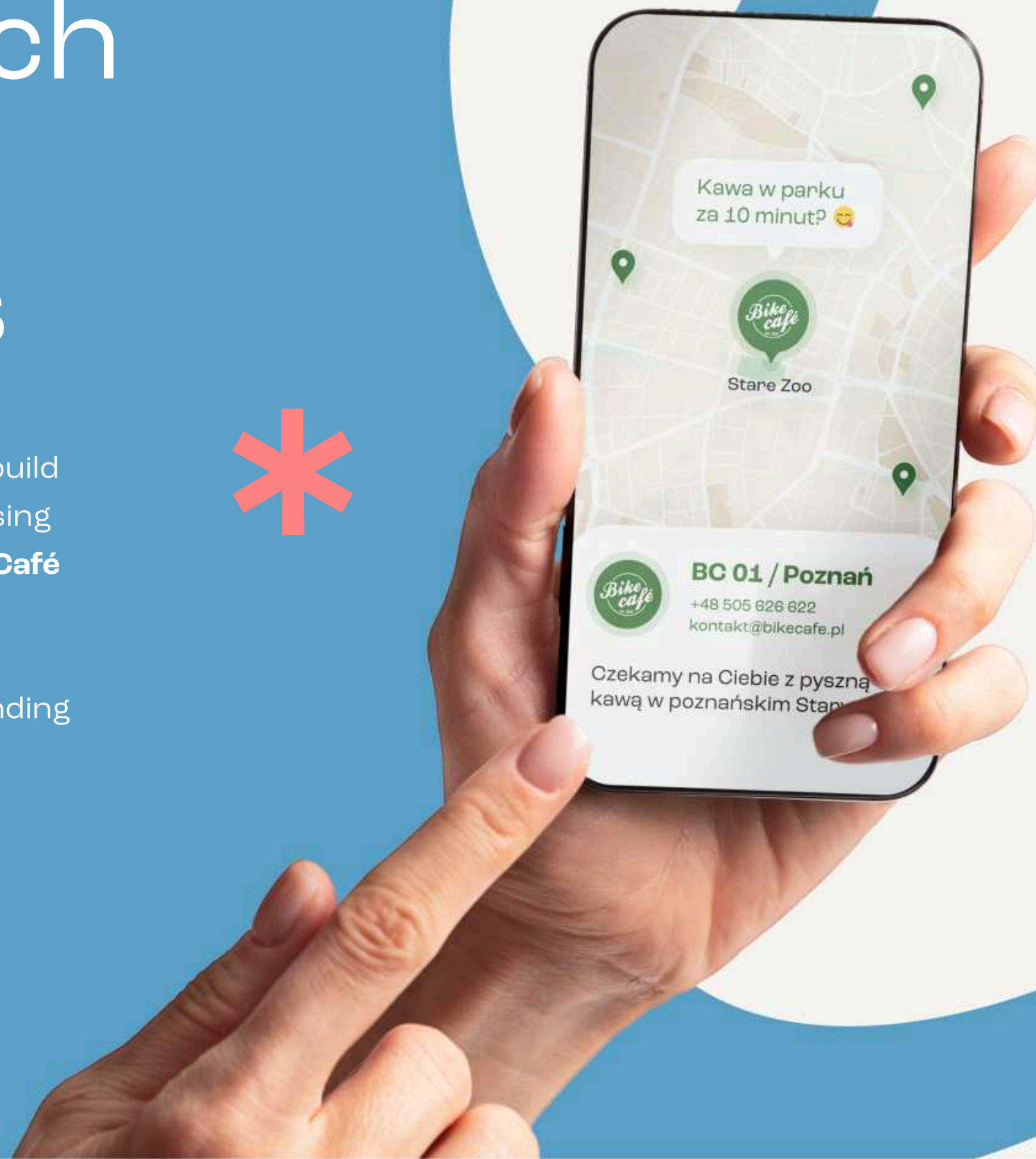
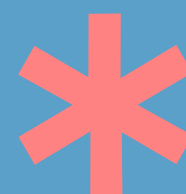
- Fee for the fiscal system: XXX € / month.
- Mobile application fee: XXX € / month.
- Service fee: XXX € net / month. - payable after the end of the 12-month warranty period
- Franchise fee



# Stay <sup>\*</sup>in touch with your customers

The **Bike Café Friends** application helps build and maintain customer relationships. Using location features, it **displays all the Bike Café franchise network points**.

It also serves as a marketing tool for sending notifications about new promotions or contests, which is **a great way to engage customers and promote the brand**.





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# Individual\* mentor and full support

Do you want to know more? Our advisor will  
prepare a comprehensive plan tailored to you!

[franchising@bikecafe.pl](mailto:franchising@bikecafe.pl)

+48 530 683 414

+48 503 752 985

