

Ever dreamt about owning your own business?

Cook Stars

MAKING COOKING child's play!



Love what you do every day
**Flexible and Rewarding
Opportunities**

INFORMATION GUIDE



Welcome to Cook Stars

Meet Some of our team...



Join our successful team of business owners who love what they do!

Cook Stars is an award winning, fast growing 'cookery class and party' franchise with opportunities throughout the UK. We offer a unique system and deliver fun and engaging sessions to children through our network of passionate business owners.

We have crafted a business that is fun and extremely rewarding to run. A Cook Stars business offers flexibility to fit around the other important things in your life so you can achieve the elusive work/life balance!

There is huge scope with running a Cook Stars franchise. We offer classes and parties for younger children (age 2-11) and also for 11-17 year olds through our Academy sessions.

Running a Cook Stars franchise is rewarding in more ways than one. As well as immense job satisfaction, the business model is financially rewarding too. You'll have opportunity to run all of our different services and so can benefit from a variety of different income streams. You may wish to run all of our services, or just some of them - the choice is yours. You'll have exclusive rights within your designated area to run our cooking classes, parties, workshops as well as work at schools and nurseries, run holiday clubs and run sessions within the local community.

There are no minimum or maximum limits to the number of classes, courses and parties you can run. The pace at which you develop and grow your business in your area, is entirely up to you.

Cook Stars is very flexible and the earning potential is uncapped. Simply put - financially, you will get 'out' what you put 'in'.



You'll be backed by an experienced, knowledgeable and supportive team who will 'hand-hold' you through the process of starting and growing your business.

As well as ongoing support, you will also receive:

- Large exclusive area where only you can run Cook Stars services
- Bespoke **DONE FOR YOU** marketing service
- Flexible business model that fits around you and your lifestyle
- Fully supported route into running your own business
- Full time and part time opportunities
- A huge amount of cooking equipment to enable you to run classes and parties
- Comprehensive training which details business operations, business management and marketing
- A suite of personalised leaflets, posters, adverts and marketing initiatives.
- Your own social media accounts, email address, franchisee page and class listings on the Cook Stars website
- Use of our class booking site
- Access to our Goal Setting and Planning system, including monthly group Zoom meetings
- Your own Trustist review account
- A wealth of support that you'll need to start and run a successful franchise
- Low initial investment and low working capital requirement. We can refer you to a lender who supports our business model should you need finance.



What we do

Making cooking child's play

In our opinion there is no better way to teach a child than through 'play'. Our ethos is to 'make cooking child's play'. The sessions are relaxed, and the children are encouraged to touch, feel and taste different foods at our hands-on sessions. This creates a fun filled atmosphere of discovering, learning and exploring.

By it's very nature, cooking is tremendous fun for children! We encourage inquisitive learners to get stuck in with mixing, whisking, rolling and chopping. To children - it's play (with a tasty result!) but they are unwittingly learning a great range of skills in the process.

Who will I teach?

Cook Stars offers a broad range of different sessions for children aged 2-17. You may wish to start small with classes for pre-schoolers and juniors and gradually add sessions for the older children as time progresses. It is your choice!

We have a wide range of other sessions (as well as weekly classes) that you could choose to offer. These include parties, workshops and sessions in the community. Our sessions are very much in demand so many of our team employ class leaders to help run sessions to meet demand.



"My greatest achievement is having so many incredible children and their families enjoying what we do. I am most proud of all of my Cook Stars children. They have learned so much already and are developing many skills: counting, weighing, socialising, communicating, listening skills, safety, personal hygiene, cutting skills and many more!"

Cook Stars Franchisee



"What I enjoy is the amount of autonomy I have - because after all it is my business.

I joined Cook Stars as a Franchisee and I can safely say it was the best thing I ever did. There is so much support available from the team at Head Office.

There's no hard sell, pressure to expand or high expectations. You can just grow your business in a way that suits you. I am finally in charge of my own destiny."

Cook Star Franchisee



As a teacher at Cook Stars,

You'll be able to run **different Cook Stars services**, which all provide different profitable income streams. You can choose to run some of them or all of them.

We have **2 levels of franchise** that you can opt to own:

1. You can run just our **Minis** and **Juniors** sessions (for the 2 - 11 year olds)
2. You could run **Minis** and **Juniors** sessions and **Academy** (session for older children age 11-17 years).

Below is an indication of what you might earn based on typical costs/charges. These are not guaranteed, but will give you an idea of the excellent earning potential.

Cook Stars Mini's classes

Age 2 to 5 years – run during the mornings / early afternoons (1 hour 15 minute classes). You could make a PROFIT (ie. after typical class cost) of **£120 (approx)**



Cook Stars Juniors Classes

Age 5 to 11 years – after school classes which can be run throughout the week (1 hour 15 minute classes).

You could make a PROFIT of **£120 (approx)**



Weekend Classes

Age 2 to 12 years (1 hour 30 minute classes), or you can split the age range into minis and juniors classes. We charge more for these because they are longer.

You could make a PROFIT of **£135 (approx)**.



Cook Stars Academy

Advanced classes for children age 11-17. At the classes students use different skills to cook on hobs as well as using the oven (1 hour 45 minutes).

You could make a PROFIT of **£150 (approx)**.



you could run the following:

Parties

You could host our very popular party packages. These take place at the child's home or a local venue (eg. community hall). Our party packages all come with invites, all ingredients/equipment, party buffet, games and thank you cards:

- High tea (making cup-cakes with a delicious high-tea provided)
- Little Italy (children make pizza and ice cream sundaes party)
- Little Cookies (baking or decorating cookies)
- Little experimenters (making use of kitchen ingredients and equipment to make science experiments)
- Chocolate topped cheesecake
- Teddy Bears Picnic



For a typical party of 14 children you can expect to **earn a profit of £245**. You will **never make an income of less than £215** for a party because we have minimum number requirements. You can earn a lot more too by selling party favours etc too.

“Booked a Little Italy party for my 6 year old and the team from Cook Stars were superb. The children thoroughly enjoyed learning to cook pizza and were entertained as well as being well fed throughout. Everything ran like clockwork, Everything was as described and my daughter had a fabulous time. The team were lovely and genuinely cared about providing an excellent service. Would definitely recommend and wouldn't hesitate to use again.”

learning, exploring



Classes at schools

We work with a lot of schools running after-school cookery clubs, academies, government funded sessions where we're asked to teach children (eg. from low income families in deprived areas) or one-off sessions based around a theme that the school is working on.

Depending on the schools requirements you can expect to earn between **£150 - £500+ per session.**

Sessions at Nurseries

You may wish to offer sessions at local nurseries. We have hosted regular sessions (eg at Montessori on a weekly basis) and undertaken a series of sessions at several different nurseries through government funded programmes.



Holiday workshops

You may wish to run workshops/camp throughout the school holidays or one-off sessions/workshops with a special theme. Income will depend on factors such as how long you chose to run the session for, session content, numbers of children.



and discovering...

"I took my 3 year old today to make his own picnic workshop and we both had a great time. It is very well organised lots of activities including making shortbread, pizza whirls, a rainbow wrap, a dip and some pepper and carrot sticks. The food tasted really yummy and we are going to book again. Overall was great value for money."



Workshops

We provide session plans to our team which cover over 12 themed events throughout the year.

Our workshops coincide with annual events (eg. Christmas, Easter, 6 different summer holiday workshops). We have over 40 session plans which you can run.

These sessions as well as being great fun also provide an excellent income where it is typical to earn a profit of £235+ per workshop.



Ad hoc events

It is likely that you will get requests for sessions from a variety of different organisations and charities within the community. These opportunities are extremely fulfilling and rewarding and also provide excellent income too. They are also beneficial as they market to a new audience outside of your regular weekly sessions.

Depending on the requirements of the school or the organisation, you can expect to charge between **£150 to £500+ per session.**

There is ample opportunity to work with different organisation and charities depending on your ambitions and circumstances. Here are some of the projects our team have worked on to give you an idea of what is possible :



- Various SEN groups
- Barnado's
- Children's University Accredited provider
- Guides, Scouts, Brownies
- Calon Cymru- cooking with foster children to develop independence
- Healthy eating sessions for Young Carers
- Cooking for homeless charities
- Resilient Communities – working with vulnerable people
- Bright Lights Charity
- QB Charity – a community funded project for all inclusive all ability children with additional needs
- Working with youngsters not in work or education
- Classes for young people leaving the care system - in order to prepare them for independence.
- Military workshops to bring families together to help them to know each other better
- Quest Busters Charity
- Blaenavon Community
- The Family Learning School
- Healthy eating workshops for students studying for childcare
- Lessons at a school for children excluded for behaviour
- Working with Beavers and Brownie groups to help them gain their cookery badges
- Children's University (for children in care)
- Funded school holiday workshops
- Working with local markets
- School enrichment days
- Town council holiday workshops
- Sports centre family open days
- Collaboration with language schools
- Private family sessions in people's own home
- Intergenerational sessions at care homes
- Campsite cookery sessions
- Special Star Foundation
- Kidslingo
- Building Bridges Charity
- Childrens UNI
- Newington Academy
- Menter Bro Morgannwg
- Improvement District



Retail sales of Cook Stars' exclusive merchandise:

Customers purchase our Starter Packs, exclusive Bake At Home Cookie bags (7 flavours), teddy bear keyrings, hot chocolate and mug kits, seasonal gift and branded aprons. Our merchandise is very popular with our customers and provides an easy additional income for you.



Franchise Options:

There are **2 options** available when it comes to choosing which business option is right for you.

You might prefer to run sessions for just the younger children (age 2-11) - our Minis and Juniors sessions.

Or you might opt to run sessions for the younger age group (2-11 years) as well as age 11 - 17 (our Minis, Juniors and Academy).

You can chose to bolt on running the Academy sessions (within your area) at a later date as an option.



The franchise fee and what's included

The investment for the **Minis and Juniors only** franchise is £9,000 (+ VAT) and for the **Minis, Juniors and Academy franchise** it is £10,000 (+VAT).

This includes our awesome **DONE FOR YOU** bespoke marketing service. You will also receive all the kit and equipment you'll need, comprehensive training, and a huge amount of ongoing help and support to ensure your success. We will be happy to explain in full detail what is included when we have spoken to you.

What sort of things will we cook?

We provide cooking know how in a supportive and child friendly way. Our classes are hands on, fun and interactive. Every child has their own workstation and creates their very own dish each week. Our lessons are relaxed and support children whilst encouraging independence.

At our cookery session children make a wonderful selection of savoury and sweet recipes using world-wide influences. We cook 'real' everyday food and parents are impressed with the type of dishes we cook! Children try all sorts of new ingredients and recipes that they may not have had the opportunity to try before. We have **over 175 recipes** which mean children will cook something different for 3 years during term time at the minis and juniors classes. You'll have a choice of 36 workshops you can run too. We provide lovely recipe cards to our customers with nutritional information on the back.

The classes have been designed to make life simple for our customers and parents by providing everything that is needed to create wonderful dishes.

"My daughter and I attended the session this afternoon. We thoroughly enjoyed it. liked at all; the weighing the ingredients, mixing, rolling the pastry, making and baking with a craft activity to boot. There was also a drink and healthy snack included. Rebecca and Becky were brilliant. Very encouraging and enthusiastic. We recommend Cook Stars to all!"

Melanie Fisher reviewed Cook Stars





Our academy classes are for students age 11-17. They run for 1 hour 45 minutes.

These sessions are the next step up from our Juniors class.

At these classes students learn to cook a great range of complete main meals and puddings. These serve at least 2 people.

Students learn new skills and cook on the hob as well as using the oven.

Some examples:

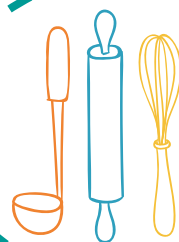
- **Fragrant chicken jalfrezi with sticky rice**
- **Rich fudgy chocolate cake**
- **Hand-made meatballs, fresh tomato sauce served with pasta**
- **Iced bakewell tart**
- **Toad in the hole with home made gravy and a side of veggies**
- **Sweet and sour chicken with egg fried rice**
- **Coffee and walnut cake**
- **Hand made ravioli with a creamy bacon sauce**

Independent Learning

Cook Stars provides EVERYTHING that children need to create their own dish so they are able to simply turn up and get stuck in!

Each child has their own separate work station and receives:

- A Cook Stars apron
- All ingredients
- Equipment
- Packaging to take the dish home
- At the Minis and Juniors - a craft activity to enjoy whilst the food cooks in the oven
- Wipeable recipe card with nutritional information on the reverse
- Plus, we provide tea/coffee for parents and a snack for the children.



Cook Stars
making cooking child's play!

Weekly Planner

Examples of how your week could look:

If you wanted to work a...		Profit per Week
13 hour week	3 weekday classes 1 Academy Class	£520 approx
21.25 hour week	3 weekday classes 1 Academy class 1 weekend class 1 party	£900 approx
30.75 hour week	5 weekday classes 2 Academy classes 1 weekend class 1 party	£1,300 approx
40 hour week	7 weekday classes 2 Academy classes 2 weekend classes 1 party	£1,650 approx

You can **choose which days you work** and **what services** you choose to offer. Here are some examples of how a week could look for you - these are not guaranteed figures (simply an illustration) and a full explanation is provided in our full Information Pack which we send to you after we've spoken to you. Please note these examples do not include workshops or any ad-hoc events which would increase the hours worked and also increase income.

"This journey has been and is life changing!
Everything about my Cook Stars franchise has been carefully considered, set up and waiting for me to get started. When embarking on a franchise you want to know that you have done the right thing. I am 100% confident in the Cook Stars franchise. Head office are totally 'switched-on' and know exactly how to help you run a successful business - for me this is an essential requirement for success."

Cook Stars Franchisee

"Signing up to Cook Stars is honestly and truly the best thing I ever did! I won't pretend it's easy, because it is hard work, but after every session I spend the rest of the day wandering around with a demented smile on my face!"

Cook Stars Franchisee



I haven't run a business before...

Don't panic - we totally understand this! Our role at Cook Stars head office is to **take you from novice to a successful business owner** who loves what they do. We'll tell you much more about how we do this later, but for now let's start at the beginning:

What is franchising?

Franchising has been brilliantly described as **being in business for yourself, but not by yourself**. For people who have never run a business before a franchise is a fantastic route in.

You receive all our **tried and tested services** and products along with **detailed techniques** of how to run and promote the business. Being **part of an experienced team**, you are **backed by a knowledgeable and supportive community** who will 'hand hold' you through the process of starting your cookery teaching business. You will receive a **LOT of help**, for example one to one **initial support** in the early stages and then **monthly ongoing help** and support to enable you to **develop your franchise at a pace that suits you**.

We want you and everyone at Cook Stars to **reach your personal version of 'success'** and we back you all the way to ensure that happens. As a Cook Stars franchisee, you'll be part of a very supportive and inspiring team and although you're in business for yourself we can assure you, you will never feel alone.

Our aim is for **anyone joining our team to enjoy financial and personal success**. We are looking for **enthusiastic people** who will **contribute to the growing success of Cook Stars**.

We have an **amazing team full of passionate people** and look forward to growing our team further.

What's next?

We hope this has been a **helpful overview** of what we're all about.

We have a lot of very detailed information to share with you next which delves much deeper.

The next step is to **book in a call with us** and we will send you our **full Information Pack** in the post which details how being part of Cook Stars works.

To learn more, there is a link to book a call at the end of this email.

We are very happy to help with any questions you may have in the meanwhile. We really look forward to chatting to you!





"Tell me and I forget.
Teach me and I may remember.
Involve me and I learn."
Benjamin Franklin

