



**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.







[freshrestaurants.com](http://freshrestaurants.com)





# FRESH menu

## wraps

half / full

### Chicken Caesar

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

### Kale Vegetarian

beet, 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



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

## 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 sm2.49/reg2.99

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

### Lemonade sm2.99/reg3.49

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 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

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

**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

Add Chicken, Turkey, Egg or UnChicken for a hearty meal! +\$2

**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!

**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

**Only \$4.99 each**

**Artisan Toasts**

**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 **med 5.29 lg 8.25**

**NEW! reFRESH.**  
A Fresh Juice Program

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

**sweet green** (apple, cucumber, lemon, spinach, romaine)  
**spicy lemonade** (lemon, cayenne, agave)  
**beet me to it** (beetroot, carrot, celery, lemon, ginger)  
**mean green** (cucumber, celery, spinach, kale, lemon)  
**chia later** (chia seeds, almond, 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 Smoothie**  
almond milk, kale, banana, dates, cinnamon **sm 5.79 reg 6.79**

**All Mighty Kale Bowl**  
almond milk blended with kale, banana, mango, agave, chia seeds, topped with granola, fresh blueberries, almonds & coconut flakes **6.79**

**Cold Brew**  
smoothie

**Yum!**  
made with house-made cashew milk

**Cold Brew Smoothie**  
cold brew coffee, cashew milk, cacao powder, vanilla extract, agave **sm 4.79 reg 5.79**

**creamy • antioxidants • energy boost**

**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

**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

**Greena Colada**  
coconut milk, mango, pineapple, spinach, agave, lime

**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**





## marketing

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

### In-Store Marketing

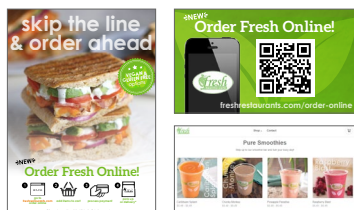
- Educational posters
- Window/door posters
- Flyers
- Coupons
- Takeout menus
- Seasonal Feature
- Catering program

### 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



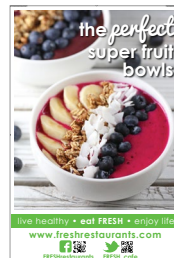
coupons and mail drops



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



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
<b>Sales Registers</b>	1	2	1	1	1	1
<b>Line Staff</b>	6	1	3	4	2	3
<b>Supervisor</b>	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
<b>GROSS REVENUE</b>			
<b>COST OF SALES:</b>			
Food costs @ 32% of revenue	\$ -	\$ -	\$ -
Packaging Materials @ 2%	-	-	-
Labor @ 22% of revenue	-	-	-
Royalty @ 6% of revenue	-	-	-
Advertising @ 3% of revenue	-	-	-
<b>TOTAL COST OF SALES</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>GROSS PROFIT:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>OPERATING EXPENSES:</b>			
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
<b>TOTAL OPERATING EXPENSES</b>	<b>\$ 87,000.00</b>	<b>\$ 87,000.00</b>	<b>\$ 87,000.00</b>
<b>NET INCOME</b>	<b>\$ (87,000.00)</b>	<b>\$ (87,000.00)</b>	<b>\$ (87,000.00)</b>
<b>RETAINED EARNINGS, beginning of period</b>	<b>-</b>	<b>(87,000.00)</b>	<b>(174,000.00)</b>
<b>RETAINED EARNINGS, end of period</b>	<b>\$ (87,000.00)</b>	<b>\$ (174,000.00)</b>	<b>\$ (261,000.00)</b>

### 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
<b>Set-Up Costs</b>		
<b>Equipment</b>		
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		
<b>Equipment Total</b>	<b>\$48,940.00</b>	<b>\$54,220.00</b>
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
<b>Sub Total</b>	<b>\$128,600.00</b>	<b>\$238,600.00</b>
<b>Initial Operating Costs</b>		
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
<b>Sub Total</b>	<b>\$36,000.00</b>	<b>\$43,000.00</b>
<b>Grand Total</b>	<b>\$243,540.00</b>	<b>\$365,820.00</b>

*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.

