



Franchising  
*With Character*™



Built on a passion for  
**TASTY, HEALTHY,  
HIGH QUALITY FOOD**

We are  
**Genuinely  
Offbeat Deli-lovers**

We've been slingin' sandwiches, spoonin' soups and servin' salads since 1973; we know what's up when it comes to downing delicious delicacies for proven profitability.

From service to product, in-store experience to social media, our brand is the personification of our collective Character. The experience is how we share our Character with every customer.

# FACTS & HIGHLIGHTS

Website: EriksDeliCafe.com  
Category: Quick Service Restaurant  
Established: 1973  
Units open: 27

## Highlights

- Full-blown family affair, from menus to management
- Dining room, catering, take out and delivery
- Systemized operations for replicable performance
- A culture that empowers employees and prioritizes the guest experience
- Focus on community engagement
- Award-winning, brand recognition
- Corporate marketing on behalf of franchisees
- Team member loyalty elevates to ownership



# INDUSTRY REFERENCE

## Consumer Spending in the Segment



U.S. Spending (2018)  
**\$299.60**

Experience/Model Refinement  
**46 Years**

Surveys conducted by Statista, show that 20 percent of U.S. consumers visit quick service restaurants at least once per week, with six percent visiting daily.





# THE MENU

Sandwiches with Character  
Soups  
Salads



*"Erik's doesn't take short cuts when it comes to quality. Customers appreciate that commitment, and I appreciate being part of a system with high product integrity."  
-Arpit Thakrar, Franchisee, San Jose and Campbell*

# THE CAFÉ & ERIK'S COMMITMENT



Our loyal customers love our quirky menu of sandwiches, soups, salads and baked goods, and our commitment to **consistency, quality, service and integrity.**

“Not like the rest” ... a uniquely decorated, family established delicatessen with a comfortable, café style atmosphere.

Erik's *Customer Bill of Rights* hangs in each location as a reminder that our core values are what keeps our customers coming back.

# MARKETING

## NETWORK MARKETING

### Collaborative Partnership:

Corporate + Expert Source + Local Franchisee

- Corporate leads primary efforts
  - Grand opening campaign and countdown calendar
  - Catering sales coordinator
  - Website, social media, Eblasts, PR, digital messaging
  - Weekly newsletters
  - All creative and production of collateral



## True Evergreen

### STRATEGY

Always-on, always-active campaign to market our menu, locations, and offering all day, every day.

# SITE SELECTION & BUILD OUT

Finding the **best location for you** is a top priority and we're here to help!



## SITE SELECTION

- Broker partners to locate site options
- Evaluation based on proven criteria
- Collective review of LOI and specs for alignment with budgets
- Lease negotiation guidance

## SPECIFICATIONS

- 1200-1800 square feet
- High traffic, retail and office plazas
- In line strip centers
- Suburban and urban setting
- Ample, well-lit parking
- Visibility and access from main road



# TRAINING & SUPPORT

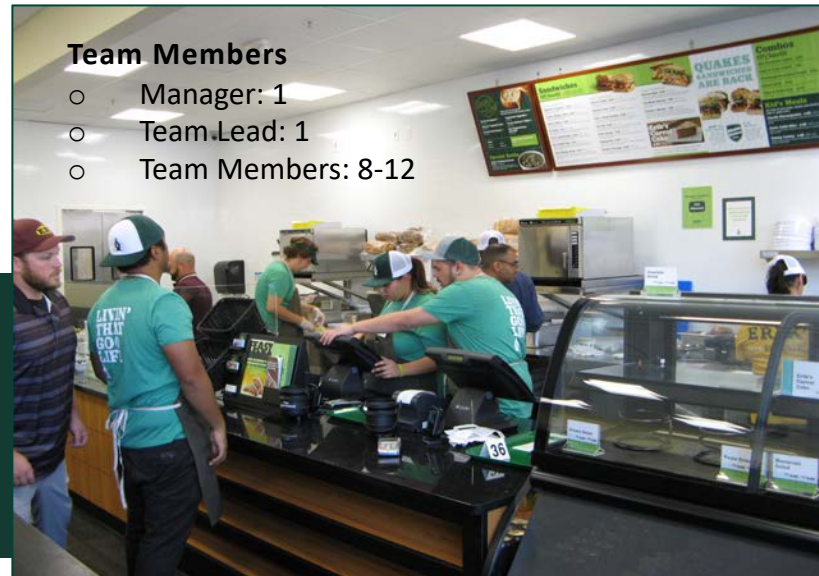


## TRAINING & SETUP

- Two-week training
  - Erik's history and core values
  - FOH and BOH operations
  - Food prep and station management
  - Personnel, staff training and scheduling
  - Guest feedback protocols
  - Ordering and inventory management
  - Compliance and administration
- Location set up and team training

### Team Members

- Manager: 1
- Team Lead: 1
- Team Members: 8-12



We are successful when our franchisees are successful.

# 2018 PERFORMANCE DATA



## SHOPPING CENTER LOCATIONS

	NUMBER OF LOCATIONS	* AVERAGE REVENUE
Company-owned	2	\$874,293
Franchisee-owned	22	\$677,869

January 1<sup>st</sup> – December 31<sup>st</sup>, 2018; as represented in FDD Item 19 (Financial Performance Representation).

“Revenue” includes all sales made after voided transactions, promotional discounts, sales taxes and surcharges have been deducted. This number is revenue before payment of any expenses, including but not limited to royalties, advertising fund, inventory costs, rent, wages, utilities and insurance.

# THE INVESTMENT

MINIMUM LIQUID CAPITAL	\$100,000
MINIMUM NET WORTH	\$500,000
FRANCHISE FEE	\$35,000
INITIAL INVESTMENT	\$303,500-521,600
MULTI-UNIT AGREEMENTS	AVAILABLE
ROYALTY	5% OF GROSS SALES
NETWORK MARKETING FUND	2.5% OF GROSS SALES

Available in select California markets.



# IS ERIK'S DELICAFE RIGHT FOR YOU?

## IDEAL CANDIDATE

- Willing to work hard
- Loves people and great food
- Prioritizes customer service with a smile
- Can train, manage and motivate a team
- Able to multi-task and handle stress
- Enthusiastic and likeable personality
- Values community relationships
- Experience preferred but not required
- Excellent references



## ERIK'S DISCOVERY PROCESS



# THANK YOU!

We credit Erik's success to our ongoing commitment to our local communities and to our family of franchisees. Join us and we'll show you why Erik's DeliCafé is the place to be for lovers of lovely food and making a difference in our communities.

For more information and to get started with Erik's DeliCafé' franchise, please contact:

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