BM
MAGIC HOUSE

FONDUES · SHARING · CELEBRATIONS

BM

FONDUES
DULCES Y SALADAS

PICADAS
GOURMET

CALDERO
DE CHOCOLATE

POSTRES
& MACARONS

EVENTOS
Y CELEBBACIONES

♡

SWEET
MOMENTS
CREATE
A BRIGHTER
DAY

♡

BM

MAGIC HOUSE

FONDUES · GASTRONOMY · CELEBRATIONS

SIGNATURE GASTRONOMY

MADE TO SHARE.
DESIGNED TO SURPRISE.

SAVORY FONDUES

RICH CHEESE FONDUES WITH CAREFULLY SELECTED ACCOMPANIMENTS.

SIGNATURE SHARING PLATTERS

PREMIUM SELECTIONS OF CHEESES, CHARCUTERIE, WARM BITES AND CREATIVE MINI DISHES.

CHOCOLATE FONDUES

WARM CHOCOLATE SERVED WITH FRESH FRUIT, PASTRIES AND SWEET TREATS.

BM SHARING TOWERS

BEAUTIFULLY PRESENTED SELECTIONS DESIGNED FOR AFTERNOON GATHERINGS, CELEBRATIONS AND SPECIAL OCCASIONS.

ONE TABLE. ENDLESS REASONS TO GET TOGETHER.

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THE WOW SYSTEM

WHERE EVERY DISH
BECOMES AN EXPERIENCE

INCREASE SALES

DISTINCTIVE PRODUCTS
WITH HIGHER
PERCEIVED VALUE

GENERATE ORGANIC VISIBILITY

MOMENTS GUESTS
NATURALLY WANT TO
PHOTOGRAPH AND SHARE

SUPPORT PROFITABILITY

SIGNATURE EXPERIENCES
THAT JUSTIFY PREMIUM PRICING
AND CREATE MORE OPPORTUNITIES



SPECTACULAR PRESENTATIONS

ICONIC DISHES
THAT IMPACT
AND DELIGHT



SIGNATURE FONDUES

TO SHARE,
TO ENJOY,
TO REMEMBER



MAGICAL MOMENTS

UNEXPECTED
DETAILS
THAT TURN
A MEAL INTO
A MEMORY

THE MAGIC ATTRACTS | THE EXPERIENCE CONNECTS | THE WOW SELLS

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FONDUES · GASTRONOMY · CELEBRATIONS

THE MAGICAL ATMOSPHERE

A COZY AND ENCHANTING SPACE TO ENJOY, SHARE AND CREATE SPECIAL MEMORIES.

A PLACE TO GET TOGETHER
FRIENDS, FAMILY AND SPECIAL OCCASIONS.

GASTRONOMY AND DRINKS
FONDUES, SIGNATURE DISHES AND SWEET MOMENTS.

A MAGICAL EXPERIENCE
DESIGN, DETAILS AND SURPRISING TOUCHES.

MORE THAN A RESTAURANT
A DESTINATION WITH ITS OWN SOUL.



THE CHOCOLATE CAULDRON
A UNIQUE AND UNFORGETTABLE EXPERIENCE.



THE MAGIC TREE
A SPECIAL PLACE TO SHARE AND CELEBRATE.



INTIMATE SPACES
DETAILS THAT MAKE IT UNIQUE.



WARM CORNERS
FOR EVERY MOMENT.

GOOD FOOD BRINGS PEOPLE TOGETHER. MAGIC MAKES THEM STAY.

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FONDUES · GASTRONOMY · CELEBRATIONS

THE WINTER GARDEN

A MAGICAL AND INTIMATE SPACE
TO ENJOY ALL YEAR ROUND.



COZY SPACES
FOR EVERY MOMENT



NATURAL AND WARM
ATMOSPHERE



DAY AND NIGHT
ALL YEAR ROUND



DAILY OPERATION
INDIVIDUAL TABLES
FOR 2–4 PEOPLE

PERFECT FOR COUPLES,
FRIENDS AND FAMILIES.

CAPACITY

30
PEOPLE

10 TABLES
2–4 PEOPLE

FLEXIBLE
LAYOUT

COVERED SPACE
ALL YEAR ROUND



CORPORATE SETUP
GROUP TABLES
FOR 10–12 PEOPLE

IDEAL FOR COMPANIES,
MEETINGS AND SPECIAL EVENTS.



CELEBRATIONS
PRIVATE EVENTS
CUSTOM LAYOUTS

BIRTHDAYS, ANNIVERSARIES
AND SPECIAL OCCASIONS.



FLOOR PLAN (250 m²)

HOW IT WORKS EVERY DAY

1. WALK IN
   Guests choose their table.
2. ENJOY
   Order fondues, sharing platters and signature dishes.
3. EXPERIENCE
   A magical atmosphere in the winter garden.
4. CELEBRATE
   For special events, we adapt the space with group tables and custom details.



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FONDUES · GASTRONOMY · CELEBRATIONS

TWO FORMATS
ONE MAGICAL EXPERIENCE

THE SAME MAGIC,
ADAPTED TO EACH LOCATION
AND OPPORTUNITY.

150 m²
BM MAGIC HOUSE ORIGINAL

AN INTIMATE AND CHARMING SPACE WITH ALL THE ESSENTIALS FOR A MAGICAL EXPERIENCE.

- CHOCOLATE CAULDRON FRONT AREA
- BM TREE BACK AREA
- FONDUES AND SIGNATURE DISHES
- TABLES FOR SHARING
- A COZY AND MAGICAL ATMOSPHERE



CHOCOLATE CAULDRON FRONT AREA · TABLES AND SHARING AREA · BM TREE BACK AREA


CHOCOLATE CAULDRON


TABLES FOR SHARING


BM TREE

250 m²
BM MAGIC HOUSE WITH WINTER GARDEN

ALL THE ORIGINAL EXPERIENCE, PLUS AN EXCLUSIVE WINTER GARDEN WITH FLEXIBLE TABLES FOR PRIVATE AND CORPORATE EVENTS UP TO 30 PEOPLE.

- CHOCOLATE CAULDRON
- BM TREE
- FONDUES AND SIGNATURE DISHES
- TABLES FOR SHARING
- WINTER GARDEN FLEXIBLE LAYOUT
- PRIVATE AND CORPORATE EVENTS UP TO 30 PEOPLE



CHOCOLATE CAULDRON FRONT AREA · MAIN DINING AREA TABLES AND SHARING · BM TREE CENTRAL AREA · WINTER GARDEN FLEXIBLE TABLES FOR EVERY DAY AND EVENTS


MAIN DINING AREA


WINTER GARDEN FOR EVERY DAY


PRIVATE AND CORPORATE EVENTS UP TO 30 PEOPLE

TWO SIZES. ONE MAGICAL IDENTITY.

DESIGNED FOR SHARING, CELEBRATING AND CREATING UNFORGETTABLE MOMENTS.

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FONDUES · GASTRONOMY · CELEBRATIONS

A UNIQUE OPPORTUNITY

A DIFFERENT GASTRONOMIC CONCEPT WITH A STRONG IDENTITY, DESIGNED TO ATTRACT PEOPLE, CREATE MEMORABLE MOMENTS AND GENERATE SUSTAINABLE BUSINESS.

MORE THAN A RESTAURANT

A MAGICAL DESTINATION WITH ITS OWN SOUL.

- PEOPLE TOGETHER
- UNFORGETTABLE EXPERIENCES
- A STRONG BRAND
- A PROFITABLE BUSINESS
- A CONCEPT WITH GLOBAL POTENTIAL

WHAT BM PROVIDES

THE CREATIVE CONCEPT AND SUPPORT

- Complete concept and intellectual property (BM MAGIC HOUSE).
- Design guidelines and adaptation for each location.
- Menu concept, signature products and WOW presentations.
- Visual identity, atmosphere and key elements (Cauldron, BM Tree, Winter Garden).
- Marketing material and brand content.
- Ongoing creative support and new ideas to keep the concept fresh and evolving.

WHAT THE INVESTOR/OPERATOR PROVIDES

LOCAL DEVELOPMENT AND OPERATION

- Location and lease agreement.
- Construction, fit-out and equipment.
- Local operation and staff.
- Management, day-to-day operation and customer service.
- Local marketing and promotion.
- Sales, financial management and reporting (according to agreement).

COMMERCIAL MODEL

A SIMPLE AND CLEAR STRUCTURE

REVENUE POTENTIAL

1. **ENTRY FEE**
   License fee for the use of the concept and exclusivity in the city.
   According to the size and location.
2. **ROYALTY**
   A percentage of gross sales.
   (For the first location a reduced royalty can be considered).
3. **EXCLUSIVITY**
   Exclusivity for the city or agreed area.
4. **ADDITIONAL CONCEPTS**
   Future expansion with other BM concepts (subject to separate agreement).

GLOBAL POTENTIAL

A CONCEPT DESIGNED TO ADAPT TO DIFFERENT DESTINATIONS AROUND THE WORLD.



CITIES
ICONIC LOCATIONS AND PEDESTRIAN AREAS



TOURIST DESTINATIONS
WATERFRONTS, RESORTS AND MARINAS



MOUNTAIN DESTINATIONS
SKI RESORTS AND YEAR-ROUND TOURISM



COASTAL DESTINATIONS
BEACH CLUB AREAS AND SEAFRONT AREAS



HOTELS & RESORTS
AS A UNIQUE GASTRONOMIC AND EXPERIENCE VENUE

SAME MAGIC. DIFFERENT PLACES. A WORLD OF OPPORTUNITIES.