



MIA fresco  
healthy fresh

**Creating  
Opportunities**

# Welcome to

MIA fresco  
healthy fresh

Mia Fresco was built on a simple premise, let customers craft their own food using an abundance of fresh ingredients. With the founder being tired of being held hostage to dissatisfying combos he decided to take his idea and make it a reality which was to allow people to make a salad, wrap, soup or rice box any way they wanted.





## THE ATMOSPHERE

Bright interior colours that really reinforce what we're all about, fresh food.

## THE MENU

Customizable to taste, you pick your ingredients and we'll toss it for you to ensure all the flavours come together. We can finish your salad crafting experience by chopping it for you using our mezzaluna knife. You tell us when to stop the chop.

Our menu focuses on salads, wraps, soups, rice boxes and flatbreads.  
Made with the ingredients you want to taste the way you want.

## SERVICE

This is the service industry, so serving customers fast and with a smile is the mainstay of our business. Quality food is only half of the battle and is complemented by great service at Mia Fresco

## THE CONCEPT

Mia Fresco is an open kitchen made to order lunch concept ranging from 30 seats to 60 seats. All restaurants are furnished with vibrant colours that reflect the foods that we serve.



# THE COST

## GETTING STARTED

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	Low	High
Initial Franchise Fee:	\$25,000	\$25,000
Training Fee:	\$5,000	\$5,000
Leasehold Improvements:	\$90,000	\$110,000
Equipment:	\$58,000	\$68,000
Working Capital:	\$15,000	\$25,000
	<u>\$188,000</u>	<u>\$223,000</u>

\*Cost of construction is site specific and may vary depending on each locations circumstances.

\*Development costs do not include: Opening Inventory, Architectural Design, Mechanicals and may vary depending on each location's circumstances.

## FINANCING

It is important to be well capitalized when getting into any business. Having proper working capital will help you get through a start up period that most businesses experience when opening their doors.

Candidates are required to have 40% unencumbered cash.

Financing from financial institutions is available through government supported small business loans or we can facilitate financing for qualified candidates.

# Ready to open your OWN Mia Fresco? Here is how you do it!

## PROCESS

- 1- Investigate:** Visit a Mia Fresco and enjoy our products! Conduct your due diligence by gathering information from our web site [www.miafresco.com](http://www.miafresco.com) and by speaking to one of our operators.
- 2- Apply:** Submit a completed franchise application. The submission of your Franchise Application is confidential and carries no obligations. This will allow us to make an initial assessment of your financial status and personal preferences.
- 3- Receive Preliminary Approval:** Upon the preliminary approval of your Franchise Application, we will contact you to discuss a franchise opportunity and to address your questions.
- 4- Disclosure Document:** We will provide you with a copy of the Mia Fresco Franchise Disclosure Document. This document contains background information regarding the franchisor, as well as copies of the Franchise Agreement and other relevant franchise documentation. You should obtain independent legal advice from your lawyer. After a period of 14 days and after receiving the Disclosure Document you are in a position to proceed with an Offer to Franchise.
- 5- Offer to Franchise:** Mia Fresco will prepare an offer to Franchise for you for a Mia Fresco franchise. The offer to Franchise is conditional upon franchisee approval; bank financing and securing a lease for the premises. A refundable deposit in the amount of \$5,000 is submitted with the Offer to Franchise.
- 6- Bank Financing:** Mia Fresco will review, in detail, the process involved in applying for bank financing and will assist you in preparing to meet with a bank.
- 7- Franchise Agreement:** Once bank financing is approved and all other conditions are removed, the Offer to Franchise is firm; the deposit is non-refundable; and the Franchise Agreement and all relevant franchise documents are signed. Additional funds are paid at the time of signing the Franchise Agreement; at the time of starting construction; and prior to the opening of the business.
- 8- Training:** Based on the anticipated opening date of the Mia Fresco, a three week training program will be scheduled.
- 9- Store Construction and Fixturing Store Opening:** Mia Fresco will provide an approved floor plan and layout. The Franchisee will hire a general contractor to build the location to the proper specifications.
- 10- Store Opening:** Congratulations! Upon the successful completion of training and the construction of your location, your Mia Fresco is ready for operation.

“READY  
TO GET  
STARTED”

# QUESTIONS AND ANSWERS

## **1- What is the cost of opening a Mia Fresco?**

The cost of opening a Mia Fresco location can vary depending on the type of location and the size. Typically it can range from \$180,000 - \$223,000 (this excludes security deposits, working capital and taxes.) Naturally, a large portion of the cost may be financed, though we recommend a minimum cash investment of at least 40%. The “turnkey” cost includes Franchise Fee, training, store design, equipment, leasehold improvements, small-wares, construction and a start up inventory of uniforms.

## **2- Will Mia Fresco select the location and build the restaurant for me?**

Mia Fresco is actively seeking prime locations. In certain instances, you may choose to open a restaurant in a location selected by yourself, though the location must be evaluated and approved by Mia Fresco. Construction of the restaurant will also be conducted or supervised by Mia Fresco.

## **3- I have little experience negotiating leases; will Mia Fresco offer assistance in this area?**

Yes. Mia Fresco will fully negotiate or aid in lease negotiations for Franchisees.

## **4- What hours will the store be open?**

In a typical location, the store would be open 7 days a week from 11:00 a.m. to 9:00 p.m. The hours of operation may change in site-specific circumstances.

## **5- Is the Franchisee required to buy supplies and ingredients directly from Mia Fresco?**

Quality specifications and recommended sources of equipment and supplies are provided to each Franchisee. The Franchisee purchases specified supplies through a designated food distributor.

## **6- Must a Franchisee have a prior experience in food retailing?**

No, though fast food experience is helpful, Mia Fresco will provide comprehensive training and operating assistance. The desire and effort of the Franchisee is more important than cooking or retailing experience.

## **7- Can a Mia Fresco Franchisee own more than one Mia Fresco Franchise?**

Yes. A Franchisee who has demonstrated success in organizing and operating a profitable Mia Fresco store may be eligible for new franchise opportunities.

## **8- What training and store opening assistance are provided to Franchisees?**

Mia Fresco will provide an extensive training program covering all aspects of store operations including food preparation, operating policies, equipment maintenance, selling and merchandising, management and financial control, etc. This program is three weeks in duration and is held at one of our designated training stores.

## **9- What is the Royalty Fee?**

The Royalty Fee is 6% sales paid weekly.

## **10- What is the Advertising Fee and Training Fee?**

The Advertising Fee is 3% of sales paid weekly

## **11- What is the Initial Franchise Fee?**

The Initial Franchise Fee is \$25,000 and training fee is \$5,000 + applicable taxes payable upon execution of the Franchise Agreement.

## **12- What level of income can a Franchise expect to earn?**

There are many factors involved in determining the level of revenues and expenses of an individual store. The Franchisee's skills, location, overhead costs, etc., will all have an influence. Accordingly, Mia Fresco does not guarantee that any store will achieve any specific level of sales, profit or cash flow.



# LET'S GO INTERNATIONAL

## BECOMING A MASTER FRANCHISEE:

This grants you the rights to develop the Mia Fresco Brand in your market and use all the trademarks and intellectual property to develop your market.

## PROCESS:

- 1- Application:** You are required to fill out the Master Franchisee application and forward it for evaluation and pre-qualification.
- 2- Preliminary Interview:** Once we have reviewed your application, you will be invited to an interview and a meet and greet to discuss the prospect of being awarded the rights.
- 3- Awarding the Franchise:** Once we have reviewed your application and assessed your abilities we move on to an Offer to Franchise.
- 4- Offer to Master Franchise:** We will provide you a Master Franchise Agreement with the terms of the Agreement with the terms of the Agreement for your review and a deposit of \$25,000 is required that is fully refundable.
- 5- Master Agreement:** Once the Master Agreement is accepted and signed the deposit is earned in full and will be applied to the Master Franchise Fee outlined in the Agreement.



**“THE  
PROCESS  
NOW  
BEGINS”**

### **International Requirements**

Minimum Net Worth of \$2,000,000 (Depending on the size of market) Food Service Experience is ideal but not required. Strong business acumen & understanding.

### **International Fees**

Franchise Fee: TBD (based on market size)  
Royalty: TBD (based on market size) Advertising: TBD (based on market size)

**For more information. Please contact franchising department  
Tel: 1.887.241.0241 or [info@chairmansbrands.com](mailto:info@chairmansbrands.com)**



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