



CARIBÉ™

Franchise Opportunity

Caribé - Our story

The story of Caribé began 29 years ago in the rustic countryside of Jamaica, where the owner entrepreneur Clinton was born. Clinton grew up with a very close knit family and was fortunate enough to spend a lot of time learning about life and cooking from his Mom and Dad, and especially his grandmother dHoris. He adored his grandmother, and learned his passion for cooking from her, as he was tasked with helping her in the kitchen, around the house and generally with all house work.

At the age of 6, Clinton began assisting his parents in their local shop, where he sold everyday household groceries commonly used in Jamaican cooking. It was in this small shop that the entrepreneurial seeds were planted.

The countryside of Jamaica offered Clinton nature's extensive, outdoor market, filled with fresh exotic fruits and vegetables. By the age of 7, Clinton started creating his own recipes, combining unique flavours, and became the chef for his family while his parents were at work. Clinton spent countless hours in the kitchen with dHoris, and looked forward to the weekly market/shopping trips and the fresh ingredients she would bring home, which were items unique to the island, including fresh fish, meat, vegetables and fruits. In those days, there were no refrigerators or freezers to preserve the food; so his Grandma preserved meat and fish using natural processes which included salt, smoke and their secret concoction. After a few days, the meat and fish would be well preserved, and ready for marinade prior to cooking, which gives you the full flavour of natural herbs, spices and the full orchestra of mouth-watering succulent taste in every mouthful.

Clinton's college education in Jamaica allowed him to parlay his creativity, and entrepreneurial skills into selling groceries at his college, providing printing and photocopying services for his fellow students and selling prepaid phone cards to help fund his college expenses. He did not allow lack of finances to dissuade his ambitions of a college education, and a bright future. During this time period, he nurtured his passion for food and cooking to host BBQ parties, college dorm parties and sports day cook-outs.

He then won a prestigious Scholarship to study in England, one of five students from Jamaica and continued not only his education, but his passion for food. During the course of his studies, he was catering at private bonfire nights, BBQs, private parties including cocktail parties, corporate functions, and festivals. The business evolved from a car boot setup with his makeshift oil-drum converted into a Jamaican jerk drum (used for making jerk chicken, pork, fish etc.), to catering at larger venues, including charity events for ex-England cricketer Graham Swann, and corporate BBQs for major supermarket chains.

Present day...

We are Caribé became a brick and mortar restaurant over two years ago, building on the foundation that had been laid over the years. The menu was built on the recipes and ingredients handed down from dHoris, his parents and his ingenuity from years of creating unique and unusual flavours.

Caribé are now expanding their fast food side of the business and we have a variety of new franchise opportunities right now in several locations.

The food and beverage industry is the UK's largest manufacturing sector, accounting for 7% of GDP and achieving a whopping turnover of £80 billion a year. The sector has also proved resilient in the face of economic fluctuation, maintaining steady growth and employment figures throughout. People in the UK are also eating out more – the growing appetite for diverse and convenient dining means consumers are forecasted to spend £54.7 billion by 2017, with a predicted growth in the restaurant industry of £10 billion by 2019. Location in food business is paramount – find an established brand and open in the right location and you have a significant chance of making a lucrative living.

Food is the largest sector in franchising for a reason – after all, it has an established record of success, providing franchisees with a wide range of opportunities to run businesses with a significant amount of support. This sector can also be the perfect option for those looking for a scalable business, with successful franchisees often evolving from single-unit to multi-unit ownership. This option is particularly applicable to the larger, more rapidly evolving chains and can lead to a very lucrative future for those who fit the bill. Fast food will always be in demand. The food and beverage industry is the UK's largest manufacturing sector, accounting for 7% of GDP and achieving a whopping turnover of £80 billion a year.

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What does a Caribé Franchise consist of? What do you get as a Franchisee?

So many people think of starting their own business - not just for the financial rewards but for the opportunity to be their own boss and run their own life. But the downside is that although you get all the rewards, you also take the risks. Taking on a franchise within a proven operation reduces those risks substantially. By joining Caribé, you can reduce these risks even more!

Track Record of Success – We have developed a method of doing business that works well and produces successful results.

Strong Brand - One of the biggest advantages of franchising is that the company is building a brand on a regional or national basis that should have value in the eyes of customers you're trying to attract.

Training Programme – We have a training programme designed to bring you up to speed on the most successful methods to run the business. We have reference materials to assist you in dealing with whatever comes up while you're running your business.

Ongoing Operational Support – We have staff dedicated to providing ongoing assistance to franchisees. You're not alone when you're building and running your business, and you can always call on experienced people when you hit a rough spot or want to share new ideas for growing the business.

Marketing Assistance – We will offer you marketing assistance to provide you with proven tools and strategies for attracting and retaining customers.

Purchasing Power – As a franchisee you can take advantage of the buying power of the entire system to negotiate prices for everything you need at significantly lower levels than you could achieve as an independent operator.

Risk Avoidance - The biggest reason to buy a franchise is that, if you're smart, it will help you avoid much of the risk of starting a new business.



Our Commitment to support you

Continue to evolve our menu of great tasting options as well as provide access to nutrition and healthier lifestyle information.

Ensure our food meets the highest quality and safety standards.

Find sustainable and cost effective solutions that serve the business needs of our franchisees.

Encourage our franchisees to contribute to their communities, promote diversity and personal wellbeing.

Before you open:

Training - You and your manager will take part in our training programme.

Store design - You will be provided with floor plans for your specific location.

Site selection - You will be assisted in evaluating the location for your business.

Equipment ordering - You will receive guidance on ordering your equipment package for timely delivery.

After you open:

Operations manual - Caribé Restaurant in-depth manual covers a full range of topics important to running your business.

Field support - Your local representative will help you get started and provide ongoing operational evaluations.

Franchisee services - A Coordinator will serve as your main contact person, who is just a phone call or e-mail away.

R&D - Caribé Restaurant franchise executive chef, baking specialists, staff nutritionist, and product development team continually strive to make our excellent food even better.

Manuals for all franchisees - This includes operations manuals, health & safety manuals, prep guide manuals, drink manuals and more.

Experienced Teams - Experienced teams with Global experiences in various aspects of running successful business to work with each franchisee from the point of joining, to opening and post opening.

Marketing - Experienced marketing support to deliver bespoke marketing plans for each new outlet opening and post opening. All social media.

Recruitment - Recruitment for Restaurant Managers is managed by our franchise team and non-Executive board.

Training - Franchisee training runs for a week. Manager training runs for a month On-going training for all Restaurants are available as applicable.

Legal - Recommended commercial lawyer who deals with all leases available for each franchisee.

Project management & surveyor - Highly experienced team to manage the entire shop design fit process for each store and ensure that consistency of design, décor and standards are maintained.

Property search - x2 property teams on hand to ensure maximum support is available. They will negotiate the deal, create the HOT's and get the project ready for our legal team to takeover and create the final lease.



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Systems - Fantastic back of house software to track sales & data real time, accounting software that directly links to the sales of your store.

Support - On-going support for each franchisee is an absolute given. Whether it's operational, training, commercial or marketing. We will also provide monthly quarterly meetings as appropriate.

Our aim is to provide a nationwide quality service to customers with an emphasis on personal service and professionalism. We aim to build up a strong two way working relationship with all our franchisees, and make the Caribé name synonymous with excellence, authenticity and great experience.

We ensure that you are well equipped to start and grow your business. Training, ongoing business support and a wide range of resources are available when you become a Caribé Franchisee in your area.

So, if you're looking for a Franchise opportunity with some real strengths search no more.

Core Values

Be confident – Be bold about your inner fire, inner conviction and believe in what you do. Confidence breeds confidence which result in fruitful outcomes.

Own it & make it count – Be responsible and be a pace-setter. Always ensure you make a positive impact to everyone you come across.

Be creative – Push the limit to be innovative and inspirational. Be creative with a great brand that means more than just serving food! Be the brand, live the brand.

Push the boundaries – Be relevant, be different, be unconventional in your thinking but maintain the ethos of our roots – fun, authentic, great experience, great service

It is what it is – Make the best of every situation. In everything you do, make sure it is a win-win where possible

Be charitable – Help others

The different franchise options available:

- Jerk Chicken & BBQ Caribbean takeaway
- Mobile fast food pods



Satisfied Customers.....

Don't just take our word for it, read what our satisfied customers have to say...



A lovely surprise, a hidden gem

"Tucked away in Nottingham's back streets, only two minutes from Nottingham Castle, this unassuming fascia hides a little gem. We walked in to a very warm and personal greeted and had the menu well described and suggestions made. The food was absolutely first class and very well presented. Prices were also very reasonable, making the evening really great overall. We shall return."

Babbling Bates, Nottingham

Fantastic Birthday Treat

"I was treated to a birthday meal by my family and it did not disappoint. We all chose and shared from the Tapas menu and ordered extra dumplings and rice and peas. The food was excellent especially the fish tapas and goat curry tapas. The goat curry tapas being extremely flavoursome with a delicious curry sauce into which to dip the dumplings. The service was just right, attentive but not over bearing. Carib beer served beastly cold reminded me of my time in Trinidad & Tobago."

Bob Paton, West Bridgford

Great little find

"Slightly off the beaten track but definitely one of the best Caribbean restaurants we have visited. Food was lovely and cocktails went down a treat to. The staff greeted us on arrival and were more than happy to cater for everything we requested. Definitely worth a visit if your in this neck of the woods."

Bryansuk, Northants

What You Need

What do you need to be successful as a Caribé Franchisee?

There is just no escaping the fact that running your own business can be hard work. However, you are doing it for yourself and the rewards of a Caribé franchise will be there for you to see from day one. If you possess the following attributes then a Caribé franchise could be just what you have been looking for:

In business for the long run, love for Caribbean Cuisines and have a strong focus on authenticity, customer services and great experience

Must be capable of starting and making your shop successful

Ambitious, Self-motivated & driven

Creative and responsive to changes

A go-getter, can-do mentality for success

Have a minimum of 4-5 years management experience working in a similar restaurant environment as an Restaurant Manager

Financially savvy - Proficient knowledge of budgets, P&L and revenue management

Very good at old-school marketing as well as modern marketing approaches

A high achiever and love the adrenaline success and fun brings

Have a vibrant, out-going, fun, friendly attitude that captures or represent our Caribbean vibes

If everything you've read so far makes sense, and you think that a Caribé Franchise is something you want to know more about, we should talk further.

Call us on (0)333 0124111





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TripAdvisor 2018 & 2019 Awards | Groupon Award 2019 | As seen/heard on BBC Radio Nottingham