



Fresh Restaurants



Jeff Parker
President / Founder

a message from the President of **Fresh Restaurants**

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 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 footprint and them knowingly selling toxic food and drinks with marketing gimmicks. Offering natural, healthy food and drinks all served in 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 are offering.

After several years operating Juice Bar in Vancouver and Toronto with partners, Jeff decided to take his business experience and build an all star team and FRESH was born. Steady expansion has been by franchising to people that shared his passion for owning a successful business, healthy lifestyle and the environment.





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 has unmatched flavor s and health benefits. Always made fresh to order right in front of your eyes. We only use natural ingredients of the highest quality.

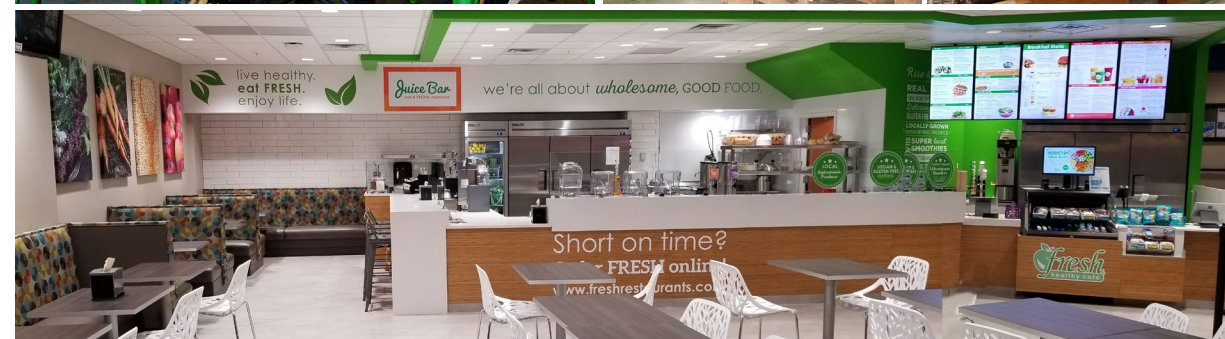
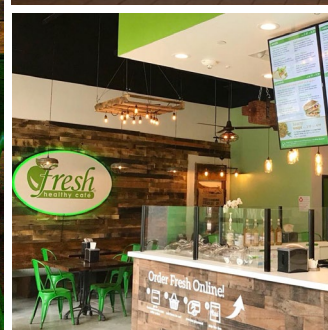
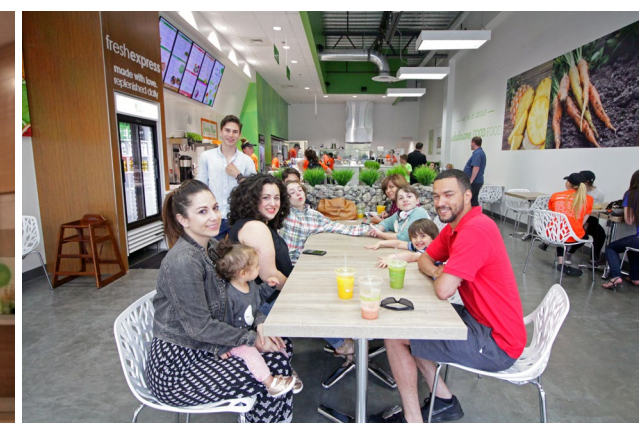
Proven System

Full Support including site selection, lease negotiations, full store set up, training as existing FRESH and on site training, incredible dedicated support to ensure your FRESH is running at 100% and successful. Our support is second to none:

- steady revenue morning till night - a perfect blend of food and drinks for full meals and snacks
- superb site selection
- financing assistance
- store design and build-out
- full training - absolutely no experience necessary
- dedicated on-going operational and marketing support
- contract pricing through our national food supplier

Aside from our impeccable site selection, openings and support program, our restaurants are high energy and fun with people feeling good about themselves. It's a very contagious atmosphere to be around.





freshrestaurants.com



fresh menu

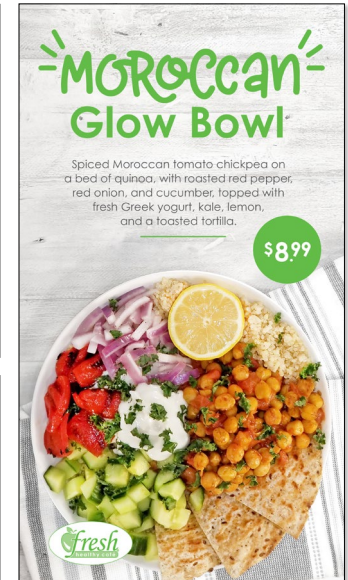
click on a category
to view our menu



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.



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marketing

Fresh marketing strategies include and 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

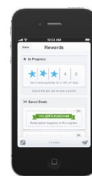
- B2B Partnerships
- Advertising in local publications
- Signage/billboard ads
- Local news stations



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

environmental 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.



**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!



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.

resources and support

Our support team provides continuous guidance and assistance. Our state-of-the-art partners web-site offers each owner and operator with easy to follow resources and tools including operating, marketing and vendor relations.



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	3	6	1	4	2	3
Supervisor	1		1		1	



steps to owning a Fresh

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