

# Krajči plus

SINCE 1995



## FRANCHISE CATALOG



[www.krajci.cz](http://www.krajci.cz)

# who we are



We are a family manufacturing company that has been operating on the Czech market since 1995. The main product of our production program is traditional potato crisps and salty snacks, but we also offer baker's sticks and nuts.

The whole production process takes place in our company, starting with the purchase of raw materials to the distribution to our business partners throughout the Czech Republic and from 2015 also in Slovakia.

We have been producing traditional fried potato crisps for more than 25 years. During this time, there has been a number of innovations, but it is crucial for us, despite the modernization of production, to keep the final product the same and to maintain its high and constant quality. We produce traditional potatoes crisps and we will continue to produce them.

**CLASSIC THAT TASTES**

# *our philosophy*



Although potatoes crisps are made by unique modern technology, the production process remains dependent on a large proportion of manual work. When introducing innovations, it is most important for us to remember the traditional recipe and the proven technological procedures. Just so the product can keep its quality and differentiate itself from competing products.

Traditional fried potato crisps of adequate quality have a typical aroma and golden color. They are brittle and crunchy on the bite. The best ones are always fresh.

That is why we do not make our products in stock, but according to the actual orders of our business partners. Thanks to this, we can guarantee that we always sell fresh goods.

# potato crisps



**Cyril's potato crisps**  
salted 100 g



**Cyril's potato crisps**  
mustard 100 g



**Cyril's potato crisps**  
garlic 100 g



**Cyril's potato crisps**  
MAXI 180 g

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# potato crisps limited



**NEW  
PRODUCT**

**Cyril's potato crisps**  
pepper 100 g



**NEW  
PRODUCT**

**Cyril's potato crisps**  
plum jam 100 g

Carefully selected varieties of potatoes and 100% Czech rapeseed oil which gives the potatoes the right taste and color. This is the basis of our crunchy crisps. We make them with a large proportion of handwork, fry them until they are golden and make sure that they are still authentic and good.

In addition to the classic flavors of salt, garlic and mustard, you can also taste two limited flavors that change continuously. You can always find the current limited flavors on our website.

# potato crisps



PREMIUM  
PACKAGING

**Cyril's potato crisps**  
salted 90 g



PREMIUM  
PACKAGING

**Cyril's potato crisps**  
mustard 90 g



PREMIUM  
PACKAGING

**Cyril's potato crisps**  
garlic 90 g

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# potato crisps



The same content, a different packaging. These are new Cyril's crisps. Potato crisps still remain authentic and good, but they come in a new packaging. Thanks to it they will have a **longer shelf life** and you can display them straightaway as we bring them to you - **in a sales carton** from which you simply remove the lid.

# baker's sticks



Gold-baked grissini with coarse salt, caraway seeds or with fried onions go well with beer and also with a glass of wine.



**Cyril's mini breadsticks**  
salted 90 g



**Cyril's mini breadsticks**  
fried onion 90 g



**Cyril's breadsticks**  
salted 90 g



**Cyril's breadsticks**  
pepper 90 g

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# salty snacks



Made from potato dough, soft and crunchy, these are our salty snacks in several shapes and flavors. One package is never enough.



**Potato crackers**  
50 g



**Onion rings**  
50 g



**Onion rings**  
spicy 50 g



**Bacon fries**  
50 g



**Fries with ketchup**  
50 g

# nuts



To complete our portfolio, we also offer roasted nuts. We select high quality nuts for you, pack them in exclusive packaging and deliver them to you.



**Peanuts**  
100 g



**Cashews**  
60 g



**Almonds**  
60 g



**Pistachios**  
80 g

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# cooperation



We completed a new production hall and increased our production capacity in November 2018 and now we are looking for new cooperation partners.

This is not a classic franchise license - you will not pay any entry fee. It is rather an exclusive representation on foreign markets.

It is necessary to observe the prescribed conditions of cooperation and corporate culture of the parent company, as stated in the contract.

On the other hand, you can buy the goods at exclusive prices and distribute it to wholesalers, large and small customers, and build your own sales network in your country.

# sales promotion

Are you looking for the right place for our products? We will be happy to provide you with our advertising display, thanks to which customers will always have them before their very eyes. If you like handmade products just like us, you will appreciate our handmade wicker baskets as well as ceramic bowls and mugs in which you can serve potato crisps and grissini.



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# sales promotion



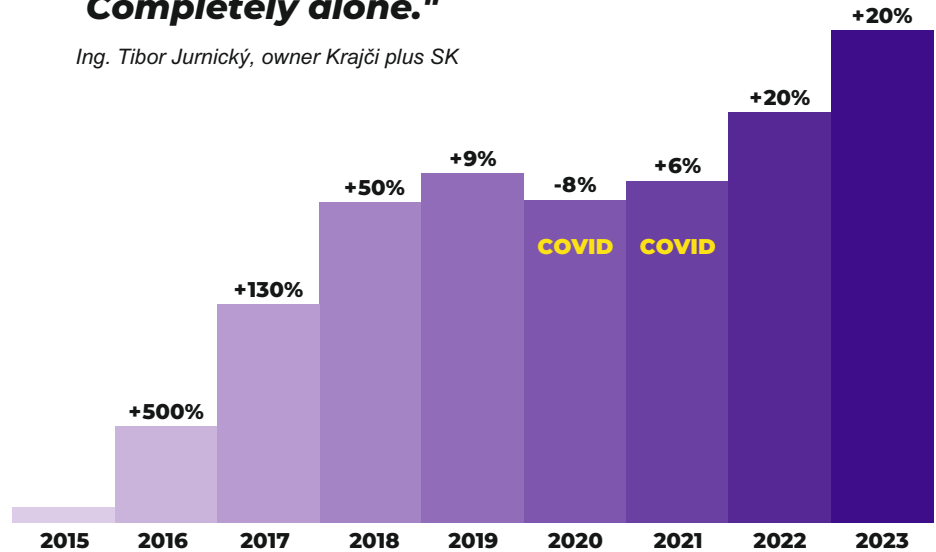
# Slovak franchise

The Slovak franchise was established in June 2015 and sales are growing every year - see graph below.



**"Under the franchise Krajči  
I started my business in 2015.  
Completely alone."**

*Ing. Tibor Jurmický, owner Krajči plus SK*



**CLASSIC THAT TASTES**



***"Today I have my own team.  
And we are still growing."***

*Ing. Tibor Jurnický, owner Krajčí plus SK*



[www.krajci.cz](http://www.krajci.cz)

# contact us



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