



**Franchising**  
*With Character*™



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.



1983 World's Largest Pot Belly Sandwich

# 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](http://EriksDeliCafe.com)  
Category: Quick Service Restaurant  
Established: 1973  
Units open: 27





# THE MENU

## Soup's On!®



## Sandwiches *With Character*®



## Groovy Greens



“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



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.

## Customer Bill of Rights

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



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



**ERIK'S SOUPS**  
are SOOO good...

*Soup's On!*

...they'd throw you one incredible party if they could. Instead, they'll settle for being piping hot, healthy, and full of tasty flavors.



Next time  
**ORDER ONLINE**  
and have a fresh  
**FARMER'S MARKET**  
waiting for you.

Order.EriksDeliCafe.com



*Cali Clasico*  
is SOOO good...

LET'S GO QUAKES!

... it would make score the winning being delicious

Order ahead  
**ORDER.ERIKS**



**BROWN BAG LUNCH**  
EASY & SATISFYING

SO MANY OPTIONS



**Stressed about your next big event?**  
**Lean on Erik's Catering**  
**& let the goo' times roll!**

We've got everyone covered — from the pickiest eaters to the easy to please. We're seasoned pros at upgrading your next event from blah-some to awesome. Gluten-free or vegetarian — we've got a little something for everyone.

Visit [catering.eriksdeliCafe.com](http://catering.eriksdeliCafe.com) to place your order online or talk to a team member for more information.

The GRAND GET-TOGETHER package

- 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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