

**Be the future
of the iconic
Mrs. Parma's Brand**



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Invitation

Mrs. Parma's has enjoyed 15 successful years at her busy Melbourne CBD location, but now the current owners are saying goodbye to her.



This presents a unique opportunity for Mrs. Parma's to become part of your esteemed hospitality group, with significant potential for rapid expansion or the conversion of underperforming venues in a proven market.

What's on Offer?

- Attractive profit margins
- Established a customer base of 15 years
- "Business in a Box"-style sale, including trademarks and extensive IP (Intellectual Property)
- National and international recognition through media coverage
- Cost-effective and smooth-running business
- All necessary procedures, policies and systems are in place for efficient and swift setup and opening

As an accomplished business owner or investor, you will readily recognise this unique opportunity and the immense potential that Mrs. Parma's can bring to your bottom line.

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About Us

Mrs. Parma's – the first and only Bar and Bistro specialising in Parmas and Victorian microbrewery beers!

“No Parma list could be complete without a visit to Melbourne’s most hospitable matriarch, Mrs. Parmas”. - Saturday Age – The Good Life



In 2006, two chefs with fine dining expertise established Mrs. Parma's on Little Bourke Street, Melbourne. While dining at a pub one evening, they were dismayed by the quality of the Parma they were served—deep-fried, topped with tomato paste and a slice of Kraft cheese.

Noting the high demand for this underwhelming dish, they recognised an opportunity to improve it, leading to the vision of a simple yet popular concept centred around the most beloved and top-selling items in pubs – beer and Parmas!

Mrs. Parmas was an instant success, attracting a diverse customer base and fostering a strong and devoted following.

The brand has skillfully developed an atmosphere that evokes a sense of familiarity, ensuring customers can consistently rely on Mrs. Parma's to provide exceptional experiences, delicious food and top-notch service on every visit.

Mrs. Parma's brand is truly iconic and one of a kind.

“If you've been looking for the perfect Parma & pot you just can't go past Mrs. Parmas – it's all in the name”. - MX Magazine

About Us

Mrs. Parma's has achieved widespread national and international recognition through numerous mentions across radio, media and television platforms, including esteemed outlets like Nova FM and appearances on internationally televised programs such as "Food Lovers Paradise.". Notably, none of these endorsements were paid for.

"A mouth-watering range of Parmas that will have you struggling to make a decision".

"They take these two ingredients (beer & Parma) and specialise like no other venue in Melbourne".

- Thats Melbourne

Over 15 years, Mrs. Parma's has cultivated and maintained a substantial following, with customers emotionally invested in her.

When news of her closure was announced, the venue could simply not keep up with the overwhelming demand, as it had been solidly booked for an impressive three-month period. The announcement reverberated across the digital space, resulting in high engagement on Facebook with an astonishing 50,000 shares and more than 2,000 heartfelt comments.

**What can we say...
she is just
unforgettable!**

In April 2022, the doors of Mrs. Parma's were closed, leaving a trail of tearful customers who fervently pleaded for its reopening. Alongside their appeals were numerous inquiries regarding Mrs. Parma's future and what lay in store for her dedicated patrons.

Though the doors to her original venue may have closed, Mrs. Parma's is ready to live on.

An enticing prospect lies ahead—an opportunity to become part of Mrs. Parma's success through a rare offer. Drawing upon years of professional hospitality experience, with a 15-year emphasis on bolstering the brand's confidence and performance, a remarkable transfer of knowledge awaits in the form of a distinctive "business in a box" sale.

Mrs. Parma's presents an ideal opportunity for a "start-up" position, complete with an established customer base. Additionally, there is a potential to transform underperforming venues within your hospitality group, all within a proven market

**"I couldn't have lost my Parma virginity to better place"
- Australia's Food & Wine Guide**

Sale Summary

The following are brief summaries of the information and contents you will obtain upon the acquisition of Mrs. Parma's. Please note that more detailed information will be made available to genuinely interested parties upon signing a confidentiality agreement.

FINANCIALS

Mrs. Parma's caters to a broad demographic. Her products, services and prices are squarely aimed at the vast middle market.

The straightforward nature of her business model has resulted in high-profit margins, low food costs and low wage costs.

WEBSITE AND SOCIAL MEDIA

The renowned Woof Creative team has designed Mrs. Parma's website, which features seamless functionality for updating menus and events. In addition, the website has online ordering capabilities, which have yet to be utilised.

Mrs. Parma's enjoys a robust social media presence with over 8,500 Facebook and over 1,600 Instagram followers. The Facebook post announcing the Little Bourke Street location closure was shared over 50,000 times and received over 2,000 comments.

TRADEMARKS

The renowned graphic designer Bruce Weatherhead is responsible for creating the iconic logos of Mrs. Parma's, which have gained recognition both nationally and internationally.

Secured intellectual property rights with the protection of two trademarks and two registered domain names for the graphics and business, namely:

Mrs. Parma's Logo and Trading Name



TM No: 1159079 class 43

"Parma'geddon" (joint trademark with the Snitz)



TM No: 1515461 class 29,30, 43

Registered Domain Names



www.mrsparmas.com.au
www.mrsparmas.au

Intellectual Property Catalogue

A well-defined vision, combined with a robust business plan, is essential to achieving success.

Mrs. Parma's has achieved and maintained success through extensive documentation of policies, procedures and practices, which ensure quality and consistency. This has resulted in high customer confidence and repeat business.

The intellectual property (IP) developed for Mrs. Parma's is exclusively designed for the unique brand and business of the company. Industry professionals have meticulously covered all aspects, producing powerful tools and references for day-to-day operations and business expansion.

"The best Parmas in the world". - Dave O'Neil

1 EMPLOYMENT, TRAINING AND JOB DESCRIPTIONS

Employment, Training and Job Descriptions are critical areas of the business model that require a substantial investment of time and resources. These areas provide your organisation with an in-house HR department, complete with extensive intellectual property for all department heads, including:

- The best practices for interviews, trials and employment
- Clear job descriptions and expectations
- Comprehensive training manuals for all staff, from managers to kitchen hands

2 STAFF HANDBOOK

The Staff Handbook has been written in a casual style. Still, it outlines job expectations, required standards and the philosophy of who we are and what we do. Every staff member is required to read and understand this handbook, which plays a significant role in Mrs. Parma's' standardisation and low staff turnover.

3 RECIPES

The backbone of Mrs. Parma's' kitchen is its recipes, including all the key products produced and the recipe for her famous and trademarked Parma'geddon sauce.

"They take the art of constructing the perfect Parma very seriously".

- The Age

CONFIDENTIALITY AGREEMENT

The Mrs. Parma's Intellectual Property Catalogue has been subject to close protection, with all staff required to sign confidentiality agreements. Copying or duplicating any part or the whole of the catalogue is strictly prohibited. Additional information on the catalogue's contents is available upon request. However, a confidentiality agreement must be signed to view the entire catalogue.

Future Opportunities

The possibilities of multiple venues or franchises is an exciting opportunity ready to explore.



MARKET REACH EXPANSION

Over the years, there have been numerous requests for Mrs. Parma's to expand into new locations, yet the full potential for growth has to be realised. The possibilities of multiple venues and franchises can be explored in the future.



RETAIL

There is a market for retailing core kitchen items such as breadcrumb mix and Napoli sauce. However, the biggest demand is for the famous and trademarked Parma'geddon sauce. The potential for sales of these products through onsite, online and leading retail outlets is evident.



POP-UP AND FOOD TRUCKS

Social media-driven pop-up shops have been highly successful and are an excellent strategy for creating a buzz around the brand. With various craft beer festivals and food showcases filling the event calendar, a Mrs. Parma's food truck would fit perfectly and allow us to reach even more customers.



MERCHANDISE

There is a massive opportunity to drive revenue through the sale of merchandise such as shirts, hats, socks, stubby holders and many more. The concept for onsite and online sales presents an exciting opportunity for added revenue stream.



SOCIAL MEDIA

While social media has not been a strong point for previous owners, the massive potential of social media to further expand the brand's reach into the Parma-loving and craft beer market is recognised.



"THE WAVE"

Mrs. Parma's has been at the forefront of the craft beer wave since 2006. By collaborating closely with master brewers, exclusive brews that have proven to be popular have been showcased. With the ever-growing number of micro-breweries operating, the potential for developing new brews is limitless. A future is seen in collaboration brews with selected micro-breweries, providing excellent cross-marketing and target market potential.

"True to its name, this excellent bar marries up beer with it's perfect partner, the Parma".

- Your Bars

"There's no doubting the quality of the beer to accompany the speciality Parmas".

- The Age – 48 Hours, Top 5 beer experiences

"The best variety of Parmas in the land – right in the heart of Melbourne's CBD".

- The Crafty Pint

Contact us



**Expressions
of interest
are now open!**

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