



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.

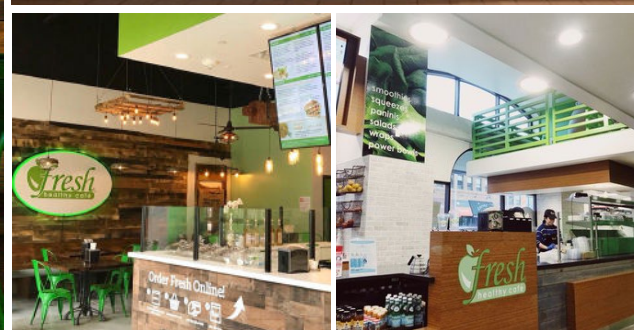
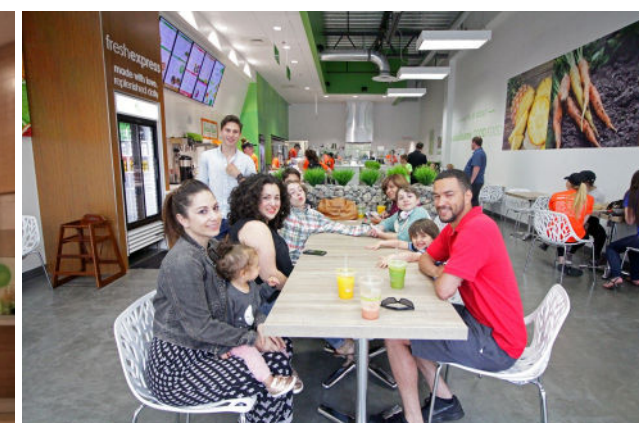
Proven System

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

PURE smoothies

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

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

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

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

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

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

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

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



SUPER smoothies

Kale Pineapple 229 | 310 cal
pineapple juice, kale, pineapple, mango, banana

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

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

Avocado Dream 345 | 550 cal
almond milk, coconut milk, mango, banana, avocado, agave

Green Machine 117 | 143 cal
coconut water, spinach, pineapple, mango, peach

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

FORTIFIERS +1 each
take your smoothie to the next level

- Whey Protein • Plant Protein • Hemp Hearts
- Rolled Oats • Chia Seeds • Flaxseed • Greek Yogurt
- Fresh Kale • Fresh Spinach




SIGNATURE wraps

Mediterranean 675 cal
chicken breast, spinach, feta, cucumber, tomato, onion, olives, citrus vinaigrette

Chicken Caesar BLT 794 cal
chicken breast, turkey bacon, romaine lettuce, parmesan, tomato, caesar dressing

Mission Burrito 733 cal

 Beyond Beef® or chicken, cheddar, romaine lettuce, black beans, quinoa, corn, avocado, Greek yogurt, salsa, jalapeno

Super Veg 787 cal

beef, kale, hummus, cucumber, tomato, red pepper, balsamic vinaigrette

Turkey Bacon Avocado 631 cal

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

GRILLED paninis



Veggie Portobello 475 cal
portobello mushrooms, mozzarella, spinach, red pepper, balsamic glaze

BBQ Chicken 554 cal
BBQ chicken, mozzarella, red onion, spinach, tomato

Spicy Chicken 352 cal

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


Turkey Pesto 519 cal

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

Turkey Bacon Avocado 494 cal

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

 sub any protein for plant-based wraps grilled upon request

 make any sandwich gluten-free


fresh menu

SIGNATURE *bowls*

Veg Buddha Gardein™ Chick'n, quinoa, spinach, avocado, tomato, cucumber, feta, balsamic glaze 575 cal

Beach chicken breast, spring mix, feta, blueberries, avocado, hemp hearts, citrus vinaigrette 504 cal

Teriyaki grilled chicken, quinoa, portobello mushroom, edamame, green pepper, cucumber, tomato, corn, sesame seeds, teriyaki sauce 484 cal

Fiesta chicken breast, or  Beyond Beef®, quinoa, romaine lettuce, cheddar, black bean, corn, avocado, salsa, Greek yogurt chicken 491 cal | Beyond Beef 442 cal

Mediterranean turkey breast, salad mix, spinach, feta, cucumber, tomato, onion, olives, homemade citrus vinaigrette 497 cal

Substitute quinoa for salad mix, or vice versa!



MAKE IT A *meal*

add a side & drink to any food item:

salad or chips & organic iced-tea

only
\$2.99



FRESH *soup* OF THE DAY



Substitute any protein for a plant based protein,

 BEYOND MEAT beef or  chick'n

FRESH *squeezes*

Cold Terminator 159 | 216 | 328 cal orange, carrot, ginger

Beet Punch 168 | 217 | 333 cal beef, ginger, lemon, apple, carrot

Fountain of Youth 135 | 180 | 270 cal apple, blueberries or strawberries

Green Lemonade 120 | 163 | 249 cal apple, spinach, cucumber, lemon

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



Create your own squeeze

starting at 97 cal
orange • carrot • apple • celery • cucumber • kale • lemon • spinach • beet

Wheatgrass shot 10 | 20 cal
1oz 2oz

ORGANIC

iced teas

Fresh Brewed | 50 | 75 cal

organic green or black tea sweetened with agave

Infused | fresh lemon 54 | 83 cal passion fruit 170 | 255 cal natural mint 80 | 135 cal

POWER *bowls*

Acai Bowl 543 cal organic acai blended with strawberries, banana. Topped with granola, fresh blueberries, banana, coconut flakes.

PB2 Bowl 490 cal PB2 peanut butter blended with coconut milk, banana, strawberries. Topped with granola, fresh blueberries, banana, honey, coconut flakes.

Pitaya Bowl 380 cal organic pitaya blended with almond milk, pineapple, banana, mango, agave. Topped with granola, fresh blueberries, banana, coconut flakes.



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

fresh menu

HAND CRAFTED all day breakfast



egg & muffin breakfast sandwich | 6.49
English muffin, eggs, tomato & avocado 270cal



breakfast panini or wrap | 9.99
turkey bacon, scrambled egg, cheddar cheese, spinach, tomato
panini 241 cal wrap 354 cal



avocado artisan toast | 6.49
spring mix, avocado, tomato 117 cal



tex bowl | 6.99
scrambled egg with turkey bacon, black beans, spinach, salsa 205 cal



coffee boost smoothie
sm 7.99 | reg 8.99

organic brewed coffee, rolled oats, cacao, banana, almond milk, vanilla, agave
279 | 389 cal

organic teas

16oz 2.99
ask about our selection



cali bowl | 6.99
scrambled egg on quinoa, spinach. Topped with tomato, avocado, Greek yogurt 223 cal

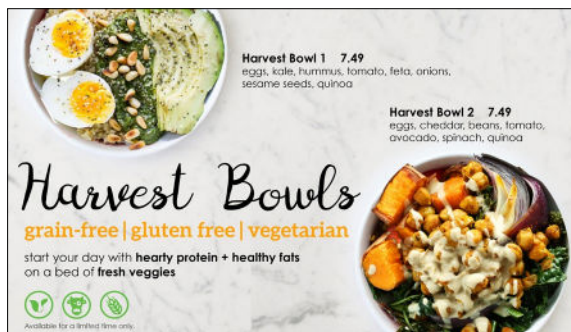
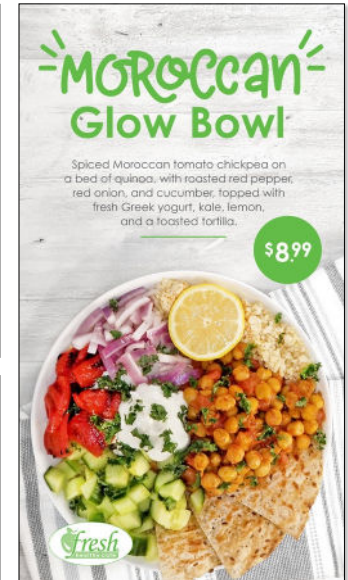


yogurt parfait | 5.99
Greek yogurt topped with fresh fruit, granola 130cal

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

In-Store Marketing

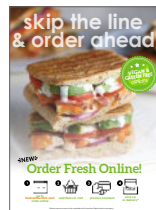
- Educational posters
- Window/door posters
- Flyers
- Coupons
- Takeout menus
- Seasonal Feature
- Catering program

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



store coupons



direct mailers



banners and barricades



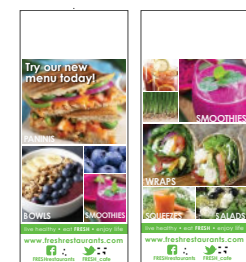
instore marketing



external marketing



reFRESH Juice program marketing



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 North American 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.