

# Executive Summary

FAMILY ORIENTED RESTAURANT CONCEPT – SIGNIFICANT FRANCHISE POTENTIAL

## INDUSTRY

Restaurant

## LOCATION

Los Angeles

## ESTABLISHED / OWNED

2007

## ENTITY TYPE

Publicly Traded

## EMPLOYEES

Varies per location

## OWNER HOURS

Management / Business Development

## NON-COMPETE

As negotiated

## TRAINING

As negotiated

## LEASE / BUILDING

Retail

## LEASE TERM

Secure long-term leases

## SIZE

~ 6k square feet / location

## LICENSING

Type 41 Beer & Wine

## INVENTORY

\$2.5k / location *(included)*

## WORKING CAPITAL

To be determined  
*(not included)*

## EARNEST MONEY

\$250k

## ASKING

\$6.8 ml

## CONTACT

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## SUMMARY

This award winning innovative family oriented healthy restaurant concept is a first of its kind and has national corporate and franchise growth potential. The concept's two organic gourmet menus, one designed for parents that includes a beer and wine offering, and another designed for children, coupled with the unique entertainment and themed events that cater to children, have resulted in the concept being named as the first choice for family restaurants in Los Angeles in several categories. This opportunity's locations have been established to be the first of many corporate owned locations in what is envisioned to become a national and international network of franchisees and licensees.

## FACILITIES / ASSETS

The concept restaurants are located in prominent retail destinations. The signature spaces boast a sizeable 5k+ square foot footprint and lease for between \$12.5k - \$30k per month. The company's assets and goodwill will be included in the sale, as well as its stellar executive management team and the research and development that have been invested in order to establish this innovative brand as a national organization.

## COMPETITION

This concept remains unparalleled in its niche service category, proving somewhat of a first mover advantage in their specific competitive set.

FINANCIALS	2018 Annualized	2017	2016
Revenue	\$2.45 ml	\$2.45 ml	\$2.44 ml
COGS	\$421,489	\$387,192	\$390,515
Rent / CAM	\$309,199	\$196,358	\$277,118
Salaries	\$955,013	\$959,848	\$926,422
Cash Flow	\$264,574	\$445,507	\$363,892

## GROWTH OPPORTUNITIES

New operators may take this brand and its established infrastructure in any number of directions.

- ✓ 3 Flagship locations available in the Pacific Northwest & West Coast
- ✓ Major landlords interested in hosting prominent locations nationwide
- ✓ Landlords will subsidize new locations with cash, TI & other allowances
- ✓ Investors & Individuals expressed desire to license or franchise
- ✓ May retail branded merchandise in-store & in top tier retail outlets
- ✓ Merchandising may include children's apparel, toys, coloring books, stickers, accessories, furniture, drinkware, snack cups & frozen meals
- ✓ Seasoned management team, significant media exposure, PR, brand ambassadors & celebrity endorsements in place to leverage