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A brand created 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.

ERIK'S HISTORY

Erik's History

In 1973, Erik Johnson, for an initial cash outlay of \$429.00, transformed a 600 sq.ft. delicatessen/bakery in Scotts Valley into Erik's DeliCafe.

47 years later, we have 27 locations throughout Santa Cruz County, the Bay Area, the Monterey Peninsula and one in Roseville.



FACTS & HIGHLIGHTS

Highlights

- Full-blown family affair, from menus to management
- 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

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





THE MENU



"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 T., Franchisee, San Jose and Campbell

THE CAFÉ & ERIK'S COMMITMENT





Customer Bill of Rights

- 1. Quality, healthy and fresh foods.
- Considerate, prompt, friendly and courteous service.
- 3. Relaxed and enjoyable atmosphere
- Clean and healthy environment.
- Consistent and truthful menu.
 Food priced to reflect good value.
- 7. Respectful employees who answer customer
- questions in a polite, positive manner.
- The expectation that each customer will get what they order without unknown experimentation.
 Attention to detail with a minimum of plastic
- and avoidance of negative signs. 10. Erik's concern is our customer's return.

September 17, 1973

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 Deli Café 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

Stressed about your next big event?

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

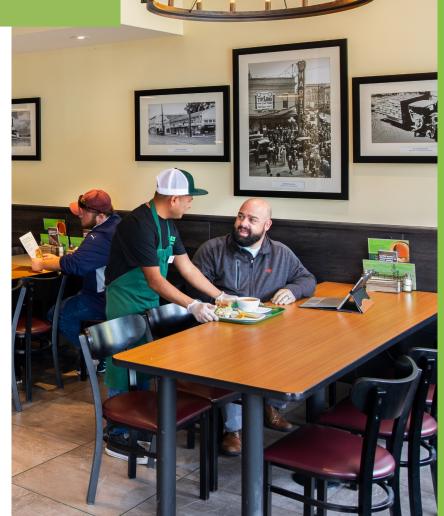
Finding the **best locations for you** is a top priority and we're here to help!

Site Selection

- Broker partners to locate site options
- Evaluation based on proven criteria
- Collective review of LOI and specs for alignment with budgets
- Lease negotiations 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 & Set-up

- 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

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

We are successful when our franchisees are successful.

THE INVESTMENT

MINIMUM LIQUID CAPITAL	\$100,000
MINIMUM NET WORTH	\$500,000
FRANCHISE FEE	\$35,000
INITIAL INVESTMENT	\$250,000-521,600
MULTI-UNIT AGREEMENTS	AVAILABLE
ROYALTY	5% OF GROSS SALES
NETWORK MARKETING FUND	2.5% OF GROSS SALES

Available in CA, WA, CO, NV, AZ, OR, ID, and UT.

IS ERIK'S DELICAFÉ 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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