



WAFFLESOMË

gourmet waffles & coffee

THE WAFFLESOME JOURNEY

Wafflesome began in 2013, when waffles were still new to the city. By 2014, our first store opened in GK-1, serving freshly made, 100% vegetarian waffles crafted with real, honest ingredients.

From in-house waffle mixes and sauces to biodegradable packaging and specialty coffee, we've built a brand rooted in quality and consistency. Our chef-less, fully standardised model ensures every bite is just right—whether you're visiting a store, ordering in, or trying our retail premix at home.

Over the years, we've grown from a local favourite to a scalable brand with events, catering, and FMCG lines—always staying true to our core: handcrafted, heart-warming waffles, served late, every day of the year.

At Wafflesome, we don't just make waffles—we make moments.

ABOUT US

Wafflesome was born from the collaboration of two distinct worlds: **art and industry**. One founder, an artist, and food connoisseur, brings a deep sense of aesthetics and storytelling to the brand.

The other, an industry veteran with decades of experience and several successful restaurant ventures, brings structure, strategy, and culinary expertise. Together, they've built Wafflesome as a brand that marries artisanal craft with operational excellence, a space where creativity meets consistency, and every waffle and cup of coffee has a story.

OUR VISION

At Wafflesome, we believe great things happen when real ingredients, honest recipes, and passionate people come together. We're proud to be a home-grown, artisanal brand built on community and quality. With the right franchise partners, we're ready to bring the magic of Wafflesome to more neighbourhoods, one fresh, delicious bite at a time.



WHY JOIN THE WAFFLESOME FAMILY?



Wafflesome introduced handcrafted, 100% vegetarian waffles to India in 2013 and has since grown into a scalable, trusted brand. With in-house mixes, eco-friendly packaging, and a standardised model, we're now ready to take Wafflesome to new cities and global markets.



PROVEN BUSINESS
MODEL IN HIGH -
FOOTFALL AREAS



STRONG AESTHETICS
AND LOYAL
COMMUNITY



CENTRALIZED
BATTER MIX FOR
QUALITY CONTROL



OUR COMMITMENT TO
PRODUCT INNOVATION
AND EXPERIENCE



COZY CORNERS, QUALITY
COFFEE, AND THAT
ELEVATED CAFE CHARM

OUR USP

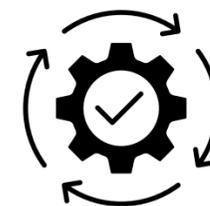
We take pride in being Delhi's OG when it comes to eggless waffles — crisp, fluffy, and downright addictive. Wafflesome offers a proven, high-demand concept with strong brand recall, creative menus, and the legacy of being the city's most-loved waffle destination.



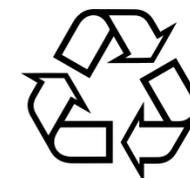
100% VEGETARIAN & REAL
INGREDIENTS



SPECIALTY COFFEE & IN -
HOUSE SAUCES



CHEF -LESS, COMPLETELY
STANDARDISED MODEL



PLASTIC -FREE,
BIODEGRADABLE PACKAGING



SEAMLESS SUPPLY CHAIN

OUR MENU

From fluffy waffles and stacked pancakes to indulgent waffle sandwiches and Nutella-loaded specials – our menu is all about comfort with a delicious twist. Pair it with our hot and cold specialty coffee, crafted to perfection, and you've got the ultimate treat for any time of day. Fresh, fun, and made for cravings!



MADE WITH 100% NATURAL & REAL INGREDIENTS

No Emulsifiers
No Preservatives
No Artificial Colours
No Flavouring
No Milk Solids
No Chemicals



MENU

WAFFLES AND PANCAKES

	SINGLE	DOUBLE		SINGLE	DOUBLE
THE CLASSIC maple syrup, vanilla ice cream, nuts	219	429	NUTELLA nutella, vanilla ice cream, nuts	219	429
MILK CHOCOLATE milk chocolate sauce, chocolate ice cream, nuts	219	429	DARK NUTELLA nutella, dark chocolate sauce, vanilla ice cream, nuts	259	509
WHITE CHOCOLATE white chocolate, vanilla ice cream, nuts	219	429	NUTTY NUTELLA BROWNIE nutella, brownie bits, milk chocolate sauce, vanilla ice cream, nuts	269	529
DARK CHOCOLATE dark chocolate sauce, chocolate ice cream, nuts	219	429	NUTELLA WAFFLE/PANCAKE OF THE SEASON	259	509
TRIPLE CHOCOLATE dark, milk and white chocolate sauces, choco chips, chocolate ice cream, nuts	259	509	STRAWBERRY AND CREAM CHEESE WAFFLE SANDWICH strawberry filling, cream cheese	249	
FRESH BERRY assorted real berries, whipped cream	219	429	OREO COOKIES AND ICE CREAM SANDWICH crushed oreo, ice cream, dark chocolate	239	
BANOFFEE sliced bananas, toffee sauce, whipped cream	259	509	DARK NUTELLA WAFFLE SANDWICH nutella, dark chocolate sauce, vanilla, nuts	249	
SALTED CARAMEL salted caramel sauce, roasted almonds	219	429	NUTELLA BANANA WAFFLE SANDWICH sliced bananas, nutella, vanilla, nuts	249	
LOTUS BISCOFF lotus biscoff topping, vanilla ice cream, crushed biscoff biscuits	269	529	NUTELLA PEANUT BUTTER WAFFLE SANDWICH peanut butter, nutella, vanilla ice cream, peanuts	249	
BLUEBERRY blueberry compote, whipped cream	269	529			

EXTRAS	
DOUBLE TOPPING	79
DOUBLE ICECREAM	99



COLD BEVERAGES

FRAPPE

SIGNATURE COLD COFFEE	299
CLASSIC FRAPPE	279
CARAMEL FRAPPE	299
HAZELNUT FRAPPE	299
OREO MOCHA	309
JAVA CHIP	309
BISCOFF FRAPPE	329

ICED COFFEE

ICED ESPRESSO	219
ICED AMERICANO	229
ICED LATTE	279
ICED HAZELNUT LATTE	289
ICED CAPPUCCINO	289
ICED MOCHA	299
VIETNAMESE ICED COFFEE	319

ESPRESSO EXPERIMENTS

ESPRESSO TONIC	339
ESPRESSO CRANBERRY	339
ESPRESSO LEMONADE	339
ESPRESSO ORANGE	339



ICED TEA AND COOLERS

LEMON ICED TEA	239
PEACH ICED TEA	249
LEMON MINT ICED TEA	259
CLASSIC LEMONADE	229
PINK LEMONADE	239
RASBERRY HIBISCUS	249

SHAKES AND SMOOTHIES

BELGIUM CHOCOLATE SHAKE	289
BANANA DATE SHAKE	289
SUMMER FRUIT SMOOTHIE	289
BLUEBERRY SMOOTHIE	289

SIGNATURE TEAS

GREEN TEA	219
ENGLISH BREAKFAST TEA	219

HOT COFFEE

ESPRESSO	199
AMERICANO	229
CORTADO	239
CAPPUCCINO	249
AFFOGATO	259
FLAT WHITE	249
CAFE LATTE	269
CAFE MOCHA	279
SPANISH LATTE	289
CAFE VIENNESE	279

ADD FLAVOUR AT ₹50
CARAMEL, HAZELNUT, VANILLA, CINNAMON
NON-DAIRY MILK CHOICE - OAT, ALMOND,
LACTOSE FREE



CROISSANT

BUTTER	229
STRAWBERRY AND CREAM CHEESE	269
NUTELLA	269
CHOCOLATE	249

DESSERTS

MUFFIN	149
CHEESE CAKE SLICE	289
BLUEBERRY CHEESE CAKE SLICE	289
LOTUS BISCOFF CHEESE CAKE SLICE	289
CRANBERRY OATS COOKIE	189
CHOCOLATE FUDGE COOKIE	189
TEA CAKE SLICE	169

OUR COFFEE PROGRAM

At Wafflesome, our specialty coffee program is thoughtfully curated with our signature Wafflesome House Blend of arabica and robusta sourced from the best estates to complement our signature waffles and desserts.

From rich, aromatic espressos to smooth cold brews and velvety lattes, every cup is crafted to balance the sweetness of our menu. If you love coffee, you'll appreciate the sustainably sourced beans, expert brewing via state of the art Italian coffee machines and flavours designed to elevate your waffle experience - because great coffee deserves great company.



FRANCHISE INVESTMENT OVERVIEW

₹ 20–25 Lakh Rupees – Set up cost

% 6% Royalty Fee on Net Sales

🕒 12–14 months payback period

Please Note: These numbers are just projections and must not be misconstrued as guarantees, they depend on many factors, including handling, effective marketing, location, competition etc





INVESTMENT INCLUSIONS

Store Setup, Equipment, Franchise Fees

Centralized batter mix supplied by HQ

Store launch & branding support

Marketing, social media, and menu training

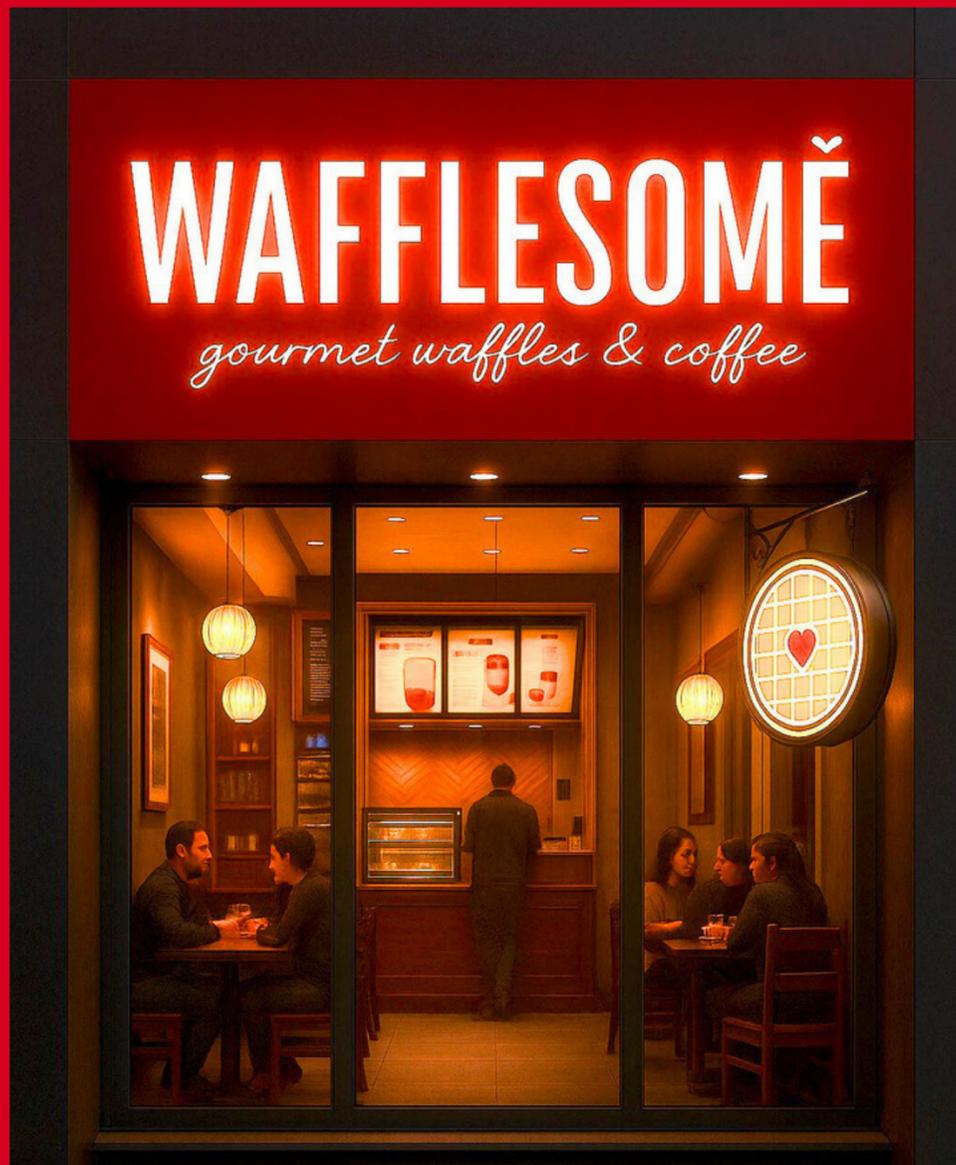
Ongoing operational guidance

Fully integrated inventory controls



CAFE

POINT OF SALES



Dine-in / Takeaway



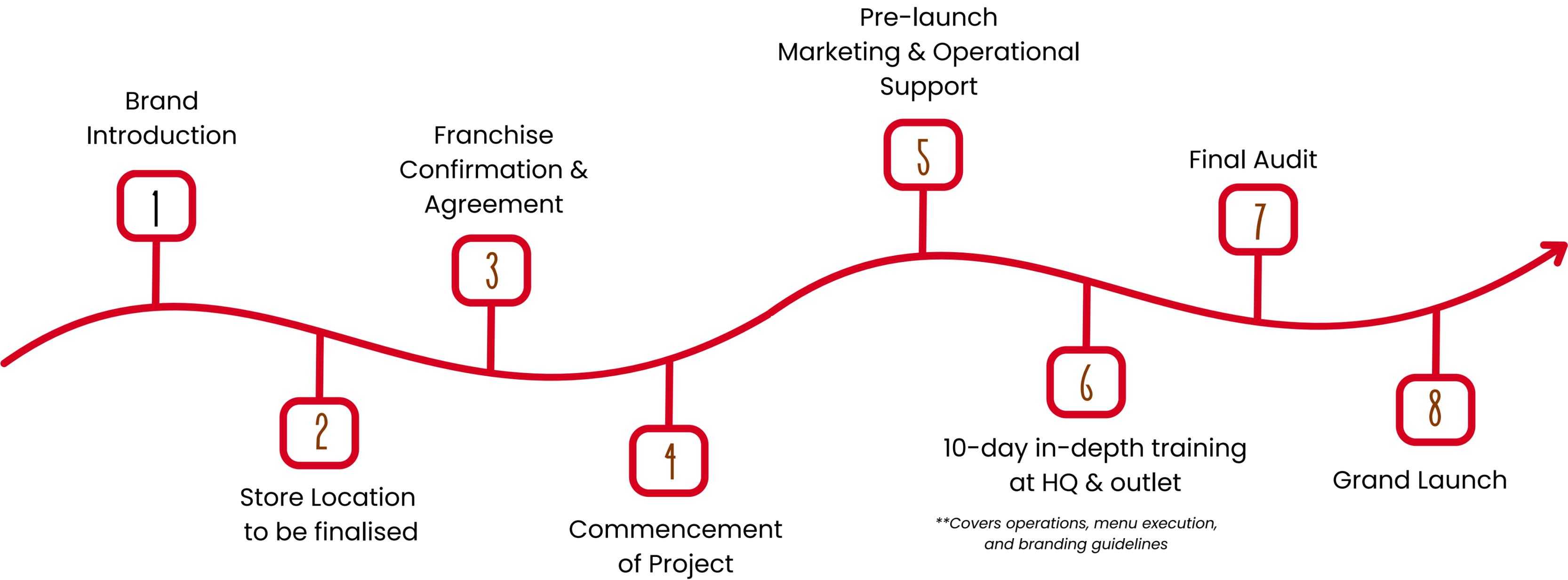
Events & Catering

zomato

SWIGGY

Delivery

FRANCHISE PROCESS

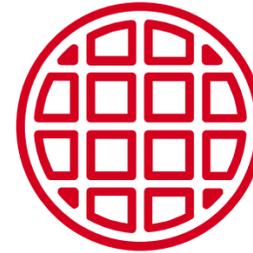




**Location scouting
assistance**



**Menu & store
design consulting**



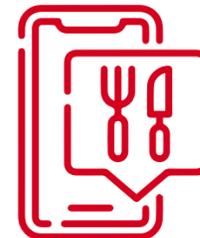
**Centralized R&D for
new products**



**Marketing playbooks &
seasonal campaigns**



**Full-scale launch
assistance**



**Third Party
Aggregator
Support**

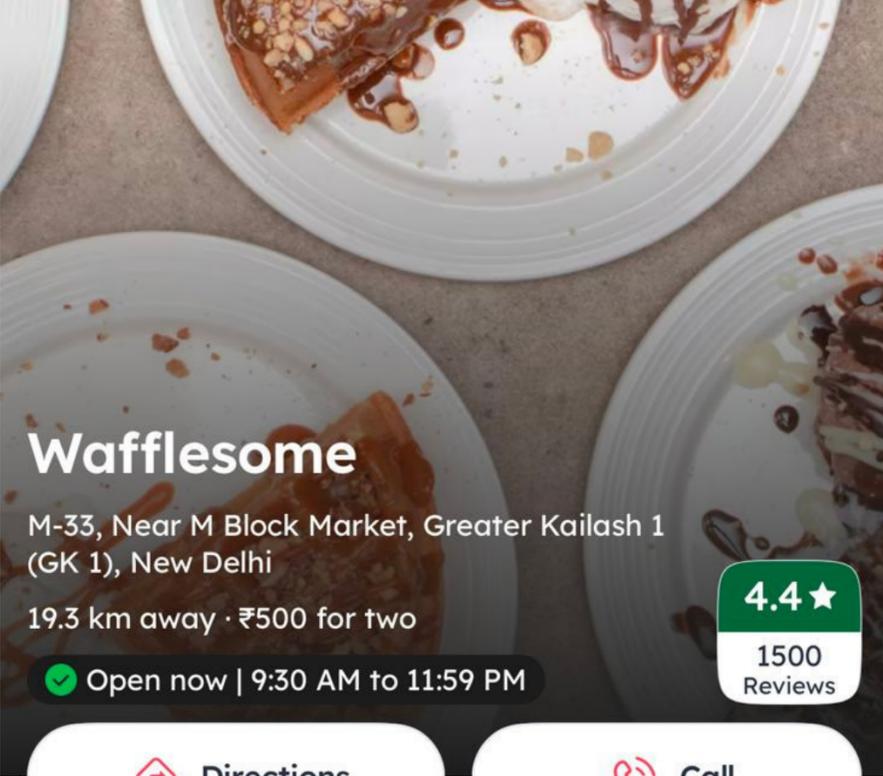
**WE'VE
GOT YOUR
BACK**

Growth & Support

RATINGS & REVIEWS

4+
Ratings

Highest amongst the competitors



Wafflesome
M-33, Near M Block Market, Greater Kailash 1 (GK 1), New Delhi
19.3 km away · ₹500 for two
Open now | 9:30 AM to 11:59 PM
4.4 ★
1500 Reviews
Directions Call

district BY ZOMATO
Dining has a new home!
Find your favourites on District

Wafflesome

4.5 ★ (2.8K) · ₹200–400 · Open

Dessert, Fast food

Overview

Menu

Photos

Reviews

A

Hear about this place



CURRENT LOCATIONS



Greater
Kailash



Punjabi
Bagh



Sonipat



Connaught
Place



Model
Town



Kanpur