

HAPPY POPS

FRANCHISE BROCHURE



HAPPY POPS

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HAPPY POPS

SPOIL YOURSELF

Hello, we are Happy Pops!

After extensive travelling and working in kitchens around the world, chef-entrepreneur Augusta and her husband Ian chose Noosa as the perfect place to bring their dream to life: a handcrafted gelato pop store that felt like “a happy place for all.” That dream became Happy Pops.

“

We offer happiness on a stick with special emphasis on our premium gelato pops, using only the finest locally sourced ingredients,” says Augusta.

“We even encourage customers to create their own Happy Pops in store, just the way they like it!”

From day one, our purpose has been simple: spark joy through quality, creativity and connection. Every pop is made in small batches with real ingredients (no artificial colours, flavours or preservatives) and served in a vibrant, welcoming space designed for families, friends and everyday celebrations.

Now inviting franchise partners

We're growing a network of values-aligned owners who share our love for great food and great moments.

As a Happy Pops franchise partner, you'll enjoy:

- A first-to-market dessert concept that turns heads and wins hearts
- A proven, founder-led model with hands-on training and ongoing mentoring
- Simple, efficient operations designed for strong margins and small teams
- Vibrant, photogenic stores that drive foot traffic and social sharing
- An inclusive menu (vegan, dairy-free, gluten-free options) that welcomes everyone

Inside this brochure, you'll find our story, the product and experience, what makes the model work, who thrives as an owner, our target locations and the step-by-step recruitment journey. If you're ready to build a feel-good business that brings people together, you're in the right place.





OUR STORY

Happy Pops began with a simple idea: dessert should be real, beautiful and fun. From the first Noosa store in 2018 to beloved stores in South Bank and Mooloolaba, we've built a brand known for vibrant spaces, photogenic products and inclusive options for all ages and dietary needs. Our family-built business has grown organically through genuine customer love, social buzz and national recognition. In 2024, we quietly launched into Bluey's World—an exciting milestone that reflects our growing relevance while we stay focused on authentic, everyday moments of joy.

MISSION & VISION

Our mission is to create handcrafted gelato pops that spark happiness through quality, creativity and connection, while empowering franchise partners with strong systems, practical support and a community focus; our vision is to become Australia's most loved handcrafted dessert brand, recognised for quality, creativity and a commitment to joy, powered by a thriving network of passionate franchise partners.

HAPPY
POPS



HAPPY POPS

FOUNDERS

AUGUSTA PUTTKAMMER

CO-FOUNDER & MANAGING DIRECTOR

Augusta is the creative force behind Happy Pops. A professionally trained chef, she leads the brand's product development, visual identity, and customer experience. Since opening the first Happy Pops store in 2018, Augusta has been instrumental in shaping the brand into what it is today, joyful, beautiful, and rooted in real quality. As a business owner and mother of two, she understands the importance of flexibility, community, and purpose, and she brings that spirit into every part of the Happy Pops journey. Augusta is known for her energy, warmth, and unwavering commitment to the customer experience.

IAN PUTTKAMMER

CO-FOUNDER & OPERATIONS DIRECTOR

Ian is the engine behind Happy Pops' operations. With a background in business and logistics, he oversees systems, scalability, and store performance. Ian has played a key role in building the brand's strong foundations, ensuring the model is simple to run, easy to replicate, and well-supported for franchisees. While Augusta brings the spark, Ian brings the structure. He's also a hands-on dad and natural problem solver who believes in creating businesses that are sustainable, values-led, and built for long-term success. His calm leadership and focus on efficiency keep Happy Pops running smoothly as the brand continues to grow.



HAPPY POPS

OUR SERVICE

Happy Pops offers handcrafted gelato pops made fresh in small batches using premium, all-natural ingredients. There are no artificial colours, flavours or preservatives, just real, high-quality ingredients and recipes developed in-house.

Our range includes:

- Naked Pops: Classic creamy or fruit-based flavours, customisable at the in-store topping station
- Premium Decorated Pops: Visually stunning and best-selling flavours like Fruit Pavlova and Brownie Batter Fudge
- Mini Pops for Kids: Smaller versions of our favourites, perfect for little hands
- Baked Treats: Warm brownies and cookies, ideal for colder days or added variety

Each pop is designed to be both beautiful and delicious, creating an experience that feels indulgent, fun and worth sharing. This combination of visual appeal, clean ingredients, and interactive service keeps customers coming back, making Happy Pops a standout in the dessert market.

At Happy Pops, the customer experience is at the heart of everything we do. Every visit is designed to feel joyful, interactive and memorable - from the moment a customer walks in, to the moment they take their first bite.

Our stores are vibrant and welcoming, with an open layout that invites customers to explore, customise and engage. Whether choosing from our stunning pre-decorated range or building a pop at the topping station, customers are encouraged to have fun and make it their own.



HAPPY POPS

FRANCHISE OPPORTUNITY



Happy Pops is inviting values-aligned franchise partners to bring a joyful, handcrafted dessert experience to their local communities. This is a founder-led, service-focused retail model with simple day-to-day operations, strong gross margin potential, and an inclusive, feel-good product range that customers love.

THE MODEL AT A GLANCE

- Turnkey retail format designed for ease of operation and consistency
- Handcrafted, small-batch product with no artificial colours, flavours or preservatives
- Interactive customer experience (build-your-own toppings and hero decorated pops)
- Efficient staffing and streamlined production for a low wages/COGS profile
- Direct founder involvement in training, mentoring and ongoing support

INVESTMENT OVERVIEW

Turnkey from \$200,000

Your initial investment is designed to be accessible while delivering a beautiful, high-impact store presence and the systems you need to operate confidently from day one.

The turnkey package includes:

- Fit-out and equipment for a compact, visually engaging store or kiosk
 - Initial stock and supplies to launch with a quality, photogenic menu
 - Comprehensive training for you and your team (in-store, hands-on)
 - Access to operating systems and supplier relationships
 - Brand assets and POS collateral aligned to Happy Pops' style guide
 - Ongoing support and business mentoring from the founders and head office team
- (Final investment may vary by site, size and format.)

STORE FORMATS

Happy Pops adapts to a range of sites and investment levels, enabling smart entry points and scalable growth:

- Full retail store – immersive brand experience and strong dwell time
- High-traffic shopping-centre kiosk – compact footprint with high visibility
- Mobile/event pop-ups – festivals, school/community events and seasonal activations

OPERATIONS & STAFFING

A concise menu, refined back-of-house processes, and clear checklists keep the day-to-day simple. Shifts run with minimal staff, focusing on friendly, upbeat service, perfect presentation and fast, consistent throughput. The model is engineered to keep labour and ingredient costs under control while maintaining premium quality.

HAPPY POPS

FRANCHISE

OPPORTUNITY

WHO WE'RE LOOKING FOR

- Passionate, community-minded people who enjoy creating fun, family-friendly experiences
- Women and families seeking a lifestyle-aligned business with strong systems and brand support
- First-time business owners who value a low-complexity, high-support model
- Hands-on, personable leaders who love front-of-house energy and team development

CORE SKILLS

- People leadership and consistent customer experience
- Eye for detail and brand standards (presentation and store aesthetics)
- Time management across rosters, inventory, local marketing and day-to-day operations
- Basic commercial acumen (budgeting, targets, profitability)
- Confidence hosting local promotions and events
- Willingness to follow proven systems

ATTITUDE THAT WINS

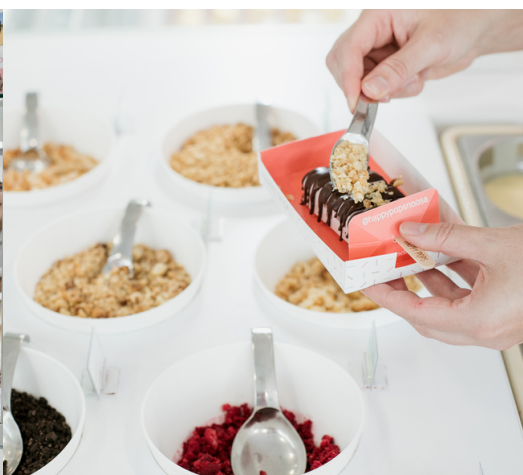
Positive, enthusiastic and resilient; coachable and open to feedback; purpose-driven and community-minded; ready to lead from the front; respectful of brand guidelines; and excited to help build a national brand.

WHO THIS OPPORTUNITY SUITS

Happy Pops is particularly well-suited to first-time business owners, women and families seeking a lifestyle-aligned business without compromising ambition, and hands-on leaders who enjoy being front-of-house in a vibrant, people-centric environment.

WHERE THIS WORKS BEST

Initial growth prioritises Queensland (e.g., Brisbane, Gold Coast, Byron Bay, Sunshine Coast). Ideal trade areas are family-oriented, lifestyle precincts with substantial foot traffic and an appetite for experience-based food retail.



HAPPY POPS

WHY US?

FIRST-TO-MARKET CONCEPT

Happy Pops offers a unique and highly differentiated product in the dessert space. Unlike traditional gelato or ice cream models, our handcrafted gelato pops are visually exciting, customisable, and not widely available in the market. This exclusivity creates immediate curiosity and demand, giving franchisees a competitive edge.

PROVEN RETAIL MODEL

With established locations in Noosa, South Bank and Mooloolaba, Happy Pops has already demonstrated strong market traction, consistent customer engagement, and a replicable store model. Franchisees benefit from systems that have been thoroughly tested and refined in real-world operational environments.

STRONG BRAND RECOGNITION

The brand has organically built a loyal customer base and strong visibility through influencer engagement, social media features, and word-of-mouth. Mentions by well-known figures like Bec Judd and Kat Clark, as well as the presence in Bluey's World, have further boosted the national appeal and trust.

SIMPLE AND SCALABLE OPERATIONS

The business is designed to be straightforward to run, even for first-time operators. With a small menu, efficient staffing model, and highly visual product, day-to-day operations are easy to manage. This enables owners to concentrate on delivering an exceptional customer experience and expanding their local presence.

VIBRANT STORE DESIGN

Happy Pops stores are colourful, inviting, and highly photogenic. The bright fit-outs and open layouts are designed to encourage customer interaction and maximise dwell time, making them popular spots for families, friends, and Instagram moments.

INCLUSIVE PRODUCT OFFERING

The menu features dairy-free, gluten-free, and vegan options, ensuring there's something for everyone. This inclusive approach broadens the brand's market reach and positions it as accessible and welcoming to customers with dietary needs or preferences.





HAPPY POPS

FRANCHISE

SUPPORT

Happy Pops is committed to providing every franchise partner with the tools, training, and ongoing support necessary to build a successful and well-loved local business. We understand that the strength of the brand lies in the success of each store, and we're deeply invested in helping every franchisee thrive from day one.

TRAINING SUPPORT:

Hands-on onboarding

Franchisees receive practical, in-store training led by our experienced founders. This includes step-by-step instructions in daily operations, customer service, team management, food safety, and product preparation.

Simple, actionable systems

Our approach avoids lengthy manuals and instead delivers concise checklists, transparent how-to sheets, and easy-to-follow guides that empower franchisees and their staff to operate confidently and independently.

Ongoing coaching

We provide continuous support beyond launch, including regular check-ins, performance reviews, and assistance with troubleshooting or growth planning. Franchisees have direct access to Augusta and Ian, ensuring real-time advice and guidance.

Team training resources

Staff onboarding is made easy with templated processes and visual training materials that maintain high quality and consistency across all stores.

HAPPY POPS

FRANCHISE

SUPPORT

MARKETING SUPPORT:

Foundational brand assets

Franchisees receive a comprehensive suite of marketing materials, including signage, social media, print collateral, and in-store point-of-sale content that reflects the playful and polished Happy Pops brand.

Social media and content guidance

While each franchise can manage its own local Instagram account, we provide support and creative direction to help maintain a consistent, on-brand, fun, and engaging messaging. Our head office will also strengthen national brand visibility through centralised channels.

Campaign support

As we expand, we plan to introduce coordinated brand campaigns and promotions that franchisees can easily integrate. These seasonal or event-based initiatives will drive awareness, foot traffic, and social engagement across the network.

Community marketing ideas

We actively encourage local involvement in school events, sports clubs, markets, and partnerships. Franchisees are given tools and examples to help them connect authentically with their community and become the go-to destination for celebrations and treats.

Future-focused growth

Our marketing foundations are already strong, but we recognise the need for more consistency and scale. As part of our expansion strategy, we will bring in dedicated marketing support at the head office level to ensure professional, high-impact marketing is available to all franchise partners.





HAPPY POPS

YOUR FRANCHISE JOURNEY

Our process is designed to help you confirm fit, understand the numbers, and feel fully supported from day one.

1. INITIAL CALL

A short, friendly conversation to understand your background, motivation and goals, share an overview of the Happy Pops opportunity and answer your first questions.

2. FINANCIAL MODEL REVIEW

We provide a model that outlines typical investment structure, costs and revenue assumptions so you can assess financial readiness and set clear expectations.

3. APPLICATION FORM

Submit a detailed application covering your experience and financial capacity so we can tailor next steps and support.

4 . MEET THE FOUNDERS

Join an online or in-person meeting with Augusta, Ian, and the brand leadership to dive deeper, align values, and confirm cultural fit.

5. DUE DILIGENCE & SETUP

Provide funding documentation (proof of funds, loan approvals, etc.) and begin setting up your company structure in preparation for franchise ownership.

6. LEGAL DOCUMENTS (14-DAY DISCLOSURE)

You'll receive the Disclosure Document and Franchise Agreement. You're encouraged to seek independent legal and accounting advice during the 14-day disclosure period.

7 . COOLING-OFF & FRANCHISE FEE

After disclosure, a 14-day cooling-off period applies. When you're ready to proceed, pay the franchise fee to secure your territory and place in the rollout.

8. FRANCHISE GRANTED & ONBOARDING

Your franchise is formally granted. We welcome you to the network and commence onboarding and training.

9. LOCATION, LEASE & DESIGN

Together, we identify and secure the right site, support lease negotiations, and begin store design and fit-out to brand standards.

Note: Timelines can vary by site selection, format and local approvals. We'll guide you at every step.



HAPPY POPS

FAQ'S

What's the total investment to open a Happy Pops?

Our turnkey package starts from approximately \$200,000, varying by site, size and format. It includes fit-out and equipment, initial stock, comprehensive training, access to systems and suppliers, brand assets and ongoing support. Full details are provided in the Disclosure Document; however, our team will always recommend having a working capital buffer in your back pocket. The team will talk you through all of this in the financial model meeting.

How long does it take to open once I'm approved?

Timelines depend on site selection, lease negotiations, local approvals, and build times. We'll map an indicative plan with you during site selection and guide you through each step to opening.

Do I need hospitality experience?

Not essential. We look for hands-on, community-minded owners with an eye for detail. Our practical, in-store training and simple operating systems get you confident quickly.

How many staff do I need per shift?

The model is designed for minimal staffing with efficient workflows. Exact numbers depend on format, foot traffic and seasonality; we'll help you build smart rosters and provide onboarding resources.

What hours will I trade?

Trading hours are shaped by your location (e.g., shopping centre hours, tourist precincts, local events). We'll share best-practice hours for your site and season.

What's on the menu? Can guests customise?

The core range includes Naked Pops, Premium Decorated Pops, Mini Pops and Baked Treats, with vegan, dairy-free and gluten-free options. Guests can build their own at the topping station.

Can I create local flavours?

Recipes are developed in-house to protect quality and consistency. From time to time, we may trial seasonal items or local activations—always aligned to brand standards and with head-office approval.

Do you help with site selection and leases?

Yes. We'll assist in identifying and securing an optimal site, support lease negotiations and then move into brand-standard design and fit-out.





HAPPY POPS

FAQ'S

What marketing support do I receive?

You'll receive a professionally designed asset suite (signage, POS, print, social templates), local social guidance, access to national brand channels, network campaigns and community activation ideas.

What training and support do I receive after opening?

Ongoing coaching with the founders, regular check-ins and performance reviews, plus team training materials to onboard new staff and maintain standards.

Is this suitable for first-time business owners?

Yes. It's a low-complexity, high-support model with straightforward operations and clear checklists.

Can I own multiple locations?

Potentially. Multi-site ownership may be available to high-performing partners and is assessed on a case-by-case basis.

How do I fund the business?

You can use savings and/or bank finance. While Happy Pops doesn't provide finance, we'll supply the documents your advisors or lenders may request. Proof of funds is part of our due diligence process.

What about ongoing fees and marketing levies?

The full fee schedule is set out in the Disclosure Document and discussed during the financial model stage. We encourage independent legal and accounting advice.

What performance can I expect?

We don't make earnings promises. The model is engineered for controlled cost of goods and lean staffing, but outcomes depend on location, management and costs. Review the financial model carefully and seek independent professional advice.



HAPPY POPS

ENQUIRE NOW

READY TO BRING HAPPY POPS TO YOUR COMMUNITY? WE'RE INVITING VALUES-ALIGNED OWNERS TO JOIN A FOUNDER-LED BRAND BUILT ON QUALITY, CREATIVITY AND CONNECTION.

IF YOU LOVE JOYFUL, HANDS-ON HOSPITALITY AND WANT A SIMPLE, WELL-SUPPORTED MODEL, LET'S TALK.



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TBC

CONNECT WITH US



happypops.au



HappyPopsNoosa

SPOIL YOURSELF