



T E D S

ALL DAY BRUNCH

MEDIA-KIT
2021

Who is Teds

The Story...

Teds, not just between breakfast & lunch...

A place where you can order Curly Fries in the morning next to your French Toast or Poached Eggs in the afternoon, it simply didn't exist in Amsterdam.

Until May 2015 when Teds opened its doors for brunch, not just in the weekend and between breakfast & lunch, but All day and every day. Because, why not?

In that time, day time restaurants offered their breakfast menu until 11.00 (if you were lucky), lunch from 11.30-15.00 and after that fried snacks until the evening menu started.

Sanne Huisman, founder of Teds, is the kind of person who can really have cravings for fries in the morning with a glass of Champagne or a bowl of Yoghurt and Granola in the afternoon. Well, the rest is herstory...



Trendsetting for All day Brunch

Back in 2015 Teds Amsterdam was the first restaurant offering one menu All Day in NL.

Now, 6 years down the brunch road Teds is at five locations. Number 5, Teds Leiden opened it's doors during the 2nd lockdown December 2020.

Super pleased to announce that Teds number 6 will be opening June '21 in Rotterdam & Teds number 7, Teds dark kitchen July '21 in Amsterdam.

Teds has a trendsetting brunch menu, vibe & each and every dish is very instagrammable.

Yes, in this case appearance does matter!

With a highly active online community 13k followers on Instagram & 23k unique page viewers per month during lockdown, Teds is growing rapidly & looking for new cities/locations to expand.



More is More, Less is a bore...

Teds can make you feel a bit overwhelmed but with a smile. Let go the stiff "doe maar normaal, dat is al gek genoeg" Dutch standards & digg in!

We strive to excel everyday. More of our amazing service, more pretty smiles, more matching music played a tiny bit too loud, more active online presence with loads of give aways, more to enjoy together.

More is more and less is a bore, to quote Iris Apfel.

Anticipating on the WHY people love what they see

As with other major food brands, the key is to anticipate to WHY people love your brand. To really know your following & audience and to keep giving them what they want.

For Teds times are changing. Tourists are non-existent for the major part of 2021. But Teds continues to grow and although Amsterdam is where everything started, we will tap into the overall Teds feel for many more cities to follow.

Just imagine: Teds was able to thrive on the international feel of Indulgence & More. The feel of freedom, weekend when you choose it to be weekend not just on Saturday or Sunday, the "I really deserve this" feel. The holiday feel. The "let me have this for now" feel. Logically after this COVID "leap-year" this feel attracts the locals in Teds cities looking for this holiday feeling of indulgement.

But... Who is Ted?

The sweetest, funniest and most loving French Bulldog ever. Named after Sanne's childhood idol, Ted van der Parre - Strongest Man in the World 1992. Unfortunately, Ted died April 2018. His picture and little referers to him you can find in every venue.

Best Selling Dishes

The DEF must tries...

Since the beginning the Chicken Avo sandwich and the Teds Philly Cheese steak in the top of the most wanted list. Followed by our Original French Toast w. bacon & banana and the Eggs Benedict. The Triple Omega, containing 2 poached eggs, avocado & smoked salmon, came onboard 6 months after opening in 2015 and became a star player immediately.

It was the summer of 2019 when the King of fried chicken sandwiches entered the room. We can't imagine our life's without the Teds Chicken Katsu anymore. Then life became a true party with our newest menu, we trippled the sweets assortment w. loads of new Banana Pancake toppings and the Queen Mother of French Toast, the Sugarloaf French Toast w. Karaage Fried Chicken.

Did I die and just went to food heaven?

Teds motto's:

- 1) Calories don't count
- 2) Sauce is the soul of the sandwich

Teds Merch

The lifestyle brand...

Next to our awesome Brunch Squad sweaters & Hoodies, Teds Sporting Soques, Toatbags, Teds launched the Crossbody Bag December '20. Available through our own webshop, at the Teds locations & at the ING rentepunten shop. But Teds is not done launching new lifestyle & fashion items.

June '21 the Teds Bubble Cooler will be available, followed by The Soqqie-bag Soques gift-pack w. new awesome colourfull soques.

The Teds Mimosa House Sent, will be launged July '21. Really proud of this circular product made out of the orange peels we otherwise throw away, super sustainable and it smells awesome AF!!

Do you also want a product collab w. Teds? Slide us an email, sales@teds-place.nl



Build Your Own, Brunch Boxes & Spirited High Tea's...

When Teds went in to lockdown we continued to treat our fans to delicious Brunches & High Tea's. For every celebratory day (Easter, Mom's Day, Valentines etc) we developed an unique Teds at home experience . The Build Your Own brunch box filled w. Teds classics pre-fab & easy to finish at home. The '21 Valentines Box sold over 600 times. So the BYO Brunch Box is here to stay! This goes for our High Tea's aswell. Available for Pick-Up & Delivery through Uber eats but also from June '21 available via the ING rentepunten shop. To enjoy at home, on your boat or as a picknick in one of the many parks near a Teds location.

BIO Who's who

Sanne Huisman, Founder & Chief.
Mom of two kiddo's, Jan born '17, Philou born '18.
2 Doggie's Frenkie & Donnie to complete the chaos. Married
to Michiel Huisman who is keeping her sane.

Michiel Huisman, Head of Finance
Same chaos at home, founder & operator in
VIQTOR Ventures. Founding partners w. Paul Wiertz you
might know them from Couverts sold to Tripadvisor in '16.

Paul Wiertz, Head of MarComm
Samesame but different chaos at home, partnering up w.
Michiel as a dreamteam since '06.

Philippe Vos, Operational Manager Teds Group.
Managing day2day business and keeping her sane too.

Teds is privately owned & under own management & proud
AF to be so!

TEDS AMSTERDAM
Bosboom Toussaintstraat 60



TEDS UTRECHT
Lichte Gaard 8



TEDS THE HAGUE
Frederikstraat 32



TEDS HAARLEM
Spaarne 94



TEDS LEIDEN
Lange Mare 60

