



2025



A Sweet Experience at Camelia



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Launched in 3034, Cafe Camelia has been quickly expanding into a global chain of cafes, each featuring a unique hybrid model that blends traditional service with innovative offerings.

Café Camelia has expanded beyond its original sites, now boasting successful branches in London, Norway and St. Louis, with new ventures in Chicago and Texas.



Our Story

Where Passion Meets Adventure

At Camelia, we celebrate the esteemed traditions of modern café culture, renowned globally for their innovation and allure.

Our menu showcases our extensive experience and expertise, featuring a sophisticated array of tastes from all regions. From artisanal pastries and premium coffees to modern takes on classic desserts, each offering is meticulously crafted to embody European elegance and American boldness.



A hand holding a golden key against a background of blue line-art leaves.

Turnkey Cafe Solution

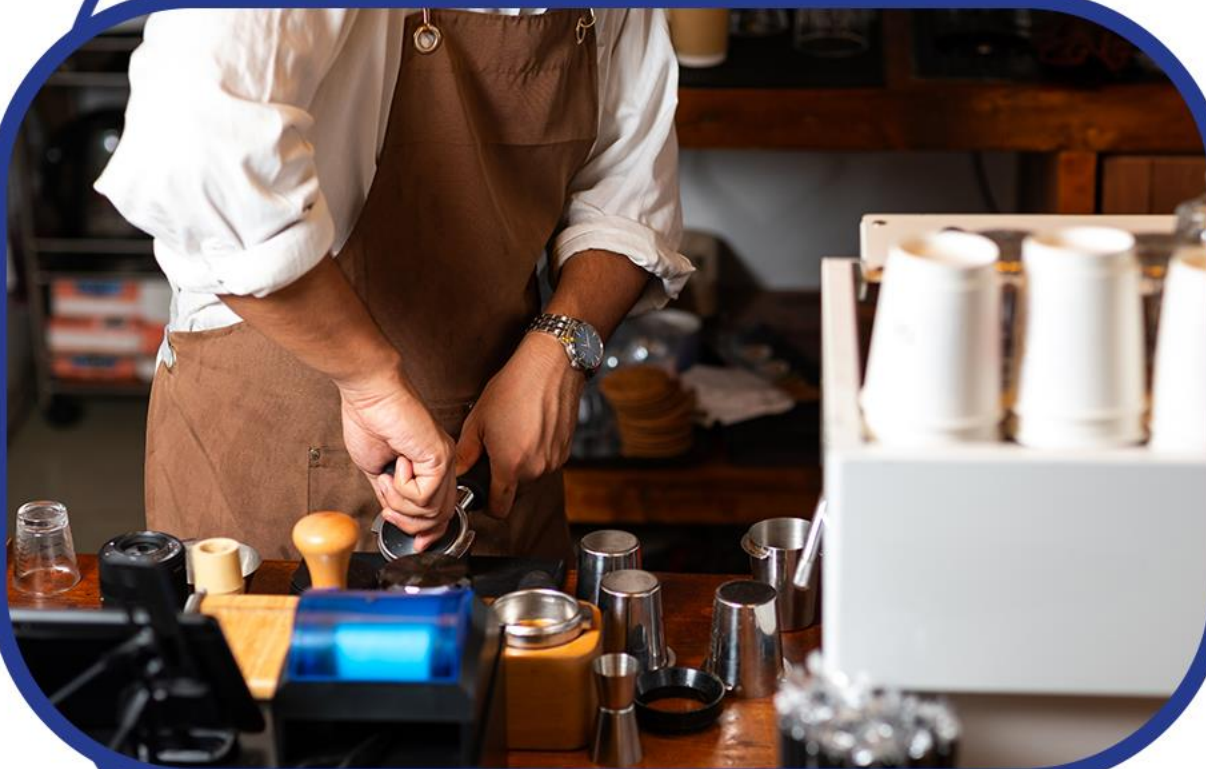
Camelia fully assumes the challenges of opening a café, offering turnkey solutions. With our "Know-How" model, we take complete responsibility for every detail.



What We Offering?

**A fully experienced
architectural team
with a vision for the
café industry.**





**We've got everything
you need, from
equipment and
furniture to barista
tools.**



**The cost of goods
sold should not
exceed 30% of the
selling price.**





No Chef? No Need!

At Camelia, we make running a café easy. Our innovative model allows anyone to quickly learn how to manage café operations smoothly — from crafting both food and drinks to ensuring top-notch service, all without needing a chef.

Training

Our training programs are designed to be straightforward, equipping your staff to efficiently manage all menu items. This allows for a lean operation that delights customers, maintains simplicity, and ensures seamless service even with frequent staff turnover.

Exclusive Creations for Café Camelia

We start with a globally tested menu, adapting it to regional tastes. For instance, we've improved our products for the American market by making them richer and more flavorful, based on customer feedback.

This approach of integrating consumer insights ensures our products consistently meet the diverse expectations of our clientele.



Our Concepts
- Kiosk -



CAMELIA



Our Concepts
- Cafe -





Menu Highlights

\$ CHILLED BEVERAGES (12 oz)

- 4.85 Strawberry Burst
- 4.85 Berry Hibiscus
- 4.85 Mango Burst
- 4.85 Blueberry Bliss
- 4.95 Cool Lime
- 4.95 Strawberry Burst Lemonade
- 4.95 Berry Hibiscus Lemonade
- 4.95 Mango Burst Lemonade
- 4.95 Blueberry Bliss Lemonade
- 3.55 Iced Regular Coffee
- 3.25 Iced Black Tea
- 3.65 Iced Green Tea

\$ PURE JUICE BAR (12 oz)

- 3.95 Fresh Lemonade
- 5.75 Fresh Pomegranate Juice
- 5.75 Fresh Orange Juice



\$ HOT DRINKS (8 oz)

- 3.75 White Hot Chocolate
- 3.35 Hot Chocolate
- 3.15 Earl Grey Tea
- 3.15 Black Tea
- 2.85 Green Tea
- 2.55 Regular Coffee

\$ M COFFEE (Available for iced and hot)

- 4.95 Caffè Latte
- 5.35 Caramel Macchiato
- 5.05 Caffè Mocha
- 5.45 White Chocolate Mocha
- 4.85 Cappuccino
- 3.75 Caffè Americano
- 5.35 Chai Tea Latte

Menu Highlights



\$ MILKSHAKE (24 OZ)

- 6.45 Strawberry Milkshake
- 6.45 Chocolate Milkshake
- 6.45 Vanilla Milkshake
- 6.45 Banana Milkshake
- 6.45 Mango Milkshake
- 6.45 Caramel Milkshake

ICE CREAM

(1 Scoop price)

- Choco Fusion
- Strawberry Silk
- Molten Caramel
- Pistachio Perfection
- Banana Breeze
- Caramel Italia
- Choco Chip Craze
- Velvet Vanilla



\$ MINI CAKES

- 7.97 Pistachio Cream
- 6.97 Orange & Almond
- 7.97 Chocolate Speculoos
- 7.97 Blueberry & Peach
- 7.97 Chocolate Raspberry
- 7.97 Hazelnut Chocolate
- 6.97 Tiramisu
- 7.47 Latte
- 7.97 Strawberry Swirl Cheesecake
- 3.47 Cake Pop



\$ PASTRIES

- 6.47 Newyork Roll Croissant
Vanilla, Pistachio, Strawberry
- 4.75 Croissant Plain
- 3.47 Stuffed Pastry
Olive, Chocolate, Cheese

Menu Highlights

Chocolate Dream



Chocolate Milkshake \$6.45

Dark Chocolate Cake \$6.47

Choco Fusion Ice Cream (1 Scoop) \$3.47

Images are represented by illustrations.

Strawberry Bliss



Strawberry Milkshake \$6.45

Strawberry Silk Ice Cream (1 Scoop) \$3.47

Rainbow Velvet Cake \$6.47

Images are represented by illustrations.

Pistachio Paradise



Pistachio Perfection Ice Cream (1 Scoop) \$3.47

Triangle Baklava Pistachio \$7.97

Add a scoop of ice cream \$1.97

Pistachio Cream Mini Cake \$7.97

Images are represented by illustrations.

Exclusive Recipes



CAKES



Pastries





Who Can Become a Camelia Franchisee?

Initial Investment: \$130K – \$242K Liquidity or liquidity access available

**Financial capacity to invest
\$150–\$200 per sq. ft.
based on location**

**Ideal Location Selection; High
foot traffic areas: shopping
centers, airports, universities,
business districts**

Non-Stop Supply with Lezza Foods

Thanks to our strong partnerships and advanced logistics at Lezza Foods, we guarantee a steady supply after your location launches. Our distributors and master franchisees, strategically located across different countries and regions, are well-equipped with essential marketing and distribution knowledge and resources. Their extensive fieldwork enhances our global supply capabilities.



Brand	Investment	Build-Out Cost (per sq. ft.)	Royalty Fee (%)
Starbucks	\$1,158,000	\$400	%8
Panera	\$2,290,000	\$250	%5+3
Dunkin'	\$1,157,000	\$400	%5.9+5
Magnolia Bakery	\$750,000	\$350	%5+1
Le Macaron	\$420,000	\$420	%6+1
Cafe86	\$350,000	\$350	%6+1-4

Thank you!

Cafe Camelia

We are excited to partner with passionate entrepreneurs who share our vision.
Contact us to learn more about opening your Camelia Cafe!



www.cameliacafebakery.com

Instagram: [cameliacafebakery](https://www.instagram.com/cameliacafebakery)

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