



Fresh Restaurants

put simply, we believe in freshly made, nutritious & delicious food.

At Fresh, we are constantly sourcing and serving the freshest, highest-quality ingredients we can get our hands on. Because we know a nutritious and balanced diet does something amazing to your body and mind.

We want to put the best nutrition, knowledge and inspiration on the table and grow together.

take a sneak peek...



a message from the president



Jeff Parker
President / Founder

With such a passion for fitness, nutrition and the environment, it was only fitting that FRESH founder, Jeff Parker, was intrigued with the vision of a healthy alternative to unhealthy, and immoral food chains. Creating a special brand with integrity was always at the forefront of FRESH - Healthy Cafe". As a consumer, he was really annoyed with the incredibly unhealthy food chains products, their massive environmental foot print and them knowingly selling toxic food and drinks with marketing gimmicks. Offering natural, healthy food and drinks all served in 100% eco-friendly containers to give people a truly healthy experience was something Jeff was very passionate about. People and our environment deserve much better than what the fast food chains were offering.

After several years operating Juice Bar in Vancouver and Toronto with partners, Jeff decided to take all of his business and healthy restaurant knowledge and start FRESH - Healthy Cafe. Expansion would be by franchising to people that shared his passion for healthy food and drinks, the environment and business ethics. FRESH - Healthy Cafe was perfected and launched in early 2009 and now has over 30 locations across North America and internationally. More locations are opening monthly.

FRESH was one of the first companies to combined fresh, high quality smoothies, and juices along with a full line of healthy, freshly prepared foods. All products are made fresh to order. Our customers are many and very loyal as they share the same health and environmental philosophy of FRESH.





at FRESH, we are all about
wholesome, good food.

food is our fuel source, our nourishment.
and the start of optimal health.



FRESH Restaurants is an innovator and the absolute leader in the booming healthy fast-casual food industry. Today's customer has an insatiable, growing appetite for nutritious, delicious food and drinks, unlike the unhealthy fare offered by other quick-service food franchises. We are perfectly positioned to meet this demand, providing our guests with an extraordinary health experience unlike any they've ever tasted. Whether you're looking for a refreshing mid-afternoon smoothie or a hearty meal, every item out of the Fresh kitchen contain unmatched flavor and health benefits. Always made fresh to order right in front of your eyes, we only use natural ingredients of the highest quality.



We strive to strengthen local communities in every aspect of our brand. From sourcing local, sustainable produce to developing hot meal programs, we want to use food to influence and connect people again. We believe the choices we make today will not only affect ourselves, but our planet as well. We pride ourselves on using biodegradable packaging materials in all of our stores.



Every aspect of our operating model is designed to facilitate growth. Our Training Program provides employees with both occupational and transferable soft skills. We take a holistic approach by combining hands-on food service training with theory based instruction. All aspects of our innovative Training Program are oriented towards developing an ability to become independent and self-sufficient – all the while being an integral team member.





FRESH menu

wraps

half / full

Chicken Caesar

chicken breast, romaine lettuce, parmesan, tomato, croutons, olives, caesar dressing 548 cal

Kale Vegetarian

beef, kale, hummus, cucumbers, tomato, red onion, red pepper, balsamic vinaigrette 654 cal



Turkey Bacon Avocado

Southwestern Fiesta

spicy chicken breast, romaine lettuce, cheddar, red onion, green pepper, black beans, jalapenos, salsa 594 cal

Asian Chicken

chicken breast, romaine lettuce, mandarin orange, almonds, crispy noodles, sesame vinaigrette 549 cal

Turkey Bacon Avocado

turkey breast, turkey bacon, romaine lettuce, cheddar, avocado, tomato, red onions, lite ranch dressing 535 cal

paninis

half / full

Turkey Pesto

turkey breast, mozzarella, tomato, balsamic vinaigrette, pesto sauce 531 cal

Tuna Melt

FRESH tuna salad, romaine lettuce, cheddar, tomato, red onions 443 cal

Spicy Chicken

spicy chicken breast, cheddar, red onion, green pepper, salsa, jalapenos 462 cal

Veggie Portobello

portobello, spinach, mozzarella, red pepper, red onion, balsamic vinaigrette 448 cal

Turkey Bacon Avocado

turkey breast, turkey bacon, cheddar, avocado, tomato, red onion, lite ranch dressing 558 cal



Spicy Chicken

Our all natural chicken is always antibiotic free & cage free!

artisan toasts

Portobello Balsamic Toast

portobello, spinach, feta, red pepper, red onion, balsamic 187 cal

Hummus Toast

spring mix, hummus, red peppers, red onion 170 cal

Avocado Toast

spring mix, avocado, tomato 167 cal



Hummus Toast

salads

half / full

Beach Salad

romaine lettuce, spring mix, feta, blueberries, hemp hearts, avocado, citrus vinaigrette 367 cal

Asian Sesame

romaine lettuce, mandarin orange, almonds, crispy noodles, asian sesame dressing 409 cal

Mediterranean Spinach

spinach, feta, green pepper, cucumber, tomato, olives, balsamic vinaigrette 333 cal

Add a protein to your salad!

chicken breast
turkey breast

Kale Caesar

kale, romaine lettuce, parmesan, tomato, croutons, olives, caesar dressing 291 cal

FRESH Greens

romaine lettuce, spring mix, cucumber, tomato, red onions, beets, croutons, citrus vinaigrette 244 cal



FRESH Greens Salad

un' chicken
smoked tofu

hummus

protein bowls

Start with a bed of fresh quinoa and then choose your protein

chicken breast
turkey breast

un' chicken
smoked tofu

hummus

Add up to 4 fruits or veggies

spinach
kale
spring mix
tomato

cucumber
red onions
green pepper
red pepper

beets
olives
jalapenos
chickpeas

black beans
blueberries
avocado +0.50

Top with a seed or nut

hemp hearts
sesame seeds
almonds

Dress it up

citrus vinaigrette
balsamic vinaigrette
asian sesame
lite ranch
caesar

starting at 674 cal



Hearty Soups

Our house-made soups have less than 5 grams of fat per serving. Ask about today's selection.

kids* combo

grilled cheese or pb&j
+ 12oz pure smoothie

kids* smoothie

select from any of our pure smoothies!

*12yrs & under

FRESH menu

super smoothies

sm / reg

Kale Pineapple

pineapple juice, kale, pineapple, mangos, bananas 241-361 cal

Pitaya Passion

almond milk, mango sorbet, pitaya, pineapple 136-219 cal

Acai Mega Berry

pomegranate-blueberry juice, acai, blueberries, strawberries, raspberries 366-549 cal

Take your smoothie to the next level!

fortifiers \$1 ea

- Whey Protein
- Plant Protein
- Hemp Hearts
- Flaxseed
- Chia Seeds
- Rolled Oats
- Greek Yogurt
- Wheatgrass + Fresh Greens*



Avocado Dream

almond milk, coconut milk, non-fat frozen yogurt, bananas, avocados, agave 240-372 cal

Jolly Green

pineapple juice, raspberry sorbet, pineapple, wheatgrass +, spinach 246-369 cal

Protein Power

almond milk, greek yogurt, non-fat frozen yogurt, strawberries, bananas, double shot of protein fortifier 262-393 cal

pure smoothies

sm / reg

Raspberry Blast

pomegranate-blueberry juice, raspberry sorbet, raspberries 316-458 cal

Mango Mania

coconut water, mango sorbet, non-fat frozen yogurt, mango, banana, agave 274-425 cal

Pineapple Paradise

coconut milk, pineapple juice, non-fat frozen yogurt, pineapple, strawberries 254-370 cal

Pomegranate Punch

pomegranate-blueberry juice, non-fat frozen yogurt, strawberries, blueberries 320-445 cal

Chunky Monkey

almond milk, non-fat frozen yogurt, cocoa powder, banana, PB2, agave 274-410 cal

Strawberry Banana

Supreme apple juice, raspberry sorbet, strawberries, banana, agave 216-348 cal

Tropical Peach

coconut water, mango sorbet, peaches, pineapple, agave 222-332 cal

Caribbean Splash

coconut water, mango sorbet, mango, strawberries, agave 223-299 cal

FRESH squeezes

sm / reg

Cold Terminator

oranges, carrots, ginger 190 cal

Beet Punch

beets, ginger, lemon, apples, carrots 221 cal

Green Lemonade

apples, spinach, cucumbers, lemon 118 cal

Fountain of Youth

apples & blueberries or strawberries 251-344 cal

Create your own squeeze

starting at 97 cal
 oranges celery cucumbers
 carrots beets ginger
 apples spinach kale

Wheatgrass 1oz 2.99 2oz 4.29

Ginger Shot 2oz 4.29

Iced Tea sm 2.49 / reg 2.99

FRESHly brewed organic tea sweetened with agave nectar or FRESH lemon slices

Lemonade sm 2.99 / reg 3.49

FRESHly squeezed lemon juice sweetened with all natural agave nectar 104-152 cal



power bowls

Acai Bowl

organic acai blended with strawberries & banana, topped with granola, fresh blueberries, bananas & coconut flakes 568 cal



Pitaya Bowl

organic pitaya blended with almond milk, pineapple, banana & mango, topped with granola, fresh blueberries, bananas & coconut flakes 400 cal

PB2 Bowl

all natural PB2 peanut butter blended with coconut milk, banana & strawberries, topped with granola, fresh blueberries, bananas, honey & coconut flakes 515 cal

Greek Yogurt Bowl 5.79

greek yogurt topped with granola, fresh blueberries, banana, honey & coconut flakes 398 cal



We've got options! If you are sensitive to dairy ask about our dairy-free menu options.



We believe that healthy living includes caring for the planet. That's why we use **biodegradable packaging materials** in all of our stores.

seasonal features

Seasonal Feature menus roll out quarterly to ensure we are keeping things Fresh!

We are constantly on the lookout for new ways to incorporate seasonal produce at an affordable price point.

TURMERIC SOUP BOWL

\$6.99

Quinoa & Chickpeas
quinoa, chickpeas, spinach, red peppers, portobello mushroom, cabbage, organic veggie broth, green onions

Quinoa & Lentils
quinoa, lentils, kale, tomato, carrots, cabbage, organic veggie broth, green onions

try our warming **organic veggie broth** now infused with **detoxifying turmeric root**

Add Chicken, Turkey, Egg or UnChicken for a hearty meal! **+\$7**

Pitaya Bowl

almond milk, pitaya, pineapple, banana, mango, granola, blueberries, coconut flakes **6.79**

Pitaya Passion Smoothie

almond milk, mango sorbet, pitaya, pineapple **med 5.79 lg 6.79**

Try it today!

we ♥ pitaya

Health has a new color! Try a Pitaya Passion Smoothie or Pitaya Bowl for a limited time only!

Artisan Toasts

Only \$4.99 each

- Avocado Toast**
spring mix, avocado, tomato
- Portobello Toast**
portobello, spinach, feta, red pepper, red onion, balsamic
- Hummus Toast**
spring mix, hummus, red peppers, red onion

Fall in Love with Pumpkin Spice Smoothie

chai tea, pumpkin puree, vanilla almond milk, non-fat frozen yogurt **sm 5.89 reg 6.89**

Add a handcrafted hearty soup for only **\$3.29**

Seasonal Favorite

Roasted Turkey & Cran Panini

Roasted turkey breast, mozzarella cheese, spinach, red onion and dried cranberries topped with a fresh house made pomegranate-blueberry vinaigrette **sm 5.29 reg 8.25**

NEW! reFRESH.

A Fresh Juice Program

designed to **reset eating habits**, support body's natural detox and kickstart a healthy diet.

try **1 OR 3 DAY** package Starting at **\$45/day**

- sweet green** (spinach, cucumber, lemon, spinach, romaine)
- spicy lemonade** (lemon, cayenne, agave)
- beef me to it** (apple, carrot, beet, lemon, ginger)
- mean green** (cucumber, celery, spinach, kale, lemon)
- chia later** (avocado, cucumber, lemon, chia seeds)
- oh nuts** (cashews, dates, cinnamon, agave)

Free tote + exclusive perk!

\$1/jar returned (get a refund or a discount on your next purchase when you send back bottles)

Ask us for more details! Restrictions may apply. Orders must be placed 24 hrs in advance. Delivery charge may apply.

Oh Kale Yeah!

Unlock the nutrient-dense benefits of the ALL MIGHTY KALE! Now available in these two irresistible VEGAN, plant-based blends.

All Mighty Kale Bowl

almond milk, kale, banana, dates, cinnamon **sm 5.79 reg 6.79**

All Mighty Kale Smoothie

almond milk, kale, banana, dates, cinnamon **sm 5.79 reg 6.79**

Cold Brew

smoothie

another level.

sm 4.79 reg 5.79

Cold Brew Smoothie: cold brew coffee, cashew milk, cacao powder, vanilla extract, agave

made with house-made cashew milk

creamy • antioxidants • energy boost

Escape Tropics

No need to pack your bags! Try our new line of 100% REAL FRUIT Tropical Smoothies **sm 6.49 reg 7.49**

- Pineapple Creamsicle**
coconut milk, pineapple, orange, spinach, vanilla extract
- Coco Avocado**
coconut water, pineapple, avocado, kale, agave
- Greenia Colada**
coconut milk, mango, pineapple, spinach, agave, lime

Harvest Bowls

grain-free | gluten free | vegetarian

start your day with hearty protein + healthy fats on a bed of fresh veggies

- Harvest Bowl 1 7.49**
eggs, kale, hummus, tomato, feta, onions, sesame seeds, quinoa
- Harvest Bowl 2 7.49**
eggs, cheddar, beans, tomato, avocado, spinach, quinoa

FRESH PAIRS

PAIR an 8 oz soup or salad to ANY item on our menu for only **\$3** \$4 each a la carte

Ask about our mouth-watering housemade selections today!

- quinoa salad
- fresh daily soup
- fresh slaw

Special diet restrictions. Cannot be combined with any other offer.



marketing

Fresh Marketing Strategies include and is not limited to the following efforts:

In-Store Marketing

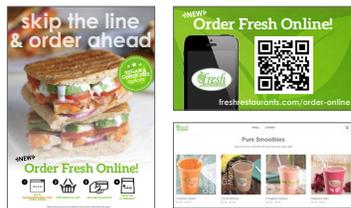
- Educational posters
- Window/door posters
- Flyers
- Coupons
- Takeout menus
- Seasonal Feature
- Catering program

Online Marketing

- Fresh Website
- order online
- Loyalty/Reward program
- Facebook, Twitter, Instagram
- Online Banner/Web Ads
- E-Promotions
- Catering program

Other

- B2B Partnerships
- Advertising in local publications
- Signage/billboard ads
- Local news stations



order online



gift cards

mobile loyalty and rewards



coupons and mail drops



banners and barricades



instore marketing



instore marketing



catering and delivery



events and trade shows



operation practices

Our operational procedures not only make good business sense but are equally rewarding to the local community and our world at large. Procedures are in place to reduce waste through careful monitoring of food inventory levels, adherence to a First-In-First-Out policy of products and food production that is based on continuous on-demand policy and not mass production that may outlive their shelf life. Our dish-washing policy involves hand washing procedures that use mild, environmentally sound products opposed to high energy consuming professional dish-washing machines using harsh chemicals, high temperatures and large sums of water. Our packaging policy not only involves environmentally sensitive products but we also believe in minimum packaging that also reduces their usage.



food products

We have contract pricing with our major food supplier Sysco. Sysco has international presence but their policy twins with our policy of buying local product and constantly striving to reduce the distance between the farm and the plate. Our menu is heavily based on natural ingredients with minimal use of highly processed foods. We constantly strive for local partnerships with every expansion. Our seasonal FEATURE menus are designed to create customer interest but also provide for an opportunity to acquire seasonal produce which are readily available through local outlets.



packaging

In our throw-away culture, we want to keep our carbon footprint to a minimal and support green living any way possible. **We use biodegradable packaging in all of our stores.**

Our packaging is always without:

- Harmful chemicals
- Plastic coatings
- The need for excessive energy to create them

**REUSE
REDUCE
RECYCLE** 

We believe the choices we make today will not only effect ourselves, but our planet as well. That's why we use **biodegradable packaging** in all of our stores.

We always choose the natural way and that's our promise to you!

Compostable take out bags



Compostable salad containers



Wax paper sheets



Biodegradable cups



Soup paper bowls



Eat in plates



planning and building

We use sustainable building practices to ensure we are both environmentally friendly and resource efficient. From planning designs with longevity, lowering construction waste and balancing operational optimization we create a perfect customized plan for each FRESH location.



finish samples

S1 - wall facing
Reclaimed wood



S2 - cabinet facing
Plyboo - Amber Edge bamboo (horizontal grain)



T1 - floor tile
Olympia
regal grey 12x24

grout Oyster Gray #386

P3 - paint
Paradise Green
BenjaminM 2031-20

S3 - stainless steel

g1 - glass
clear tempered

S4 - wall facing
Custom graphic on vinyl

C1 - countertop
Quartz: Caesarstone
Ocean Foam 6141

T2 - wall tile
Grey subway by local

C2 - countertop
Polished concrete

T3 - wall tile
White subway by local

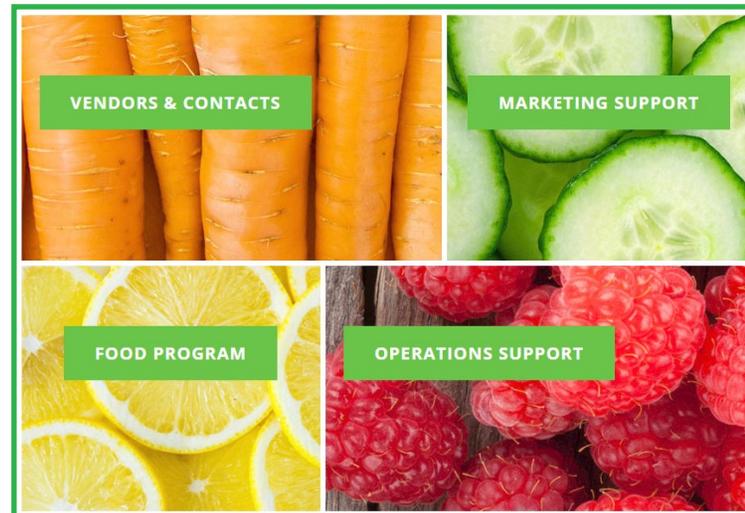
company organization and management

Fresh Healthy Café is a vibrant, energetic, upbeat and exciting concept combining incredibly healthy and delicious food and drinks, fast and friendly service, and brilliantly designed spaces. Our all natural menu offerings are perfectly suited for and the many people switching to a healthier lifestyle. We are committed to exceptional customer service, which consistently exceeds expectations; to maximize revenues, support our great franchisees, retain our extraordinary employees; reduce our costs; small carbon footprint; and impeccable operations and marketing.

	Peak Hours		Non-Peak Hours		Transitional Periods	
	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum
Sales Registers	1	2	1	1	1	1
Line Staff	6	1	3	4	2	3
Supervisor	1		1		1	

resources and support

Our support team is available for continuous guidance and assistance. Our partners site offers each owner and operator with easy to follow resources and tools including operating, marketing and vendor relations.



projected income and expenses

*Please see [this form in excel format](#) to calculate projected revenues and expenses.

Operating costs may vary depending on the actual location.

For a Three Year Period	Year 1	Year 2	Year 3
GROSS REVENUE			
COST OF SALES:			
Food costs @ 32% of revenue	\$ -	\$ -	\$ -
Packaging Materials @ 2%	-	-	-
Labor @ 22% of revenue	-	-	-
Royalty @ 6% of revenue	-	-	-
Advertising @ 3% of revenue	-	-	-
TOTAL COST OF SALES	\$ -	\$ -	\$ -
GROSS PROFIT:	\$ -	\$ -	\$ -
OPERATING EXPENSES:			
Rent	\$ 70,000.00	\$ 70,000.00	\$ 70,000.00
Insurance	1,400.00	1,400.00	1,400.00
Utilities	7,200.00	7,200.00	7,200.00
Telephone	2,400.00	2,400.00	2,400.00
Miscellaneous	6,000.00	6,000.00	6,000.00
TOTAL OPERATING EXPENSES	\$ 87,000.00	\$ 87,000.00	\$ 87,000.00
NET INCOME	\$ (87,000.00)	\$ (87,000.00)	\$ (87,000.00)
RETAINED EARNINGS, beginning of period	-	(87,000.00)	(174,000.00)
RETAINED EARNINGS, end of period	\$ (87,000.00)	\$ (174,000.00)	\$ (261,000.00)

Finance Payments Not Included.

Above percentages and costs may vary significantly and are based on averages. Variances will depend on many factors including store location, local suppliers and franchisees management abilities.



estimated initial capital investment

	LOW	HIGH
Initial Franchise Fee	\$30,000.00	\$30,000.00
Set-Up Costs		
Equipment		
Blenders w/jars \$1000 each	\$3,000.00	\$4,000.00
Bar Cooler	\$2,000.00	\$2,000.00
Display Cooler	\$2,500.00	\$4,000.00
Dip Cabinet Freezer	\$1,200.00	\$1,200.00
Citrus Juicer	\$2,750.00	\$2,750.00
Vegetable Juicer	\$2,200.00	\$2,200.00
Wheatgrass Machine	\$810.00	\$810.00
Undercounter Coolers	\$1,200.00	\$1,200.00
Undercounter Freezer	\$1,700.00	\$1,700.00
Refrigerated Sandwich Prep Table	\$3,250.00	\$4,000.00
Reach-In Freezer	\$4,600.00	\$5,200.00
Reach-In Cooler	\$3,600.00	\$4,200.00
Ice Flaker w/bin 450lb	\$3,400.00	\$3,400.00
Steamers	\$2,000.00	\$2,500.00
Microwave	\$390.00	\$390.00
Soup Warmer	\$470.00	\$470.00
Panini Grill	\$1,670.00	\$2,000.00
Sinks w/fixtures	\$3,200.00	\$3,200.00
Racking	\$2,000.00	\$2,000.00
Miscellaneous	\$7,000.00	\$7,000.00
*SuperAutomatic Espresso Machine (\$11,920) available at select		
*Coffee Brewer w/Hot Water Dispenser (\$550) available at select		
Equipment Total	\$48,940.00	\$54,220.00
Construction and Permits - dependent on condition of premises	\$65,000.00	\$150,000.00
Service Counter System	\$40,000.00	\$50,000.00
Signage	\$7,500.00	\$12,000.00
POS System w/ monitors and printers	\$5,000.00	\$5,000.00
Small wares	\$3,100.00	\$3,100.00
Furniture and Millwork	\$0.00	\$6,500.00
Architectural Drawings	\$8,000.00	\$12,000.00
Sub Total	\$128,600.00	\$238,600.00
Initial Operating Costs		
Training	\$8,000.00	\$10,000.00
Opening Inventory	\$6,000.00	\$6,000.00
Opening Advertising & Print Materials	\$6,000.00	\$7,000.00
Lease Deposit	\$6,000.00	\$10,000.00
Operating Capital	\$10,000.00	\$10,000.00
Sub Total	\$36,000.00	\$43,000.00
Grand Total	\$243,540.00	\$365,820.00

These figures are only estimates and may vary depending on the region you are in.



steps to owning a Fresh

1. Complete the [Franchise Interest Form](#).
2. We will email you with more information on our special brand and arrange a telephone conversation.
3. If the call is successful we will email you our FDD, and Nondisclosure Deposit Agreement.
4. You will need to sign and date the FDD confirming you have received. (All US Franchisors must provide prospective franchisees a FDD)
5. Secondary phone conversations
6. You can then sign and date the Nondisclosure Deposit Agreement and submit a \$5,000 refundable deposit
7. The Site Selection process now begins.
8. We meet each other for a face - to - face meeting in your market. We will also tour potential locations at this time.

