

NYC **CENTRAL & CO.**



Know us

Bringing a revolution in the beverage industry, NYC redefines the dynamics of the age-old favourite milkshake. The first milkshake brand to put the 'health' in healthy with their notice no ice cream, no added sugar but wholly milk based thick shakes.

If you want to experience True taste and pure flavor, NYC is the name for it.

We have over 60 products in our kitty including a variety of milk shakes and fries. NYC uses its own well researched recipes and secret formulas which adds the unique taste to our each and every product. Envisioning 100+ outlets within a couple of years, NYC is a very fast growing brand with multiple outlets spread across the country.

Brand Story

When you know your passion, all it takes is the zeal and rest falls in place. It took 5 years of research and development and frequenting whole India to find the perfect taste that was loved by all. With that, NYC was first inaugurated in Noida on 7th Sep 2019 at Godavari Market. It is from here that the brand was given a go ahead by people who poured from different parts of the country.





Why NYC



- **LONGEST SHELF LIFE OF MILK BASE**
Derived after intensive research our's milk base formula ha the longest ths storage life of 3 monwhich is way s ahead of competitor
- **HIGH RETURNS ON IN VESTMENT**
The brand offers Huge profit margins (Approx. 65-70% of gross profit).
- **NO-WAIT PRODUCT DELIVERY SYSTEM**
Our systematic No-wait process helps deliver fresh products to customers quickly within 60 seconds of ordering
- **DETOXIFYING SHAKES**
We will be the first brand to launch a full range of detoxifying shakes that use Aloe Vera, Black plum, Indian Lilac, Indian gooseberry, coconut & bitter gourd.



- **CUSTOMISED MACHINERY**
Technically designed with specific modifications our machinery is completely customised to avoid any duplication.
- **NO HIDDEN FRANCHISE COST**
We are the brand that provides all raw material to the franchise owner at the actual cost. We maintain 100% transparency regarding all costs
- **ON DOOR RAW MATERIAL SUPPLY**
Our efficient vendor supply chain delivers raw material to our door step with full transparency on supply details
- **OVER 120 DELICIOUS ITEMS IN OUR PRODUCT PORTFOLIO**
Proven & tested exciting product range with our 24 different flavours & 18 different sauces with 6 types of herbs, blend of more than 30 spices selected from all over the country to give a richer, aromatic & super buttery taste .



Process we follow

As you enquire for a franchise, our dedicated teams are set to help you out. We follow a detailed assessment to give you the best franchise outlet plan.



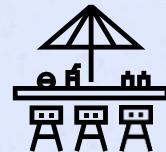
Location visit and assessment

Our corporate team visits your location or helps you find the best location in your area. Complete research is undertaken to evaluate the viability of the franchise.



Menu selection and footfall assessment

Menu's curated keeping in mind the taste preference of your respective city after R&D. Customer's spending capacity is also assessed to help you.



Area requirements

120-250 Sq. Ft. Area required for take away model Over 250 Sq.Ft. are required for Dine-in.model.

What We Deliver

- **Set up assistance & supplies**
We cover everything right from site selection, interior to installing complete setup of kitchen and counters. We shall also provide flavours, sauces and packaging material.
- **All designs**
All designs for branding material including signboards, hoardings, menu and brochure.
- **Training & tech assistance**
We provide complete technology support, training for employees including running everyday operations, administration, managing accounts, vendor management and marketing.
- **Marketing and service support**
Technical support for communication between franchise and centralised operations. Also share new marketing strategies with the franchisee.

ENJOY DELICIOUS MOUTH-WATERING DISHES



Product portfolio

We have over 120 products in our kitty

NYC uses its own well researched recipes and secret formulas

SHAKES

Blueberry Cheesecake, Buttery Oreo, Sneakers Fun, Coconut Almond, Strawberry Chocobar

COLD COFFEE

Hazelnut, Mocha, Cinnamom, Tiramisu

MOCKTAILS

Pink Lady, Rocking Cucumber, Kokum Jeera, Mint Sling, Tangy Mango

SLUSHE'S

Mango Mint, Raspberry rose, Strawberry basil, Cucumber & Kiwi

LEMONADE

Fanta Lemonade, Passion Fruit, Masala Yuzu.

SALAD

Caesar kon tha, Vegetable Rush, The Hulk, Trump Power

BURGER

Newyorker, Lady Gaga Special, Cottage Cheese Times, ChickEn Cheesy, Mega Star

PASTA

Red jorden, Snow White, NYC A La olio

SLIDERS

WTC, Iron Man Special, Black Widow

SANDWICHES

Melting Cheese, jingle all the way, Paneer Twister, Sylvester Bite, New York tikka, Hog Love

FRIES

Classic peri peri, Cheese Pot, Pizza Fries, Mushroom Poutine, American Hen, Long Luve the hen

PIZZA

Meri Rita, O'Neill Farms, White Cheese House, Italian Wall Street, Asian BBq, Punjabi NYC, Lets Nacho, Gaint Killer, Red Hot Peri Peri

HOT DOG

Long Indian Yorker, Mad Max

DESERTS

Black Forrest jar, Fruit Custar Cake , Brownie & Oreo Duet

COVID-19 Scheme

- Daily sanitization
- Compulsory for the staff to use mask and gloves.
- Staff is well trained in best practices of respiratory hygiene, proper method and frequency of washing hands as wells as identification of associated symptoms.
- Proper maintenance of health and hygiene



Strictly following social distancing by:



Putting each table in different chambers



Sitting arrangement to be alternate



Glass partition on the table.

COVID-19 Scheme



ZERO FRANCHISE FEES TO PARTNER

This scheme can be opted by a new partner who is willing to start F&B sector or by some established restaurants as well who wish to expand their menu.

We would be marketing & bringing business for our associate partners.

All other technical support will be given from our end to our business partners.

Our Locations

Envisioning 200 outlets within a couple of years, NYC is a very fast growing brand with multiple outlets spread across the country.



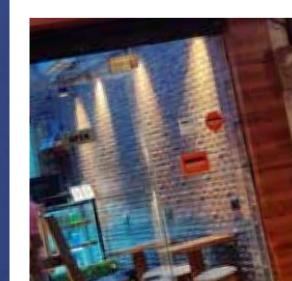
NOIDA

Godavari Market ,
Sector 37



JAIPUR

Mahaveer marg ,
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**FOR FURTHER FRANCHISE'
QUERIES PLEASE
CONTACT**

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www.Nyccentral.in/