

Franchise Brochure

The future is rolling
& profitable.

Introduction Deck

Singapore Branch Only

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HOW DID ROLLNEY START?

The founder's passion for pastries sparked during a trip to Hungary, where he discovered Kurtos pastries and their captivating aroma.

This experience inspired him to bring this delight to Malaysia. He blended Kurtos with ice cream, creating Rollney, a fusion of Hungarian culture and local preferences—despite facing challenges.

The founder's dedication led to the successful creation of this unique and delightful culinary innovation.

Start



START A ROLLNEY FRANCHISE

(No Experience Needed)

Starting a Rollney franchise is designed to be seamless, even if you have no prior experience. With a well-organised, systematised process and minimal variables, training new staff is straightforward and efficient. Standard Operating Procedures (SOPs) are in place to simplify every aspect of the business.

Narresh, the owner of Singapore's first Rollney outlet and the exclusive franchisee distributor, will personally guide you through the entire journey. From purchasing equipment to sourcing the perfect venue and ongoing franchise support, Narresh's expertise ensures that starting and running a Rollney franchise is a smooth, stress-free experience.



ABOUT ROLLNEY

Rollney is a well-known dessert pastry brand that specialises in delivering a unique experience through the signature product—Kurtos ice cream is a delightful fusion of warm Kurtos served with irresistibly creamy soft-serve ice cream. Kurtos is made from sweet, raised yeast dough, spun into a strip, wrapped around a cone-shaped spit, and rolled in granulated sugar.

Our product's speciality is the kurtos, which are hand crafted daily and served fresh from the oven. It's crispy outside and fluffy inside.

At Rollney, we empower customers to customise their cups with high-quality toppings, including sauces, crunches, and fruits. We are dedicated to ensuring customer satisfaction and happiness and spreading joy by serving only the best.

Your satisfaction is our top priority.

OUR VISION

No.1 Kurtos pastry chain in the world



**WE'RE THE
NUMBER ONE
KURTOS
ICE CREAM
BRAND IN THE
WORLD!**





At Rollney, our goal is to create top-quality products and consistently ensure customer satisfaction. This commitment has enabled us to establish a strong and reputable brand presence.

Making things great

At Rollney, we are dedicated to creating exceptional products that consistently exceed industry standards. We innovate and refine to ensure our offerings are the very best.

We care about you

Your satisfaction is at the core of our success. We believe that by delivering an outstanding experience for your customers, we create a win-win that enhances the Rollney brand and drives success across all our locations

Our Promise

Rollney's growth and reputation are built on two core principles: uncompromising quality and unwavering customer satisfaction. As a franchise partner, you can trust that we'll provide the support and resources needed to uphold these values, ensuring the best possible results for your business.

OUR CONCEPT



Unique Fusion

Our Kurtos and ice cream combo is a delightful Fusion that brings together the best of both worlds—crunchy, warm pastry and cool, creamy ice cream.



Endless Customisation

Personalise your dessert adventure with a variety of toppings, sauces, Kurtos flavours, and ice cream flavours. The possibilities are as endless as your cravings.



Hand crafted Daily Fresh From Oven

Each Kurtos is freshly baked daily, ensuring that you receive a warm and crispy treat every time. We hand craft every single Kurtos.

OUR MENU

Investing in a Rollney franchise brings a distinguished dessert brand to your community, offering access to our signature flavours and the flexibility to create new, custom ones. This adaptability allows you to cater to local preferences, providing a personalised experience that sets your franchise apart. Supported by our proven system, you'll confidently shape your Rollney franchise while adding your unique touch. Here are some flavours we've developed, tailored to local tastes.



Kunafa Flavour



Kinder Bueno Flavour

Singapore Branch Only

FRANCHISE COMPARISON TABLE

DETAILS	ROLLNEY	COMPETITOR A	COMPETITOR B
Initial Franchise Fees	\$75,000	\$80,000	\$120,000
Stock Purchase (Basic)	\$10,000	\$24,000	\$22,000
Training Programs	2-week on-site training & quarterly check-ins	1-week training & quarterly check-ins	1-week training & quarterly check-ins
Build-Out Costs (Based on 200 square feet)	\$80,000	\$100,000	\$80,000
Equipment Costs	\$40,000	\$50,000	\$55,000
Licensing Commission (Monthly Basis)	7% monthly gross turnover	10% monthly gross turnover	8% monthly gross turnover
Renewal Term	5 years	5 years	6 years

Notes:

1. The estimation above is only applicable to outlets located within Singapore.
2. The estimation above does not in any way represent the actual sales and cost of operating an outlet.
3. Uncontrollable factors will affect the price and such the prices above only serves as a rough indication of what to expect.

FRANCHISE OPPORTUNITIES: EARLY BIRD ADVANTAGE

Secure your position in a growing market

First 5 Franchise Store

Franchise Fee

\$60,000

6 - 10th Franchise Store

Franchise Fee

\$75,000

10th > Franchise Store

Franchise Fee

\$90,000



About Narresh, Owner of Rollney Singapore

I'm Narresh, the proud owner of Rollney Singapore. Since launching early in 2024, I've consistently met my revenue targets, thanks to Rollney's proven system and comprehensive support. Starting with no F&B experience, I trusted the brand to guide me, and now I'm focused on expanding across Singapore. I'm dedicated to helping every franchisee succeed because your success is our shared success. With Rollney, you're not just joining a franchise; you're gaining a partner committed to your growth.