

Executive Summary

HEALTH FORWARD RESTAURANT CHAIN & FRANCHISOR – VERSATILE & SCALABLE

INDUSTRY

Restaurant / Franchisor

LOCATION

Los Angeles

ESTABLISHED / OWNED

2008

EMPLOYEES

29 Part-Time

OWNER HOURS

2 Full-time; Management / Brand Development

NON-COMPETE

10 Years / Globally

TRAINING

As negotiated

LEASE / BUILDING

Varies per location

SIZE

450 – 1,200 square feet

LICENSING

1 Type 41 & 1 Type 20 Beer & Wine License

INVENTORY

\$25k (*at cost at close*)

WORKING CAPITAL

To be determined (*not included*)

EARNEST MONEY

\$100k

ASKING

\$2.5 ml (*4 locations + Franchisor*)

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SUMMARY

This health-forward natural food chain and franchise concept checks all of the boxes in terms of what foodie entrepreneurs as well as franchisor operators often look for in a fast casual/QSR opportunity. This established SoCal entity boasts a remarkably versatile menu and business model, which contributes to its explosive growth potential. This multi-faceted, proven concept has diverse locations and can adapt to 200 to 2,000 square foot food services spaces with or without hoods, retail space or beer and wine licenses. At its core, this brand is a healthy food provider with a loyal following. It resonates with diversity, social awareness, environmental consciousness and profound respect for their like-minded patrons' unique dietary preferences and budgets. They lack any form of political agenda or pretense. Their sole objective is to help provide uniquely delicious, health and planet-friendly dining options to their community.

FACILITIES / ASSETS

This small chain operates 4 highly diverse 450 to 1,200 square foot locations. All of the chain's assets are available – including its goodwill comprised of intellectual property, branding, concept and recipe development and its newly completed Franchise Disclosure Document (FDD) that allows franchise sales.

COMPETITION

There is no shortage of new health-oriented food, beverage and other lifestyle concepts in California. Part of what sets this apart is that it is not new. The first location opened over a decade ago and best operational practices have been honed, developed, revisited and revised ever since. The founder's passion and the company's mission has not waned, and the potential for competition has only fueled the desire to expand as health and environmental awareness grow. With the franchise model in place, the concept is poised to obtain the growth and achieve the positive community impact its founders envisioned.

FINANCIALS	2018	2017	2016
Revenue	\$2.7 ml	\$1.8 ml	\$1.5 ml
COGS	\$923.6k	\$669.9k	\$507.6k
Rent / CAM	\$206.4k	\$137.9k	\$110.7k
Salaries	\$628.6k	\$379.7k	\$350.4k
Cash Flow	\$575.6k	\$ 346.7k	\$ 309.1k

GROWTH OPPORTUNITIES

- ✓ Food good health forward concept embraced by like minded customers
- ✓ Franchisor with FDD in place for franchise territory or location sales
- ✓ Versatile concept that can adapt to a variety of spaces
- ✓ Delivery application friendly w/partnerships in place
- ✓ Hybrid models for every situation & location type: airport or mall kiosk, QSR or food-court option, retail only or delivery/take-out only offering, upscale dining, vending machine or branded wholesale alternatives