



Franchise
PROSPECTUS

Chocolate

COUNTRY

Artisan Chocolate Creations



Where every bite is a story, and every bite is a celebration



Step into the world of Chocolate Country, where handcrafted indulgence meets business brilliance. Born from a love of premium chocolate and a passion for creating unforgettable experiences, we've transformed the humble block into something extraordinary, a destination brand that delights customers from across Australia and beyond.

Sunshine Coast

Rooted in the heart of the Sunshine Coast Hinterland and inspired by the artistry of Belgian chocolatiers, Chocolate Country has earned its reputation as a go-to destination for artisan chocolate lovers. We're not just selling chocolate, we're selling connection, community, and craftsmanship, wrapped in smooth Belgian couverture and topped with authenticity.

Now, we're inviting passionate, customer-focused Franchise Partners to write the next chapter with us.



Our Story

A passion for chocolate, a vision for something bigger

Chocolate Country began with a simple but powerful idea, to create handcrafted chocolate that tastes just as good as it looks, indulgent, authentic, and made to be remembered. What started as a charming boutique in the picturesque hinterland of Queensland has grown into a premium chocolate brand recognised for quality, creativity, and the unmistakable magic of artisan craftsmanship.

In 2014, Julie and Paul Walters purchased Chocolate Country with a clear vision, to honour its legacy while elevating the brand into something extraordinary. Determined to master the craft, they trained under a Belgian chocolatier, learning the fine art of tempering, flavour pairing, and European technique. This commitment to authenticity laid the foundation for what Chocolate Country is today, a destination brand known for its exquisite Belgian couverture creations, thoughtful presentation, and premium quality.

Julie and Paul Walters

Over the years, the product range has grown, each crafted with the same level of care and indulgence that has come to define the Chocolate Country name. Today, customers don't just buy chocolate; they come for the experience, travelling far and wide to share a moment of delight in every bite.



Chocolate with Character.

A Brand with Heart

Not all chocolate is created equal,
and neither are chocolate
businesses.



Artisan Excellence



Crafted using premium Belgian couverture and traditional European techniques, our small-batch products deliver standout quality and flavour that customers remember (and rave about).

Built on Values



Commitment to Quality
Sustainability
Artisan Craftsmanship
Customer Experience
Authentic Flavours

Our values guide everything we do, from supporting our Franchise Partners to serving our communities.

A Destination Brand



Chocolate Country is a place people seek out. Customers regularly travel from Brisbane and beyond. This is more than chocolate; it's a unique experience, and our customers come back time and time again to share it

A Sweet Point of Difference



We were the first in our region to combine true artisan chocolate with a boutique retail experience in this format, and we've stayed ahead by continually refining our offerings.

Chocolate Country Franchise Prospectus



Build your Own Sweet Success Story

Owning a Chocolate Country franchise means more than selling chocolate; it means becoming part of a beloved, high-performing brand with a proven system and loyal customer following. Chocolate Country offers a scalable, rewarding opportunity backed by real support.

Fit-Out & Supplier Guidance

You'll receive guidance on store fit-out, equipment procurement, and access to exclusive product supply, all with an aesthetic that customers already know and love.



Proven Systems

With POS, CRM, streamlined ordering, and operational support, you'll be backed by reliable systems that make business easier.



Exclusive Territories

You'll own a clearly defined postcode-based territory, giving you space to grow your customer base without internal competition.



Comprehensive Training

From compliance to crafting beautiful displays, we'll show you everything you need to run a smooth, successful store, plus, you'll always have access to HQ support when you need it.



Marketing & Brand Power

We provide national and local marketing support, brand assets, and promotional strategies to help drive foot traffic and boost sales.



Ready to turn your love of chocolate into a thriving business?

Chocolate Country gives you the tools and the flavour to do just that.

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Setting You Up For Sweet Success

We believe confidence comes from experience, and our training is designed to give you hands-on skills, insider knowledge, and a true connection to the craft. From day one, you'll be immersed in the brand, the chocolate, and the story behind it all, so you can run your store with passion and pride.



Initial Training at HQ

Your Chocolate Country journey kicks off with a full day at our Montville HQ and chocolate factory. Here, you'll get a behind-the-scenes look at how our artisan chocolates are made, participate in a mini chocolate-making course, and even create your own handmade treats.



Practical Business Training



Following your chocolate immersion, we provide comprehensive, hands-on training and in-store operations, customer experience, stock control, visual merchandising, and compliance. You'll also be guided through the full setup of your systems, POS tools, and ordering platforms.



Ongoing Support

Once you're up and running, support doesn't stop. Our HQ team is always available for advice, feedback, and practical help, from marketing campaigns and launch promotions to operational questions, seasonal strategy, and product updates. We operate with an open-door policy and a hands-on attitude.



Growing Sweetly.

Sustainably, and with Purpose

Our vision is to grow a select network of Chocolate Country stores across Australia, each one led by passionate Franchise Partners who deliver a boutique retail experience grounded in craftsmanship, community, and joy.

We want to be known not just for our premium chocolate, but for being a brand that innovates with care, evolves with purpose, and leaves a positive mark. As we grow, we'll stay committed to:



Artisan quality over mass production, always.



Sustainable practices, from eco-friendly packaging to thoughtful sourcing and minimising waste wherever we can.



New product development that surprises and delights, from seasonal collections to custom gifting and in-store experiences.



Customer experiences that feel warm, welcoming, and worth talking about.

We believe chocolate should be both indulgent and intentional, and we're building a future that reflects that. Every franchise we open is a chance to share something beautiful, do something meaningful, and grow a business with integrity at its core.



People First.

Chocolate Always.

At Chocolate Country, we know that great chocolate brings people through the door, but it's great people who keep them coming back. That's why we're looking for Franchise Partners who bring warmth, energy, and a genuine love of customer connection into every part of their day.

You don't need to be a chocolatier, we'll teach you everything you need to know. But what we can't teach is your passion for people, your attention to detail, and your pride in presenting something beautiful.



You love connecting with people and delivering warm, memorable service.



You're passionate about chocolate and excited to share that joy with others.



You have a keen eye for detail, especially when it comes to presentation.



You're excited to learn the story behind every product and share it with confidence.



You understand the value of systems, consistency, and brand pride.



You're driven, organised, and ready to take ownership of your success.

Whether you're welcoming tourists discovering us for the first time or greeting familiar locals picking up their favourites, your role is to create a space that's warm, polished, and full of joy.



FAQs

Term

The standard term is an initial period of 5 years and 2 further terms of 5 years (15 years total).

Who looks after advertising?

Our approach is that Franchise Partners are given the freedom to market to their customers at an organic and local area level. National advertising and marketing campaigns are organised through HQ for efficiencies and cost advantages.



What financial information will I receive?

A closer look at financial simulations are provided later in the application process. In the meantime, we have provided some initial and ongoing figures as a guide.

How long will it take to get my store set up?

We estimate that from the time you sign the agreement to when you are ready to open your doors will be roughly 8 - 12 weeks.

How do territories work?

Your territory is exclusive, which means regardless of the number of other Franchise Partners around you, you are the only Franchise Partner who can advertise and market in your area.



Investment Required

\$ Initial Franchise Fee

\$30,000

\$ Training Fee

Included

\$ Royalty Fee

5%
Monthly Gross Revenue

\$ Opening Promotional Fee

\$2,000 - \$5,000
depending on location

\$ Local Marketing Contribution

\$250 per month

\$ Marketing Fund

\$500 per month

While every effort has been made to ensure the accuracy of the information provided in this document, the Franchisor disclaims liability for inaccuracies. The projected establishment costs provided in this document are based on reasonable assumptions derived from our experience in operating this type of business. All costs shown exclude GST.

Ready to Build Something Delicious?

Chocolate Country is growing, and we're looking for passionate people to join us. If you're craving a business with heart, craft, and seriously sweet potential, this is your moment.

Now is the perfect time to build something deliciously different and bring the Chocolate Country experience to your community.

Your chocolate journey starts here

Book a chat:

sales@chocolatecountry.com.au



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