

# FRANCHISING.mag

ERFOLGREICH SELBSTÄNDIG



Extrawurst-Partnerin Branka Törpel:

## SENKRECHTSTART IM STREETFOOD-MARKT

Kaufhausstreit: Galeria-Monopoly

Plana-Küchen: Erfolgreiches Partner-Duo

Sagaflor: Zielbild, Kultur und Werte

# 1 MILLION EXTRAWÜRSTE

Proud figures in a comparison of German franchise systems in the post-Corona year 2022 offers extra sausage in the traditional "street food market" and is definitely worth emulating in many areas of the structure. The success of our highlights companies and their creators Kim Hagebaum and Christian Leiding is a perfect example of a modern business model in an age-old market with snack bars and chip shops. Together with partner Branka Törpel, we give an example of how the music plays in franchising.

Franchising in Germany is truly not magic. Good business ideas coupled with a sophisticated system and partnership has been the key to success for over 40 years. The be-all and end-all, as with all other franchise systems, is the power of the respective brand. As a treat, the Extrawurst bosses are delighted with the queue outside their new opening in Birmingham, England. It was overdue anyway, we took editorial aim at the Extrawurst franchise and researched it exclusively for you.

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**Layout, Satz:** Larissa Mundt Alves

**Bildmaterial:** u.a. Photocase.com,

fotolia, iStock.com

**Anzeigen:** mediapartners-verlag,

Email: info@mediapartners-verlag.de

**Verlag:** mediapartners ltd. & Co. KG,

Zonserstr. 12, 50733 Köln,

Fon: 0221/467525-04

Internet: www.franchising-network.de

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# 1 MILLION EXTRA-WÜRSTE

*Now run by Kim Hagebaum in the second generation, the Extrawurst franchise system has more than 40 years of experience in the industry and sells a good 1 million of its Classic Bratwurst a year. Internationally, the sausage Made in Germany is already a success in Great Britain, Mexico and Korea.*

Senior and master confectioner Lothar Hagebaum wanted to be his own boss; "I was full of beans and had to watch, and I had to see that I could offer my family a good life," the company founder recalls - "and it had to be something different." In the highly fragmented fast food market, including the classic snack stands, Extrawurst, based in Schalksmühle, has since established itself as a traditional brand and is considered the hidden champion among the quick service restaurants (QSR) in terms of its performance. With the quality of its food, Extrawurst sets the standard in street food, just as Mövenpick does in quick service restaurants. The franchisor of the market-tested concept is expanding both nationally and internationally with master franchise partners. The Extrawurst company, founded by Lothar Hagebaum, is present at more than 26 locations nationwide with a focus on the federal states of North Rhine-Westphalia and Hesse. With snack stands in Potsdam and Oldenburg, Extrawurst is putting out its first feelers in northern and eastern Germany,







### Like Father like Son

The founder of the company, Lothar Hagebaum, together with his son Kim, professionalised and standardised the classic "Currywurst shop" and completed the business processes in the gastro-nomic segment "snack bar" with customised marketing and quality and cost management, thus innovatively leading the traditional type of business, "Currywurst shop", to a higher level of quality and service.

Kim Hagebaum was in charge of the development of the franchise system. In addition to his vocational training as a tax clerk, he completed a degree in business administration and had already worked in the franchise business during his years of study.

Since then, Kim has been working at the franchise headquarters of the family business. The franchise concept, which has matured over decades, transforms the stand-up snack bar popular with Germans into a modern, clean and friendly service operation. With innovative ideas and their efficient implementation, Extrawurst created an unmistakable image. The business idea "Extrawurst" is protected by patent and trademark.

### Cueing in Birmingham

The internationalisation of the brand, which began in parallel to the national expansion in 2017, was successful with a master franchise agreement for South Korea, Mexico and one for the United Kingdom (U.K.).

The Master Partner of Extrawurst International GmbH in the UK celebrated its British premiere in the Merry Hill Food Court, Westfield on 30. December. This was followed in May by the opening of a flagship outlet in the city of Birmingham. Here, the guests queued up. Kim Hagebaum and his partner Christian Leding, who is responsible for internationalisation and has established contacts in 40 countries around the world during his two-decade career in the meat industry, found confirmation that authentic sausage made in Germany is iconic worldwide and is a viable franchise concept. This success story will be continued in South Korea at the end of 2022. In Incheon, another flagship outlet will open under the Extrawurst brand. This will also provide global proof of the concept.

### Untapped growth opportunities

The growth opportunities are great and the franchise system guarantees potential partners like Branka Töpel (see our example) a secure perspective. The snack market in Germany offers untapped potential. Around 100,000 tons of bratwurst and 800 million curry sausages mark the dimension of the snack segment in the QSR business. The company profile and image of the owner-managed company is based on the three attributes: family, mindful and social. With a modern brand world and the social competence of the trained staff at the sales counter, Extrawurst is proving to be a model of success.

Nationally, there are more than 24 stationary snack kiosks and two pubs. Focusing the choice of location on open spaces of 20 square metres for the snack containers near highly frequented DIY stores and shopping centres guarantees a constant flow of customers.

### The Quality of the XXL Format

Only high-quality fresh meat from certified, German quality producers is used in the sausages and only natural spices are used. Internal and external analyses constantly ensure top quality. One of the top products is the "Lange Lüdenscheider", a speciality made from pork and lean turkey meat. Compared to sausages made from beef, the Lange Lüdenscheider contains significantly less fat and more protein. There is also the hearty, spicy Riesenkrakauer and the traditionally fried Berliner sausage. Seasonal sausages such as wild garlic, chilli ginger bison or wild boar sausage are also available.

Extrawurst-Chefs Kim Hagebaum and Christian Leding in Birmingham



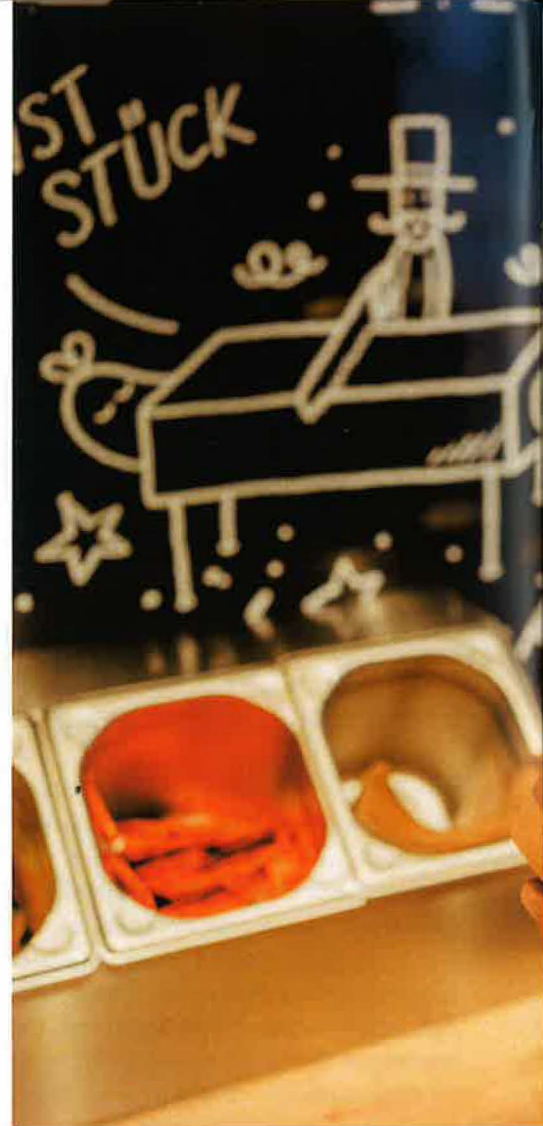


### Investment from 100.000 Euro

The investment per snack stand is currently around 110,000 euros and creates the meticulous ambience, a high-profile menu and appetising fast food that more and more guests are looking for. The franchisor offers newcomers the complete support of an established and market-tested franchise system: from the choice of location to marketing. At the beginning, franchisees undergo a three-week training course and familiarise themselves with the system manual based on DIN ISO EN 9000ff. for quality assurance. In order to permanently maintain the high standard at the stand, a recurring audit is carried out. In a permanent dialogue with the franchisees, the operating processes are optimised and the quality of goods, preparation and stand appearance is assured. With professional marketing, distinctive corporate design and guaranteed fresh meat quality, the franchise concept offers the decisive plus points for revitalising the traditional snack bar. Extrawurst is thus recommended as a solid, future-proof business idea.

### Partnership in action

Before opening their Extrawurst snack bar, the fresh partners are prepared for professional self-employment in intensive training courses. The two- to three-week start-up training courses consist of a balanced mixture of theory and practice, so that even career changers can get off to a successful start. In order to guarantee the quality of the products and service at the snack bar in the long term - as promised by the company motto "Extrawurst honest, delicious" - strict quality management is required. The new franchisees first receive extensive training, whereby the newly launched online training academy saves time and money.



### DIE FRANCHISE-KONDITIONEN

- - Investment sum: from 95,000 euros (incl. own funds)
- - Own funds: approx. 30 percent
- - Advertising fee: not applicable
- - Entry fee: 9,500 euros
- - Franchise fee: 5 percent of net turnover
- - Average partner turnover: 150,000 to 250,000 euros p.a.
- - Break even: 3-6 months, targeted
- - Contract period: 5 years plus 5-year extension
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### Systematic promotion of success

The coaching of franchise partners goes far beyond the initial phase. Especially the cooperation with a long-standing insider of the industry guarantees the not yet so experienced, strong-selling entrepreneur the security to quickly and permanently gain a foothold in a secured market. In addition, a professional software solution ensures that business comparisons and controlling are always up to date through cooperation with a tax consultant and accounting assistant. All Extrawurst partners are connected to a merchandise management programme using the latest technology. Thus, every franchisee receives his individual evaluations overnight by e-mail, which enable him to analyse his location precisely and to raise the potentials, as Branka Törpel succeeds in doing with her fifth Extrawurst snack bar.

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# SENKRECHTSTART IM STREETFOOD

Branka Törpel (born 1967) made a radical career leap when she moved from IP Deutschland, the media marketing company of the TV channel RTL, to Extrawurst. The Düsseldorf native already gained franchising experience at Häagen Daz and Pizza Hut.

**I** Branka Törpel began her entrepreneurial career as a franchisee in February 2011 when she took over two snack kiosks in Gießen – both in the car park of OBI DIY stores. When OBI launched another branch in Montabaur in 2016, the Extrawurst Partner was once again involved. And it didn't stop there. The Haiger and Weilburg branches followed in 2019 and a fifth snack container in Limburg in 2020. A smooth vertical start in the highly competitive street food market – thanks to Extrawurst's mature franchise system.

## **When sin is committed, it is done properly**

Because at Extrawurst, guests know exactly what's coming to the table – preferably curry sausage with chips and mayo on the side. Everything is “honest” and “delicious” – as the company motto promises. Branka Törpel is under no illusion. Of course, our meat dishes are a calorie bomb, but they taste so good and, unlike other fast food products, they keep you full for a long time. She has no qualms at all about customers from the industrial professions, such as those in the Montabaur business park, who like to eat sausages, meatballs and schnitzels. “Craftsmen work hard and immediately burn off the excess calories,” says Branka Törpel. One of the top products is the “Lange Lüdenscheider”. “Anyone who has had a bite of a 'Lange Lüdenscheider' knows what I'm talking about,” explains the extra sausage partner with a mischievous smile and advises: “It's all about knowing how much fat is healthy so that you can enjoy it with a sense of proportion.”



# FOOD-MARKT

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### **Inspire guests all around**

The challenge of running a mini-branch chain is to motivate the employees in such a way that they inspire the guests. The job demands a lot of commitment, as the working hours are based on the opening hours of the DIY store. All three snack bars are open six days a week from 10 am to 8 pm. In addition, there is one hour of preparation work and one hour for cleaning in the evening. To cope with the heavy workload, the team works two shifts in rotation. The loyalty of the employees is the all-important management goal," confesses the franchisee. According to her practical experience, employees of a manageable size will only go the extra mile for the boss if the working atmosphere is right and both small and large worries and problems are always discussed openly with each other. Her cooperative management style creates the indispensable relationship of trust and a solid platform for good performance and little stress,

### **Company and family under one roof**

The balancing act between her residence in Monheim in the Rhineland and the five kiosks requires 30,000 car kilometres per year. She manages to balance everything - company and family. In her private life, Branka Törpel is the mother of two sons and lives with her husband, who is the managing director of a Düsseldorf media agency, in their own home not far from the capital of North Rhine-Westphalia. Of course, such a dual-job model only works if there is family consensus. My husband is fully behind it," says Branka Törpel. From Sunday to Wednesday she looks after the school children, on the other days her husband is there in the evening and a nanny is there during the day,

### **Heartbeat for donuts**

Both spouses seem to have been born with the gastronomic gene. Even before Extrawurst, they were always on the lookout for gaps in the gastronomic market on the weekends in addition to their jobs. That's how they got a taste for donuts - the American doughnuts - at the Grafenberg racecourse in Düsseldorf. That happened in 1995. With a donut machine on a mobile stand, they entered the then new market segment. From then on, the Törpels sold donuts at city festivals in and around Düsseldorf,

### **From Television to Ssnack Stand**

The open-mindedness towards new market impulses characterises the professional career of the trained hotel manageress,





After graduating from high school and completing her training, she started working for the US ice cream chain Häagen Dazs and later moved to Pizza Hut as an assistant to the restaurant manager. Afterwards, she worked for a temporary employment agency in order to gain qualifications for office work in addition to the gastronomic know-how she had accumulated. In 1996, she changed industries again to IP Deutschland, the media marketing company of the TV station RTL. From 2009 to 2010, she took a sabbatical year, during which she found her heart beating for gastronomy at the Extrawurst stand during a visit to the franchise trade fair in Essen. This was the beginning of a franchise partnership that is still successful today.

## INTERVIEW

### WITH HEART AND PASSION

QUESTIONS TO EXTRAWURST PARTNER BRANKA TÖRPEL

#### What professional experience qualified you as a franchisee of Extrawurst?

„After my A-levels, I decided to go into the hotel business and gained a lot of experience in the hotel industry and system gastronomy during and after my training. Whether operational restaurant management or commercial tasks, the spectrum was large, but over time not large enough for me. That's why I looked for new challenges in the office sector, most recently for a few years in the media & marketing industry.“

#### What was the reason she chose franchising?

„During the phase of professional reorientation after my parental leave, I also visited the 2009 franchise trade fair, where I got to know "Extrawurst" for the first time. As a result of careful consideration, I then took my professional fate into my own hands as a franchise partner of Extrawurst - and have been fortunate from the start that my husband and family have my back when it comes to the "extra" sausage.“

#### What is the balance sheet of your franchise partnership?

„The fact that I now run five successful locations is probably the almost inevitable result of the fact that I put my heart and a lot of passion into everything I do. This is often demanding, sometimes also stressful, but above all it is always responsibility in action and: the joy of self-determination and success. The diversity of the tasks and the personal degrees of freedom correspond to my nature. My step into self-employment with "Extrawurst" was a life-changing and correct decision.“

Danke für das Gespräch