

The logo is contained within a white oval with a thin green border. The background of the entire slide is a vibrant green with abstract, overlapping leaf-like shapes in various shades of green.

Soulful *Delish*  
HEALTHY CAFÉ

**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 Soulful Delish, 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.

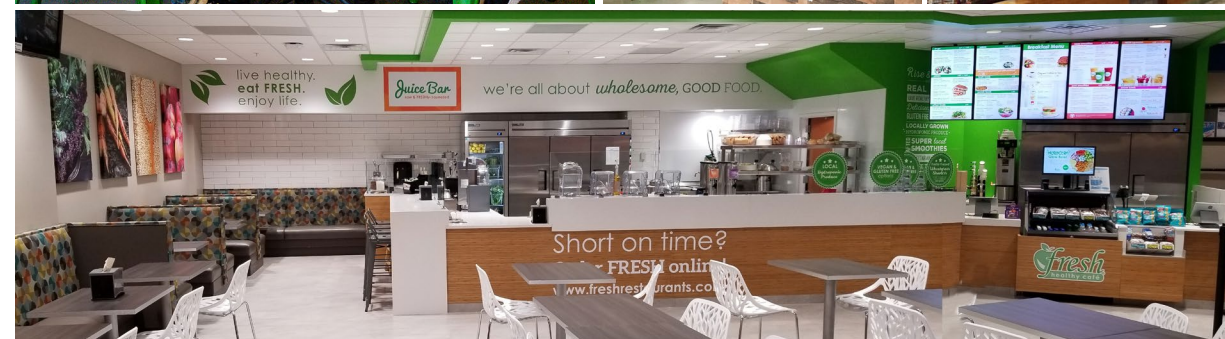
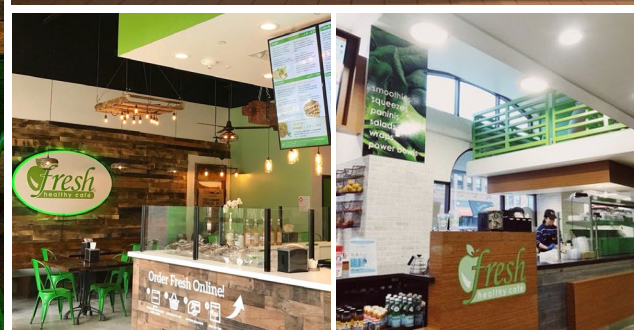
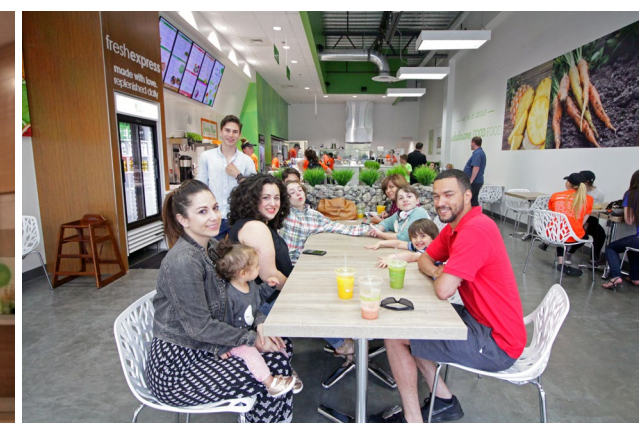
### Proven System

Full Support including site selection, lease negotiations, full store set up, training at existing store and on site training, incredible dedicated support to ensure your Soulful Delish 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](http://freshrestaurants.com)

**Souful Delish**  
HEALTHY CAFÉ



# fresh menu

## PURE smoothies

sm 5.50 | reg 6.50

**Raspberry Blast** pomegranate-blueberry juice, blueberries, raspberries, agave 205 | 330 cal

**Mango Mania** coconut water, mango, banana, agave 200 | 301 cal

**Pineapple Paradise** coconut milk, pineapple juice, pineapple, strawberries 198 | 263 cal

**Coffee Lover** organic brewed coffee, almond milk, banana, cocoa powder, sugar free vanilla, agave 204 | 281 cal

**Chunky Monkey** almond milk, Greek yogurt, cocoa powder, banana, sugar free vanilla, PB2, agave 272 | 395 cal

**Strawberry Banana Supreme** apple juice, agave, strawberries, banana 240 | 343 cal

**Tropical Peach** coconut water, peaches, mango, pineapple, agave 175 | 251 cal

**Caribbean Splash** coconut water, mango, strawberries, agave 255 | 350 cal

## fortifiers +1 ea

take your smoothie to the next level!

Whey Protein  
Hemp Hearts  
Chia Seeds  
Greek Yogurt  
Fresh Kale  
Fresh Spinach

Plant Protein  
Rolled Oats  
Flaxseed

## SUPER smoothies

sm 6.50 | reg 7.50

**Kale Pineapple** pineapple juice, kale, pineapple, mangos, bananas 229 | 310 cal

**Pitaya Passion** almond milk, pitaya, pineapple, agave 190 | 278 cal

**Acai Mega Berry** pomegranate-blueberry juice, acai, blueberries, strawberries, raspberries 325 | 479 cal

**Avocado Dream** almond milk, coconut milk, mango, bananas, avocados, agave 345 | 550 cal

**Green Machine** coconut water, spinach, pineapple, mango, peach 117 | 163 cal

**Protein Power** almond milk, Greek yogurt, strawberries, bananas, sugar free vanilla, choice of protein 230 | 368 cal



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

## SIGNATURE wraps

half 6  
full 9



**Mediterranean** 338 | 675 cal

chicken breast, spinach, feta, cucumber, tomato, onion, olives, citrus vinaigrette

**Chicken Caesar BLT** 397 | 794 cal

chicken breast, turkey bacon, romaine lettuce, parmesan, tomato, caesar dressing

**Mission Burrito** 367 | 733 cal

(Ph) Beyond Beef® or chicken, cheddar, romaine lettuce, black beans, quinoa, corn, avocado, greek yogurt, salsa + jalapeno

**Super Veg** 394 | 787 cal

beet, kale, hummus, cucumbers, tomato, red pepper, balsamic vinaigrette

**Turkey Bacon Avocado** 316 | 631 cal

turkey breast, turkey bacon, romaine lettuce, cheddar, avocado, tomato, red onions, life ranch

## GRILLED paninis

half 6  
full 9



**Veggie Portobello** 238 | 475 cal

portobello mushrooms, spinach, mozzarella, red pepper, balsamic glaze

**BBQ Chicken** 277 | 554 cal

BBQ chicken, mozza, red onion, spinach, tomato

**Spicy Chicken** 176 | 352 cal

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

**Turkey Bacon Avocado** 247 | 494 cal

turkey breast, turkey bacon, cheddar, avocado, tomato, red onion, life ranch dressing

**Turkey Pesto** 260 | 519 cal

turkey breast, mozzarella, tomato, pesto, and balsamic vinaigrette

## FRESH BEYOND burger

9

(Ph) Beyond Beef®, romaine lettuce, tomato, red onion, dill pickle with Fresh house sauce. | 327 cal  
cheddar cheese +1  
gluten free bun +1



MAKE IT A meal



only \$2

add a side and drink to any food item:  
salad, soup or chips & organic iced-tea



make any wrap gluten-free



sub any protein for plant-based



# fresh menu

## FRESH

### squeezes

snack 5.50 | small 6.50  
regular 7.50



**Cold Terminator** 159 | 216 | 328 cal  
oranges, carrots, ginger

**Beet Punch** 168 | 217 | 333 cal  
beets, ginger, lemon, apples, carrots

**Fountain of Youth** 135 | 180 | 270 cal  
apples & blueberries or strawberries

**Green Lemonade** 120 | 163 | 249 cal  
apples, spinach, cucumbers, lemon

**Wheatgrass shot** | 1oz 3 2oz 6  
10 | 20 cal

**Ginger Shot** | 2oz 6 49 cal  
ginger, lemon & cayenne pepper

**Create your own squeeze**  
starting at 97 cal  
oranges • carrots • apples  
celery • cucumbers • lemon  
spinach • beets • kale

## ORGANIC

### iced teas

**Fresh Brewed** | sm 2.50 reg 3 50 | 75 cal  
organic green or black tea sweetened with agave

**Infused** | sm 3 reg 3.50  
fresh lemon 54 | 83 cal passion fruit 170 | 255 cal  
natural mint 80 | 135 cal

## POWER

### bowls

regular 8

**Acai Bowl** 543 cal  
organic acai blended with pomegranate- blueberry  
juice, strawberries & banana, topped with granola,  
fresh blueberries, bananas & coconut flakes

**Pitaya Bowl** 380 cal  
organic pitaya blended with almond milk, pineapple,  
banana, mango & agave, topped with granola, fresh  
blueberries, bananas & coconut flakes

**PB2 Bowl** 490 cal  
PB2 peanut butter blended with coconut milk,  
banana & strawberries, topped with granola, fresh  
blueberries, bananas, honey & coconut flakes

**Greek Yogurt Bowl** 432 cal  
Greek yogurt topped with granola, honey,  
blueberries, banana and coconut flakes.



We believe healthy living includes caring for our planet.  
That's why we use biodegradable packaging.

## BUILD YOUR OWN

### protein OR salad bowl

starting at 184 cal



regular 9

1. choose your base:

grains: quinoa or fresh greens:  
spring mix • spinach  
kale • romaine

2. pick 5 toppings (+0.75 ea additional):

veggies: spinach • kale • spring mix • romaine • red cabbage •  
tomato • red onion • green pepper • cucumber • chickpeas •  
edamame • black beans • roasted red pepper • jalapenos •  
beets • broccoli • olives • corn

cheese: cheddar • mozzarella • feta • parmesan

nuts & seeds: hemp hearts • pumpkin • almonds • sesame seeds

3. premium add-ons:

turkey bacon +2	hummus +2
(Pb) Gardein Chick'n +3	chicken breast +3
(Pb) Beyond Beef® +3	turkey breast +3
	avocado +1
	portobello +2

4. dress it up:

citrus or balsamic vinaigrette • Greek yogurt • salsa • life ranch • caesar

## SIGNATURE bowls

full 12

**Veg Buddha** quinoa, hummus, spinach, avocado,  
tomato, cucumber, feta, balsamic glaze 575 cal

**Fiesta** quinoa, chicken breast, or (Pb) Beyond Beef®,  
romaine, cheddar, black beans, corn, avocado,  
salsa, greek yogurt chicken 491 cal | Beyond Beef 442 cal

**Beach Salad** chicken breast, romaine lettuce, spring  
mix, feta, hemp hearts, blueberries, avocado, citrus  
vinaigrette 504 cal

**Teriyaki Bowl** quinoa, grilled chicken, portobello  
mushroom, edamame, broccoli, corn, carrots, red  
cabbage, cucumber, tomato, sesame seeds, teriyaki  
sauce 484 cal

## soups

**Soup of the Day** | reg 4 large 5

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



Substitute any protein for a plant based protein,  
(Pb) BEYOND MEAT beef or (gardein) chick'n



## 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 **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**.

**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**  
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**

**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

**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

Available for a limited time only.

**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**

Soups and salads are served without dressing. Dressing can be added with any other order.





## marketing

Soulful Delish marketing strategies include and not limited to the following efforts:

### In-Store Marketing

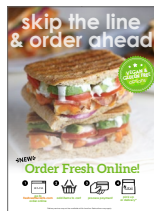
- Educational posters
- Window/door posters
- Flyers
- Coupons
- Takeout menus
- Seasonal Feature
- Catering program

### Online Marketing

- 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



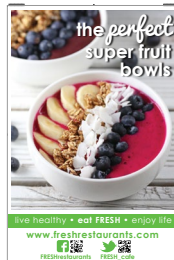
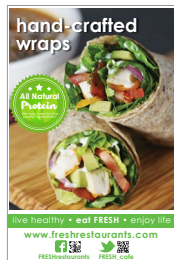
mobile loyalty and rewards



coupons and mail drops



banners and barricades



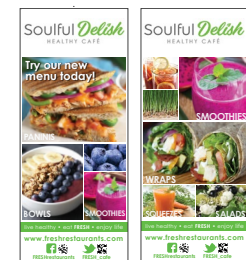
instore marketing



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

Soulful Delish 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 Soulful Delish

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.