

# HOT KIWI FOOD



**Franchise Prospectus**

# Table of Contents

---

03	WHY OUR CUSTOMERS LOVE US!
04	THE JOURNEY SO FAR
05	WHAT WE DO
06	THE GROWTH OF THE COMPANY
07	WHY YOU SHOULD CHOOSE A HOT KIWI FOOD FRANCHISE
08	OUR VALUES
09	STEPS TO OWNING A HOT KIWI FOOD FRANCHISE
10	THE BUSINESS MODEL





## Why Our Customers Love Us!

---

At Hot Kiwi Food, customers enjoy traditional Maori cuisine as they learn about the culture significance and history of these authentic dishes. More than just a meal, Hot Kiwi Food offers customers a complete cultural experience. From the moment they enter the shop, customers can learn about New Zealand's ancestral cooking methods and traditional foods while enjoying some of the finest (and tastiest!) Hāngi meals on the market.







## The Journey So Far

---

Geneva Moana is a traditional Maori food chef, who launched Hot Kiwi Food more than 5 years ago, as a way to bring authentic Maori cuisine to the masses. With a deep appreciation for her heritage, she brings cultural knowledge and time honoured recipes and methods adapted over generations to Christchurch residents, pouring love and passion onto every plate.

Since launching in 2017, Hot Kiwi Food has moved from strength to strength with a reputation for quality that sees them selling out of stock every evening. Fully operational during the pandemic and able to offer healthy catering options to locals in the area, Hot Kiwi Food has built a customer base as passionate about their products as they are. Now, with online ordering, as well as a meals on wheels service Hot Kiwi Food are ready to take their delectable range of traditional Kiwi foods to new customers across the country.

# What We Do

HOT KIWI FOOD PREPARES AND SELLS FRESH, TRADITIONAL MAORI FOODS 7 DAYS A WEEK, OFFERING OUR CUSTOMERS A CULTURAL EXPERIENCE UNLIKE ANY OTHER.

---



✓ The practice of steaming meat underground using geothermal heating is unique to New Zealand. This sustainable, fresh, and healthy method of preparing meat in a Hangi predates settlement and is an important part of Maori culture.

✓ At Hot Kiwi Food, we bring these age-old recipes to life and back into the bellies of hungry New Zealanders, teaching them about our culture and cuisine along the way.

✓ As society and life in New Zealand have changed, so too has the way we prepare our food. We've adapted a few things over the years, but we've never lost the traditional techniques and recipes that make our meat so mouth-watering!





# The Growth Of The Company

---

In their first 5 years of operation, Hot Kiwi Food saw steady growth. Despite the pandemic the business thrived as those in lockdown turned to healthy, comforting foods they could order in. With a comprehensive social media strategy and word-of-mouth advertising, the brand has become more than just a shopfront offering healthy meals. Hot Kiwi Food has moved into the meals on wheels sphere, motivated by a commitment to serving the community. The brand now also caters to the elderly in their homes, providing subsidised meals. With a focus on catering, both to individuals and events, Hot Kiwi Food looks forward to taking their sell-out menu to more locations across New Zealand, and eventually pursuing overseas expansion.



## The Ideal Franchisee

The ideal Hot Kiwi Food franchisee is someone whose values align with the brand. An enthusiastic cook, with a passion for traditional foods and personal connection to their cultural significance will thrive as a Hot Kiwi Food franchisee. An ideal franchisee will have a strong work ethic and sense of commitment. Honesty, loyalty, and strong communication skills are all highly valued qualities in franchisees. At Hot Kiwi Food we want our franchisees to love what they do and take pride in sharing our traditional recipes with eager customers.



# Why You Should Choose A Hot Kiwi Food Franchise

---

Hot Kiwi Food offers franchisees the unique opportunity to enter a popular, highly lucrative market for traditional, healthy eating options. As the ongoing covid crisis has kept people inside and redirected their attention to their health, individuals have been forced to evaluate their eating habits.

Authentic, fresh, and healthy meal options are more popular than ever, meaning franchisees will benefit from high demand no matter their location. Franchisees will be fully supported by head office through every step of their franchise journey, with thorough initial and ongoing training as required. All national and local digital marketing is also managed by head office, leaving franchisees to focus on making and selling great food.





## Our Values

---

**Honesty** – We are honest with our customers and our team. We value clear communication and support each other as we work together to grow our brand.

**Passion** – We are passionate about our heritage. We take pride in our culture and dedicated to passing our unique traditions on to future generations.

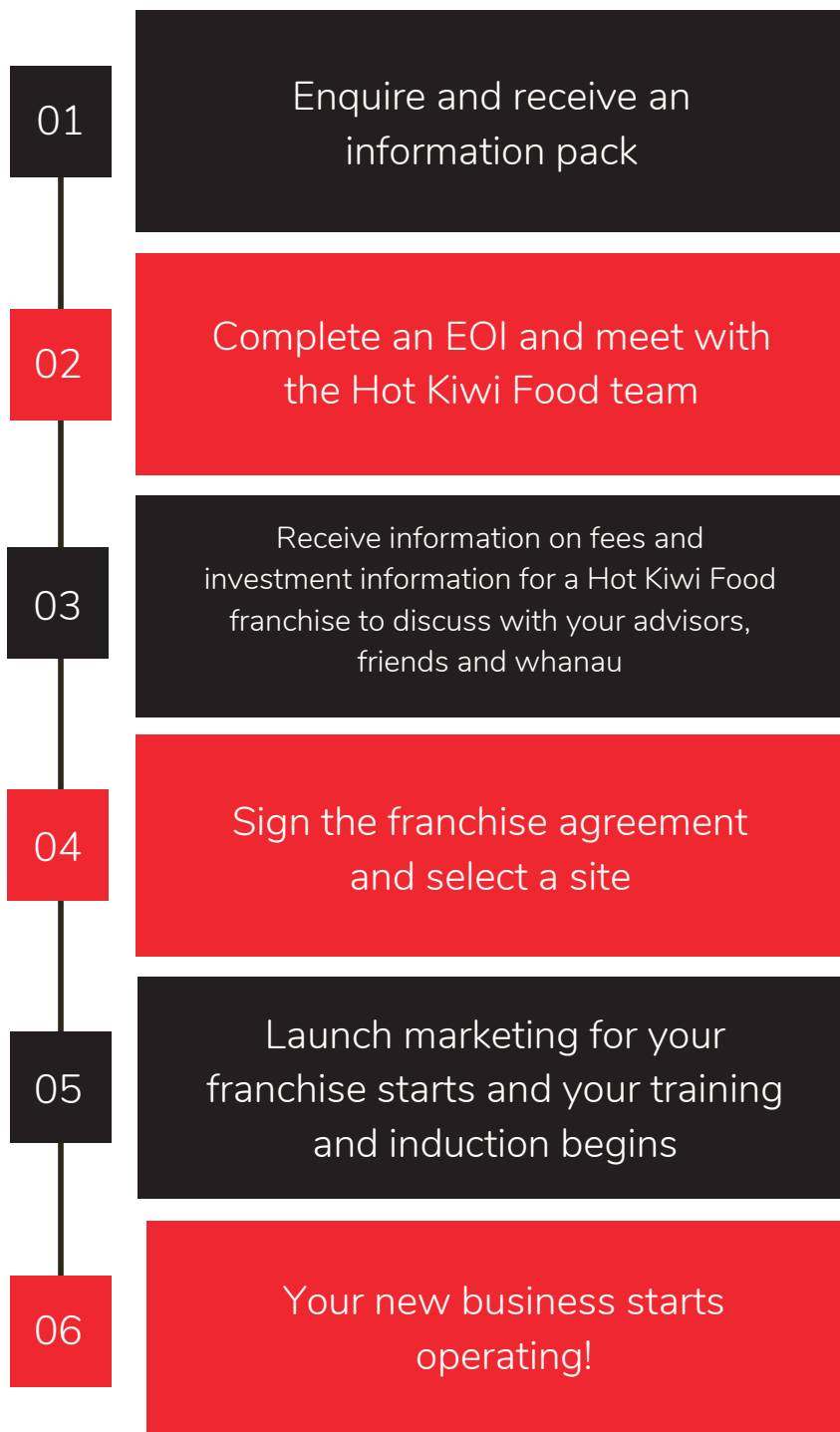
**Commitment** – We are committed to growth, hard work and success. We are committed to keeping the Hot Kiwi Food brand and our franchises thriving.

**Love** – We love our traditions and being able to share them with our wonderful customers. We love what we do.

**Connection** – We rely on our connection to our culture and our community. We see every interaction with a customer as an opportunity to connect.



# STEPS TO OWNING A HOT KIWI FOOD FRANCHISE



# HOT KIWI FOOD

Our lucrative business model has been refined over half a decade of successful practice in the traditional, niche food business in Richmond. Designed to propel the growth of new franchisees, Hot Kiwi Food's franchise process is simple, straightforward, and profitable for all parties. Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own successful food business has never been easier. If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.

