

# Plaisir

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# Table of Contents

1. Factory.....	1
1.1 Plaisir Group SA.....	1
2. Products.....	8
2.1 Categories of products.....	9
3. Export products.....	38
4. Retail shops.....	40
5. New concept.....	44
5.1 About Plaisir.....	44
5.2 Brasserie.....	48
5.3 Café.....	55
5.4 Patisserie.....	59
6. Franchise.....	61
7. Hotel collaboration.....	62
8. Catering services.....	64

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**PLAISIR GROUP SA**  
**PRESENTATION**

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# 1. Factory

## 1.1 Plaisir Group SA

Plaisir Group was founded more than thirty years ago following a long family tradition in patisserie. The first store of the group was founded in Kalamaria Area at the Sofouli Street in 1984.

Multiple stores followed the initial one within the next years with the Plaisir Production Factory been built at 2001.

The production factory is located at the Raideustos Area in the eastern Thessaloniki Area. It was build at 2001 and it consists of more than 6000m<sup>2</sup> of interior space. It produces all savory and sweet goods that are sold by our stores and at moment exports savory and sweet goods in Germany, Belgium and Holland. It is compliant with all EU, ISO 22000:2005, and HAACP regulations and at

the near future is expecting to start exporting goods at the US continent. The factory has a core staff of forty staff with the year high to be more than sixty. At the moment we are producing more than one hundred different products amongst them been: Traditional Tsoureki, Greek syrup sweets, Cakes, Pastries, Tarts, Greek Traditional pies, thirty different flavors of ice cream, Gateaux's and more.

During that time Plaisir Catering Services was founded also quickly becoming the biggest and most recognized catering service for the quality of goods and service provided in the area.

Plaisir Catering Services main offices and preparation areas are within the Plaisir factory. It has its own transportation service complying with the special IMP 129 license for carrying and handling catering goods, owns all set up goods and can cater for more than two thousand people at any given time. We comply

with ISO 22000:2005 and HAACP regulations and our area of operations covers all of the Northern Greece. Plaisir Catering Service also owns and operates the “Onera” Estate at the outskirts of Thessaloniki area. It is an open air facility that operates between the months of April and October for any given function (weddings, company meetings, baptizing etc) and can fully cater for more than five hundred sitting guests. The estate can be modified to operate under bad weather conditions and provides full parking and sound and light amenities.



The Plaisir retail store network consists of fourteen stores (six company owned and eight franchised) which are located around the Thessaloniki area. The flagship of the retail network is the Plaisir Brasserie located at the center of Thessaloniki at the Aristotelous square.

At any given time the group employs more than two hundred staff, some being with the group since the beginning.

You may find more info regarding our products and the Plaisir group at the company's web site: [www.plaisir.gr](http://www.plaisir.gr)

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## 2. Products

In 1984 the first Plaisir patisserie opened in Thessaloniki aiming the creation of new flavors. Today there are 16 stores in Thessaloniki, all supplied by the central manufacture unit, which is located in the industrial area of New Redestos of Thessaloniki. All stores operate both as patisseries and coffee shops.

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## 2.1 Categories of Products

Cakes
Desserts
Profiterol
Chocolate Sweets
Treats
Greek Traditional sweets
Tarts
Ice Cream
Birthday/Wedding/Baptism Cakes and Desserts
Tsoureki
Greek Traditional Homemade Pies

# Cakes Cakes



Le  
brasserie

café

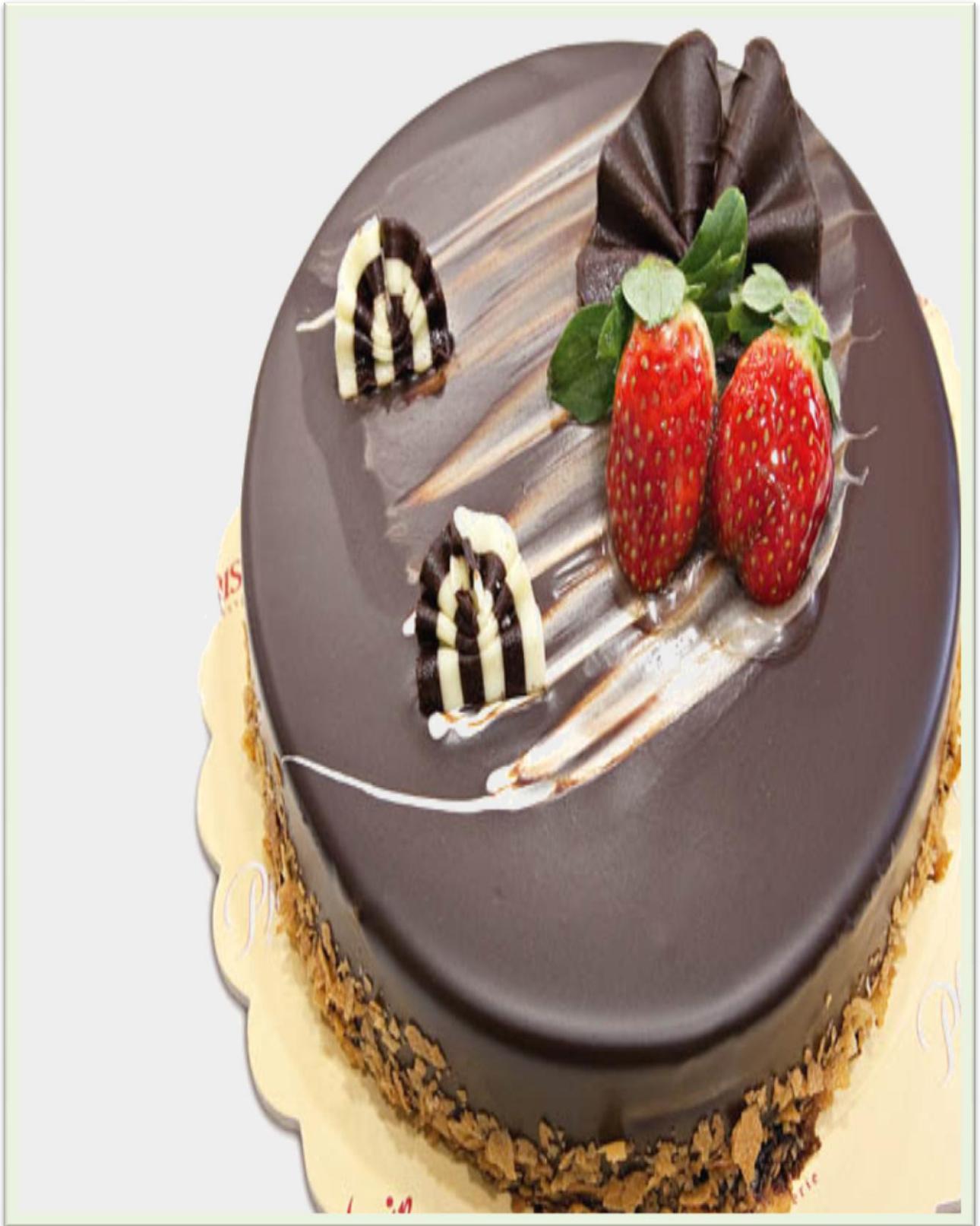
patisserie





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# Desserts

## Desserts



  
brasserie

  
café

  
pâtisserie





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# Profiterol





# Chocolate Sweets





# *Pleasure*



# Treats





# Greek Traditional Sweets

## Greek Traditional Sweets





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# Tarts

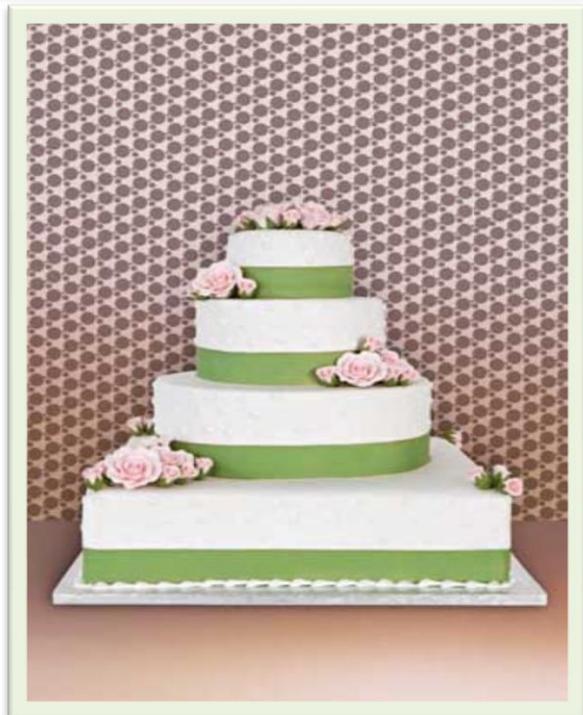
## Tarts



# Ice Cream



# Birthday/Wedding/Baptism Cakes and Desserts







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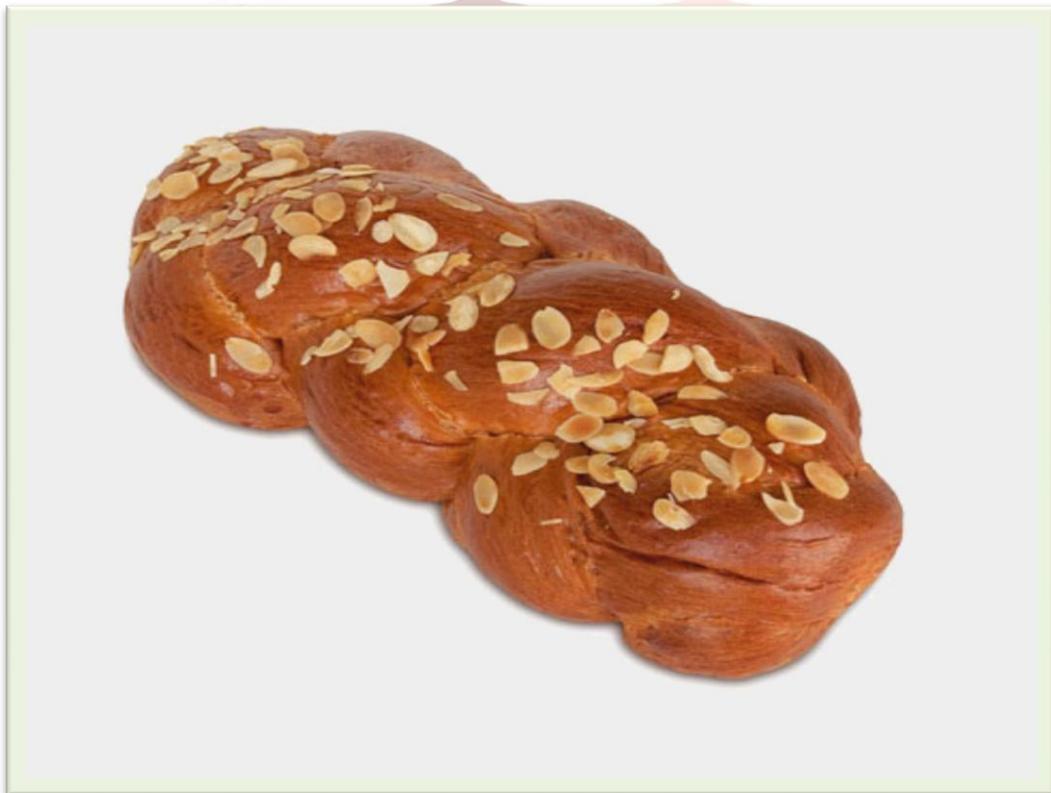


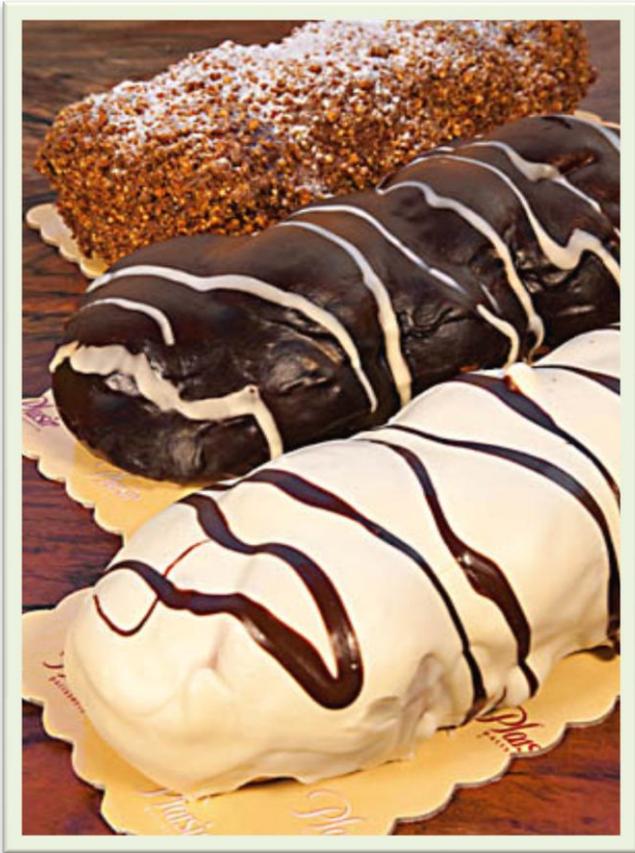
# Greek Sweet Bread (Tsoureki)

## Greek Sweet Bread (Tsoureki)



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# Greek Traditional Homemade Pies

## Greek Traditional Homemade Pies





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# 3. Export Products

## Countries:

- Germany
- Belgium
- Holland

## Export Products:

- Mini desserts
- Traditional Sweet Bread ( Tsoureki)
- Traditional homemade Pies
- Ice Cream
- Variety of Chocolate Sweets
- Cakes

For more info please visit:

<http://www.plaisir.gr/en/export-products-2/products/>

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## 4. Retail Shops

### **Café – Brasserie – Patisserie:**

- Café- Brasserie- Patisserie Aristotelous Square, [Tel:2310277444](tel:2310277444) (0030)

### **Café – Patisserie:**

- Café- Patisserie Papandreou 48 & Sofouli str. (Ntepo area),  
[Tel:2310428188](tel:2310428188) (0030)

- Café- Patisserie Konstantinou Karamanli 168 str.

[Tel:2310326727](tel:2310326727) (0030)

- Café- Patisserie Komninon 14 str.  
( Panorama area )

[Tel:2310342031](tel:2310342031) (0030)

- Café- Patisserie ST Dimitriou 161 str.  
( Triandria area)

[Tel:2310904750](tel:2310904750) (0030)

- Café- Patisserie Antheon 17& Riga  
Feraiou str. (Peraia area)

[Tel:2392039390](tel:2392039390) (0030)

- Café- Patisserie Papanastasiou 53 str.

[Tel:2310930512](tel:2310930512) (0030)

- Café- Patisserie Makrigianni & Pieridi  
7 str. (Ilioupoli area)

[Tel:2310606076](tel:2310606076) (0030)

- Café- Patisserie Mediterranean  
Cosmos mall [Tel:2310472706](tel:2310472706) (0030)

- Café-Patisserie Andrea Papandreou  
100 str. (Neapoli area)

[Tel:2310632551](tel:2310632551) (0030)

- Café- Patisserie Georgiou

Konstantinidi 28 str. (Delfon area)

[Tel:231083852](tel:231083852) (0030)

- Café-Patisserie Metamorfoseos 33 str.  
(Kalamaria area), [Tel:2310455575](tel:2310455575) (0030)

- Café-Patisserie Florida mall  
(Airport area), [Tel:2310477120](tel:2310477120) (0030)

- Café- Patisserie Dimitriou Karaoli 257  
(Euosmos area), [Tel:2310650529](tel:2310650529) (0030)

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# 5. New Concept

Brasserie – Café – Patisserie

## About Plaisir

Brasserie Plaisir transforms each day into a pleasant experience. Relax in a bright, welcoming space, refined with French finesse and subtle luxury, and enjoy the finest flavors of Greek cuisine and pastry making. Dishes skillfully created with care and high quality ingredients that highlight the taste and elevate pleasure. With its excellent, friendly service, brasserie Plaisir will make you feel right at home, whatever the time you might drop by for a visit.



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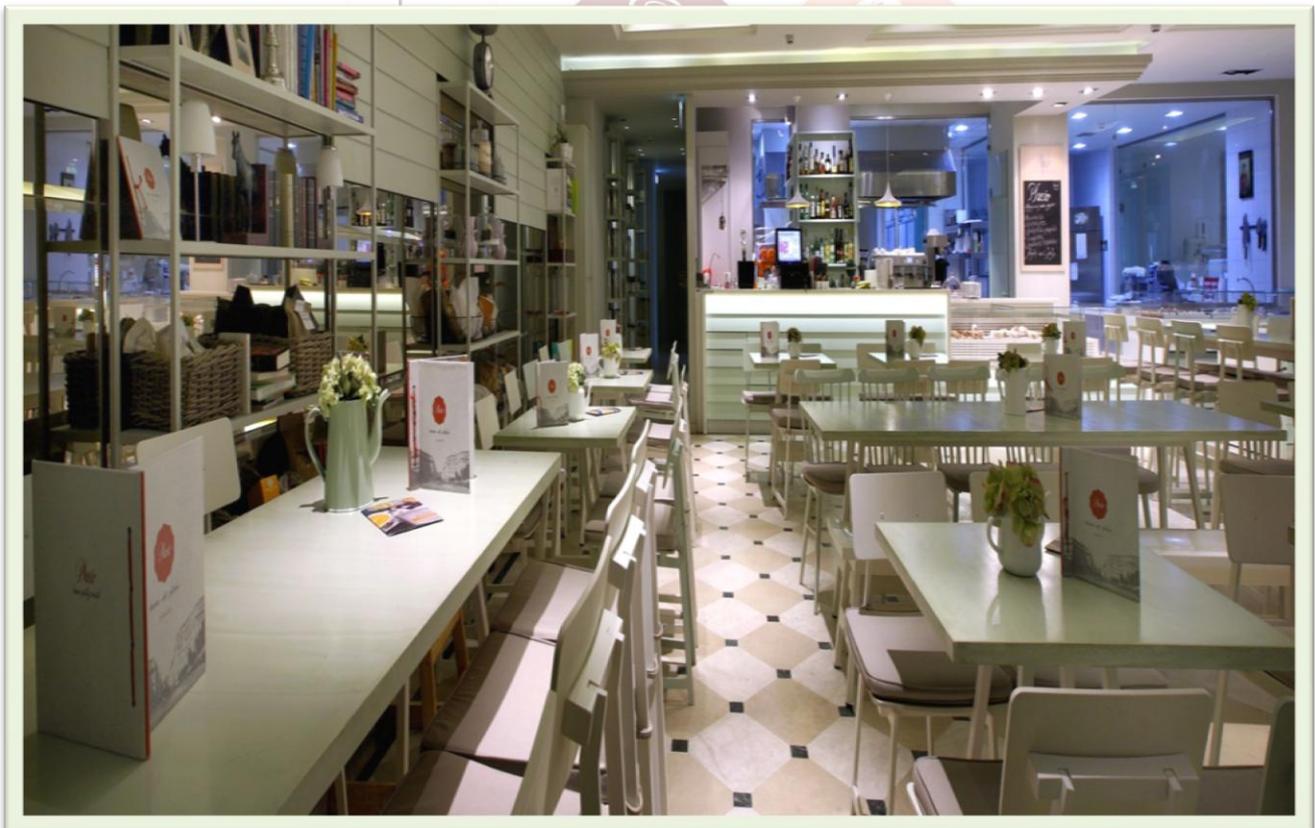


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## 5.2 Brasserie

With a highly sophisticated menu, brasserie Plaisir offers a variety of meal options, as well as a delicious break from your walk downtown or your time off work. Renowned chefs prepare dishes on the day using quality ingredients, serving unique main courses, salads and appetizers. Well rooted in the Greek tradition, yet also influenced by European cuisines, each day brings a new culinary surprise.



## Menu Proposals

### Breakfast

There are many ways to give a tasty start to your day at Plaisir. Croissants with fluffy puff pastry, delicious cakes, traditional homemade pies, and other baked goods. Create your own breakfast combination and don't forget to accompany it with a flavorful coffee, whether you love a quick espresso before work, or prefer taking your time, enjoying a rich hot chocolate.

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Traditional Homemade  
Cheese Pie

Traditional Homemade  
Spinach Pie



Greek Sfogliata with  
Mushrooms

Traditional homemade  
Ham and Cheese Pies



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Variety of  
Sandwiches

## Lunch and Dinner

Give your day some taste with a light salad, while lounging in our comfortable chairs among friends enjoying a glass of wine or a cocktail. To perfectly complete your day, indulge in a delicious Plaisir profiterole. That will give you the sweetest smile to greet tomorrow.



Multicolor salad

Smoked salmon with bread





Salmon

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Soup of the day





Pasta

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Veal fillet with potato  
puree



## 5.3 Café

Taste and quality. That's what makes a coffee great. Freshly ground coffee beans from the finest blend create an experience for all senses, highlighting the unique flavors of café Plaisir. In our up-to-date list of options, one can find not just coffee, but also hot and cold beverages, juices and drinks. We're certain you'll find something to help you energize your day and best accompany the rest of your order on the table.





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## 5.4 Patisserie

The art of pastry making requires talent, imagination and attention to detail, and it seems our people possess all, as patisserie Plaisir has been the talk of the town since 1984. Having created unique flavors and embracing them with the Plaisir seal of quality, Plaisir desserts are delicious, catering to even the most demanding palates. Chocolates and treats, cakes, pastries and sweets, everything is made from natural ingredients and lots of care. An unforgettable, sweet experience awaits you.





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## 6. Franchise Plaisir

### Business Opportunity

Join our group and gain the opportunity to create your own business.

#### Models:

- **Basic**

Patisserie & Take away

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- **Premium**

Retail shop – Café – Patisserie

- **Gold**

Brasserie – Café - Patisserie

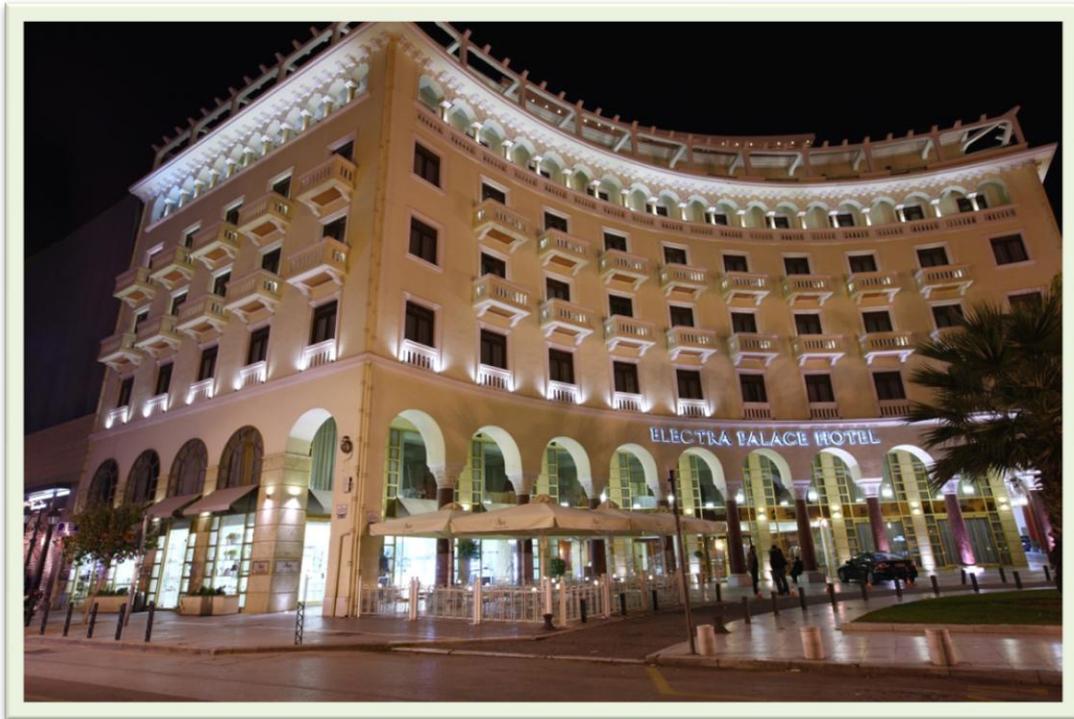
Contact info

Christina Karamihos.

E-mail: [ckaramihou1@gmail.com](mailto:ckaramihou1@gmail.com)

Tel:0030 2310277444 Mob: 0030 6977442177

## 7. Hotel collaboration





For more info please contact :

Mrs Christina Karamihos.

E- mail: [ckaramihou1@gmail.com](mailto:ckaramihou1@gmail.com)

Mob: 00306977442177

# Catering services

## Special Events

Weddings

Baptisms

Parties

A new venue for events was created by Plaisir Catering on Farm School Avenue.

An ideal choice for any kind of event, even the most demanding one.

The venue can be transformed according to the demands of your event and it is available from April to October as it is adjustable at all weather conditions. Onera can serve up to 450 people in a seated dinner or 600 people in a buffet settlement. It is available for all occasions such as weddings, christenings, parties, corporate events etc. Onera is a well organized venue with professional lighting and sound, elegant decoration, special effects and private parking being only some of the services provided to our clients.





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