

“Where Sweet Rolls,  
Cookies  
& Happiness are  
Handmade”



# SO NICE... ...TO FRANCHISE

The Original Sweet Roll Bakery



# Mom's Shopping List

Flour

Love

Imagination

Butter (always more Butter)



**mymoms®**

## A warm message from the Founders

At My Moms, we believe that the sweetest moments in life are the ones shared with others — around the table, with fresh pastries, and with a sense of home.

Our bakery concept was born from those very moments: from the comforting aroma of home-baked treats and the nostalgia of childhood favorites.

Five years ago, we opened our first My Moms Bakery in the main shopping street of Salzburg, Austria. What began as a simple idea — a soft, sweet bun topped with playful flavors — quickly grew into a local sensation.

Today, My Moms is known for its iconic Sweet Rolls, unique cookies, and the joyful experience we create for every customer who walks in.

Now, we are ready to share this success with the world.

And perhaps — with you.





From one cozy bakery in Salzburg to a global vision

My Moms started with a simple passion: baking treats that feel like home, but with a modern twist.

In Salzburg, our store became famous for its warm atmosphere, cheerful branding, and irresistible creations.

Locals bring visiting friends.

Tourists return year after year.

And our Sweet Rolls have become a true must-try.

The concept is built around authenticity and fun:

Traditional home-baking roots

Playful, surprising toppings

A brand that feels personal and welcoming

A product that photographs beautifully and tastes even better!



We've crafted a bakery experience that blends nostalgia with trendiness — and it works.

## Morning Prep:

- Turn on ovens
- Make the Rolls rise
- Check frosting level
- Hide one Sweet Roll for myself

## What Makes My Moms Unique?

### A Signature Product Like No Other

Our Sweet Roll is a soft, sweet, fluffy bun  
— freshly baked each day —  
and topped with more than  
20 creative and irresistible toppings.

From classic cinnamon sugar to playful marshmallow-chocolate drizzles, our range keeps customers curious and coming back for more.

### Sweet Roll & Cookie Twins

For every Sweet Roll on the menu, we created a matching cookie version.

This “duo concept” is a true My Moms innovation and increases customer loyalty, variety, and sales.

This proven foundation is your blueprint for success.

## Cookie Scedule:

Morning → yes

Afternoon → yes

Evening → definitely yes



# Our Product Collection

## Sweet Rolls

20+ signature toppings

Seasonal flavors

Limited editions & monthly specials

Vegan, Gluten-free and nut-free options available

## Sweet Roll & Cookie Duos

Each roll has its own matching cookie, offering customers a unique pairing experience.

## Individual Cookies

A range of playful, chewy, beautifully presented cookies.

## Drinks & Add-ons

Fresh specialty coffee

Hot chocolate

Seasonal drinks

Milkshakes (optional)

Every product is designed to be visually appealing, delicious, and easy to prepare consistently.

"Life is sweeter with baked goods-  
Mom always said"



## Why Choose the My Moms Soft Franchise?

A low-risk, high-impact opportunity

Unlike heavy franchise systems, My Moms offers a soft franchise model that balances freedom and structure.

### ✓ Easy to Operate

Simple production processes, fast onboarding, and minimal kitchen requirements.

### ✓ Compact Investment

No heavy equipment, no complex installations, and small staff needs.

### ✓ High Margins

Sweet Rolls and Cookies are high-yield products with strong repeat business.

### ✓ A Recognizable Brand

You're not starting from scratch. You're joining a concept loved by thousands.

### ✓ Flexible Store Formats

From kiosks to cafés, the model adapts to many types of locations.

### ✓ Proven Track Record

Five years of success in a competitive tourism city like Salzburg is your guarantee of potential.

I CAN MAKE COOKIES  
DISAPPEAR

WHAT'S YOUR  
SUPER POWER?



## What You Receive as a My Moms Partner

### Your Franchise Package Includes:



#### Brand & Concept License

Full rights to operate under the My Moms identity and experience.



#### Recipes & Production Manuals

Clear, step-by-step guides for rolls, cookies, toppings, and seasonal products.



#### Store Design & Branding Support

Interior concept, color palette, brand assets, and layout guidance.



#### Staff Training

In-person or in Salzburg — covering baking, customer service, hygiene, presentation, and daily operations.



#### Marketing & Social Media Toolkit

Templates, visuals, seasonal promotions, photography guidelines, and launch packages.



#### Operational Support

Supplier recommendations, ingredient lists, work processes, and ongoing assistance.



#### Innovation & Updates

Regular new toppings, seasonal flavors, limited editions, and creative ideas to keep your store exciting.

Before opening the doors:

- Rolls warm?
- Toppings ready?
- Moods happy?
- Shoes comfortable? (Good Luck)

## The Ideal My Moms Franchise Partner

Love hospitality and enjoy creating  
happy customer experiences

Value high product quality and consistency

Have an entrepreneurial mindset

Understand the power of branding and presentation

Want to join a growing international concept

Appreciate a fun, playful but professional  
business style

You don't need baking experience —  
just the right attitude.

# *mymoms*<sup>®</sup> sweet ROLLS



# Store Formats

## Street Shop (50-80 m<sup>2</sup>)

Perfect for vibrant shopping streets,  
pedestrian areas, city centers.

3-5 staff

Shop window = High visibility

Ideal for full product range

## Mall Unit (20-40 m<sup>2</sup>)

Compact, efficient, strong daily flow.

2-4 staff

High impulse sales

Perfect for cookie/roll duos

## Airport / Station Kiosk (12-20 m<sup>2</sup>)

Fast turnover, international reach.

Designed for speed

Limited seating or none

## Pop-Up Cart

Great for events, markets, festivals, seasonal periods.

Low investment Mobile and flexible

“Profit never tasted  
this sweet”



## Financial Overview

### Entry Fee — on request

Payable after signing the franchise agreement.

This fee grants access to the full My Moms Sweet Rolls brand, concept, recipes, manuals, visual identity, and operational support.

### Monthly Franchise Fee — on request

A predictable, fixed monthly fee — not based on turnover or profit — giving franchisees full clarity and stability.

This fee covers continuous brand support, updates, marketing assets, seasonal product development, and ongoing operational assistance.

### Operational Responsibility

The franchise partner is fully responsible for:

- Location-related matters  
(rent, permits, local laws & regulations)
- Staffing  
(recruitment, salaries, training, scheduling)
- Investments  
(store build-out, kitchen equipment, furnishings)

Software & hardware (POS, subscriptions, devices)

### Packaging Purchases

All packaging — including branded boxes, bags, stickers and wraps — must be purchased directly from MY MOMS SWEET ROLLS to ensure consistent global brand identity.



## Bakers Check list:

- Music on. Mood up.
- Sprinkle like a Pro
- Taste one (or two)
- Add extra drizzle. Always
- Celebrate the Roll

# Becoming a My Moms Franchise Partner

## Your journey starts here!



### Initial Contact

Tell us about yourself and your market.



### Market Study & Location Review

Together we explore the potential in your area.



### Agreement & Onboarding

Signing of documents and preparation for launch.



### Store Concept & Build-out

We support you with branding, layout, and equipment.



### Team Training

In-store preparation or onsite in Salzburg.



### Grand Opening

Launch with marketing support and PR exposure.



### Ongoing Support

Continuous assistance, new menus, seasonal ideas, and marketing materials.



*mymoms*<sup>®</sup>



*"Where passion  
meets Profit"*

**Contact Our Franchise Team**  
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Location: Salzburg

