



INVESTMENT DOSSIER



WE ARE FAMILY

We were born by the sea. We grew up in the forest. We love what we do.

We are La Pinocha Chocolates, a family-owned company that began this dream in 1993 on the southern Atlantic coast Of Argentina: “To create handcrafted chocolate recipes with unique quality and variety.”

The solitude of the place, the penetrating scent of pine trees, and the forest floor covered in their leaves inspired us to recreate old recipes and experiment with new ones. Surrounded by this natural setting of woods and pines, we decided to name our brand after the pine needles themselves – “La Pinocha.” Since then, our family tradition has been reflected in every detail and has been preserved over time.

We work with great passion to achieve the finest artisanal chocolate – high-quality, with a unique range of flavors. These are the pillars that continue to drive our company forward.

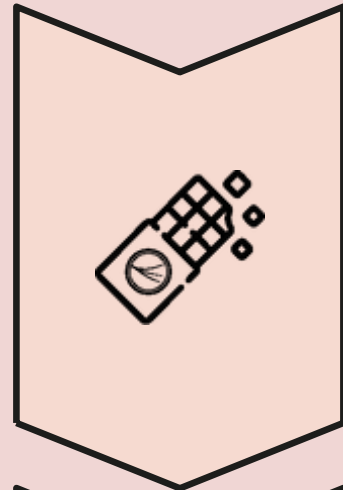
More than 25 years crafting chocolate.

We work with love, passion, respect, kindness, and care – always focused on quality and providing excellent customer service.



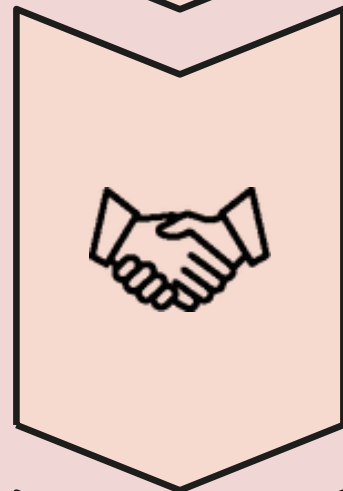
La pinocha 
CHOCOLATES

BUSINESS MODEL



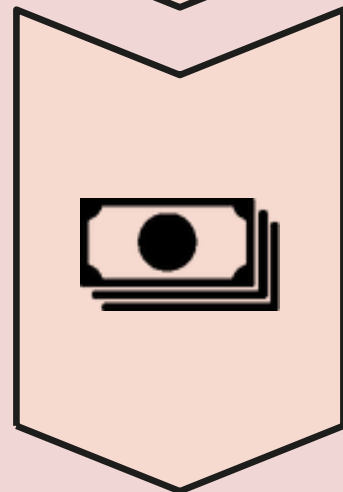
PRODUCTION CENTER

With the capacity to supply over 50 retail outlets, our production and logistics hub is located in Málaga, serving as the operational and distribution center.



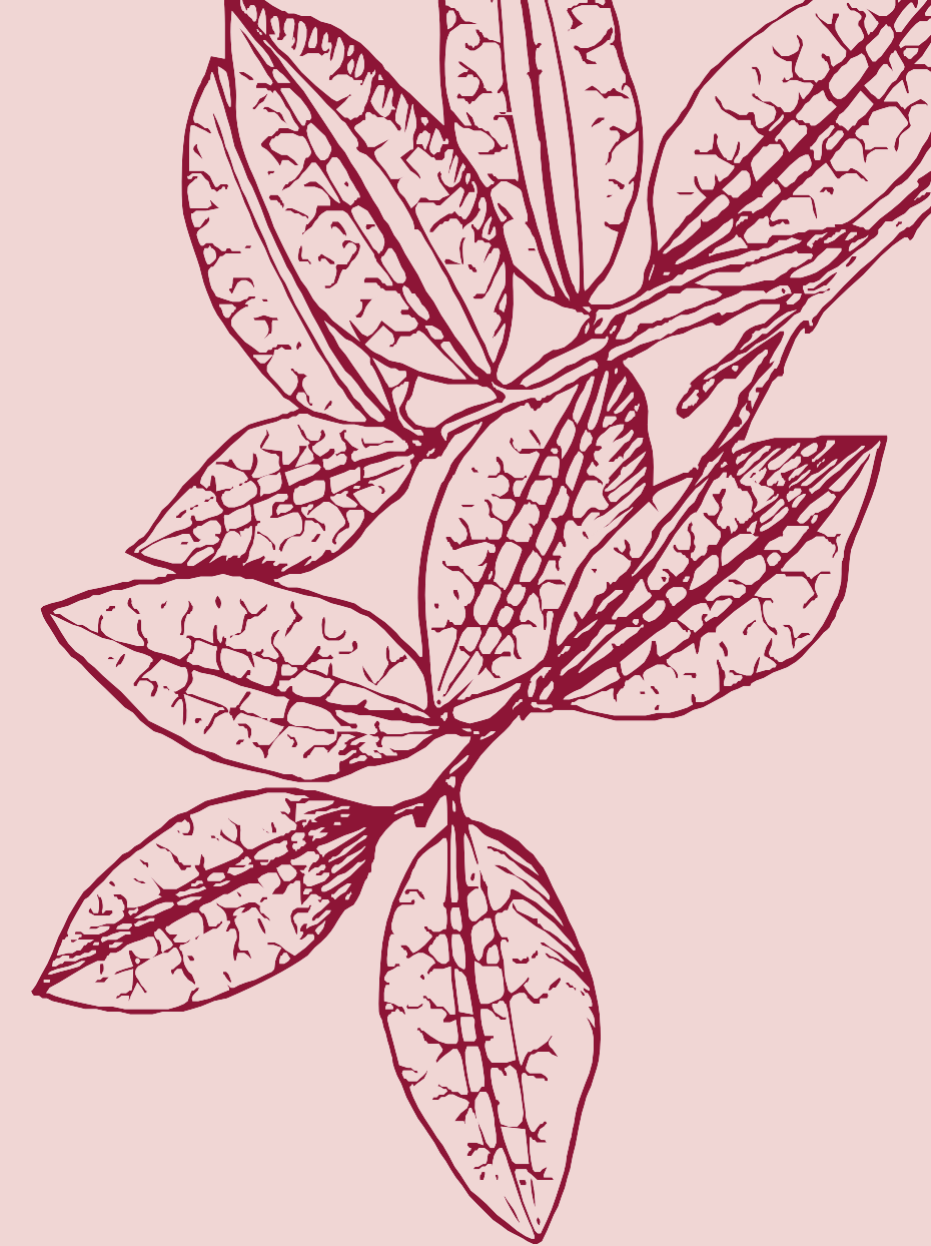
FRANCHISES

As our main sales engine, we currently operate seven outlets strategically distributed across Spain, with strong expansion potential. We divide them into two formats: Stores, with street access. Kiosks/Islands, designed for malls, airports, and other high-traffic venues.



REVENUE STREAMS

- Franchise entry fees (fixed amount based on location characteristics).
- Royalties.
- Chocolate supply to franchises (primary input for retail outlets).



PRODUCTION CENTER

Strategically located in an industrial facility in Casa Bermeja, Málaga, just minutes from a key logistics hub in southern Spain. With direct access to major highways, this location ensures efficiency and agility in distribution.

The facility spans over 500 m² across three floors, equipped with cold storage rooms, workstations, tempering machines, freight elevators, and administrative offices. This infrastructure allows us to maintain standardized quality and high operational efficiency.

Currently, we have installed and operational capacity to supply over 20 stores, with physical and logistical space to scale up to 100+ locations, including indirect sales and retail channels.

This centralized production model allows us to optimize resources, simplify store operations, and guarantee product and brand consistency throughout the La Pinocha network.



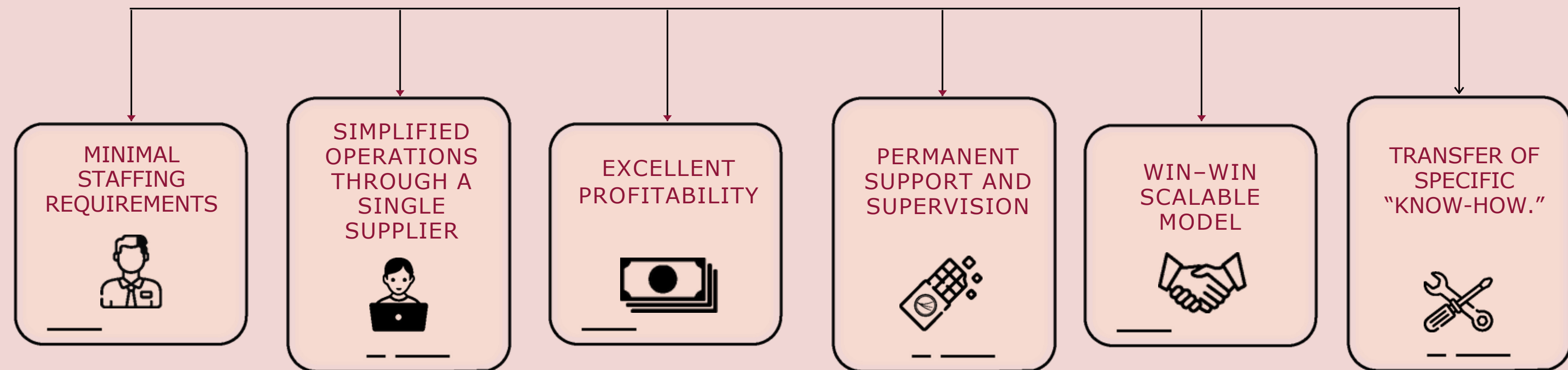


FRANCHISEES

We consider our franchisees as partners, and we ask that they:

- Identify with our core values.
- Commit to the brand and the team.
- Recognize the importance of product quality and service excellence.
- Adhere to a proven business system.
- Follow franchise regulations diligently.
- Pursue continuous improvement in their processes.
- Demonstrate proactivity and a constructive mindset.

KEY BENEFITS



STORES

- CONCEPT

Modern design and premium finishes.

- EMOTIONAL FOOD

A sensory experience that awakens and enhances emotions.

- SPECIALIST VARIETY

Over 60 high-quality artisanal chocolate varieties.

- DIMENSIONS

From 30 m².



La pinocha
CHOCOLATES



ISLANDS

- GREATER ADAPTABILITY

Spaces from 15 m², adjustable to mall requirements.

- BRAND AMPLIFIERS

This format allows access to prime locations with high-income consumers.

- EASY START-UP

No need for large guarantees or complex setup.



FINANCIALS



PRODUCTION CENTER AT BREAK-EVEN

Our factory has reached operational break-even, ensuring financial sustainability and enabling continuous improvement processes as a foundation for future expansion.



HIGHLY SCALABLE MODEL

Each new franchise increases total revenue, generating a multiplier effect on cash flow – validating our scalable business model.



GUARANTEED EXPANSION

We plan to open a minimum of six new franchises per year as part of a solid, sustainable strategy for ongoing brand growth.

NEXT STEPS

1

FRANCHISE MODEL ADAPTATION

Refinement of the operational system for La Pinocha Chocolates, successfully expanding its concept to include Ice Cream and Café lines, and developing a detailed Operations Manual to ensure consistency and excellence across all points of sale.

2

PRODUCTION PLANT OPTIMIZATION

Implementation of cutting-edge technology to increase production capacity and reduce operational costs, ensuring consistent quality to support projected expansion and prepare for entry into large-scale retail distribution.

3

STRENGTHENING CURRENT STORES

Investment in visual and equipment updates aligned with new concepts, along with intensive staff training to boost average profitability.

4

COMMUNICATION AND MARKETING PLAN

Development of a multichannel marketing campaign focused on social media to increase brand awareness and drive national sales growth.

GO-TO-MARKET STRATEGY

Our chocolate bark will serve as the iconic symbol of our brand, capturing the authentic essence travelers seek in their journeys. We will develop exclusive collectible tins as premium souvenirs that represent local culture and identity.

We target tourists who value authenticity, quality, and cultural connection in their purchases – travelers looking for memorable experiences and products that tell a genuine story about their destination.



DIGITAL PRESENCE

Omnichannel strategy focused on social media, Google Maps, and delivery platforms like Glovo to maximize visibility where tourists seek recommendations.



STRATEGIC PARTNERSHIPS

Collaborations with hotels, tour operators, and influencers to create shared experiences and expand reach among qualified audiences.



PRIME AND ADAPTABLE LOCATIONS

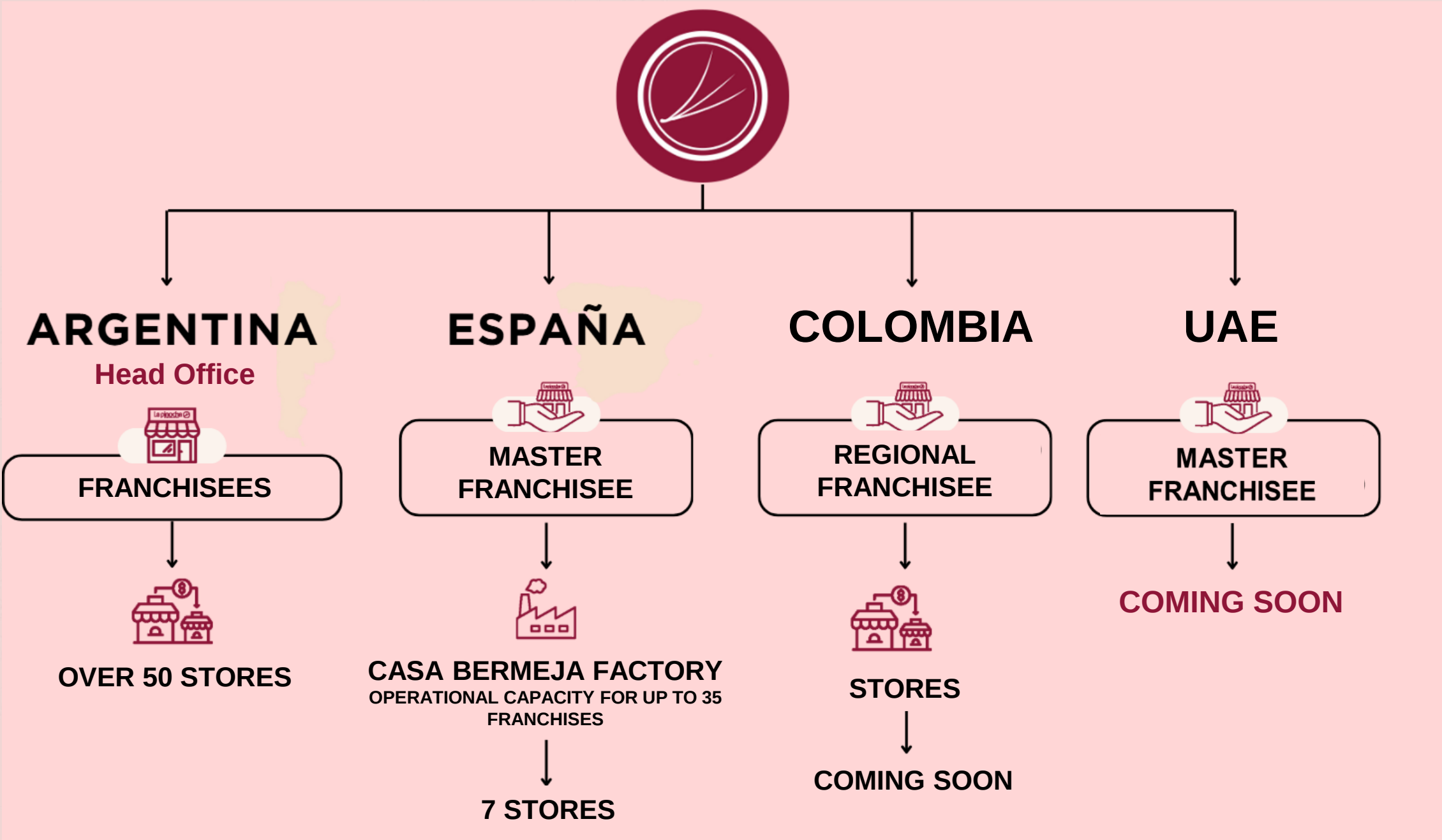
Stores in high-tourism traffic areas, adapting offerings by season – chocolate bark in winter, artisanal ice cream in warm climates.



La pinocha
CHOCOLATES



OUR NETWORK





WE APPRECIATE

YOUR INTEREST IN OUR
BRAND



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