



a fresh opportunity



# about us

Fresh Healthy Café is a global brand with stores worldwide. Unlike many of our competitors, we target and open in only the best of the best locations. We are an innovator and the absolute leader in the booming healthy fast-casual food industry. Today's customer has an insatiable, growing appetite for nutritious, delicious food and drinks, unlike the unhealthy fare offered by other quick-service food franchises. We are perfectly positioned to meet this demand, providing our guests with an extraordinary health experience unlike any they've ever tasted.

We can confidently claim that our menu is unlike anything else offered in the industry. Whether you're looking for a refreshing mid-afternoon smoothie or a hearty meal (including wraps, paninis, soups and salads), every item on our menu is as good for the body as it is for the taste buds. All our food and beverages are made fresh to order right in front of your eyes, using only natural ingredients of the highest quality.



Our commitment to living well extends beyond the four walls of our stores. We're committed to the health of the local communities in which we live, as well as the health of our world. That's why we place

a major priority on getting involved in the community through school programs, our Healthy Kids Club, sports teams and more. It's also why we strive to use biodegradable packaging materials in all of our stores. We're very proud of this, and our customers tell us they love this aspect of our business.

At FRESH, our mission is to provide our guests with a fresh and healthy alternative to typically unhealthy fast food, while providing our owners and operators with a profitable business model and a brand they can be proud to be a part of. Whether you're a customer looking for a delicious, nutritious meal, or an entrepreneur seeking a healthy business opportunity, FRESH is the perfect fit.



# why FRESH

## Why FRESH?

In the juice and smoothie industry, FRESH Restaurants are uniquely positioned to develop franchise operations around the world. We have affordable products that appeal to people everywhere; our award-winning concept has built-in advantages for global expansion; and our expert team supports our franchisees worldwide.

FRESH systems can be modified for international and local markets, taking



into consideration culture, economy and social customs. This careful preparation and attention to detail gives FRESH an important edge over our competitors. Where other companies have tried and failed to transplant franchises in other cultures, FRESH studies and researches new markets for up to two years, and makes the appropriate adjustments to our operations to ensure strong acceptance in the market.

As a turnkey operation, a FRESH - Healthy Café is thoroughly invested with the benefits of extensive planning and testing. Careful consideration of every detail shows in:

- vibrant store design - interior and exterior
- expert selection of ideal location
- aggressive marketing program
- highly efficient operations, developed and proven successful
- comprehensive training, updated yearly
- our assistance with lease negotiations
- full spectrum of FRESH recipes
- professional support with financing
- expertise in supplier relationships



# product

The FRESH menu is proudly offered as the most nutritious and delicious quick foods available anywhere. Our juices are all freshly-squeezed for taste and optimal nutritional value. Our big-time smoothies boast a quarter pound of fruit. We use whole fruit sorbet for superior taste and low-fat nutrition. Our menu also serves the appetites



of customers who need a meal on the go. We offer wraps, soups and salads, and we're always testing new possibilities for our menu.

Smoothies are in the limelight at FRESH Restaurants. Made-to-order, allowing for customer choice of fortifiers (nutritional boosts), our smoothies blend ¼ lb. of fresh fruit, 100% juices and whole fruit sorbet in unique combinations, providing superb nutrition in a quick and delicious beverage, without preservatives. Our smoothies are made from the freshest ingredients (not from a starter base or packaged mix). Our luscious blends are ultrahealthy, satisfying the daily recommended helpings of fresh produce in a single serving.

As a supplement to our smoothies, we add a particular boost to each blend, increasing the nutritional value to help our customers maintain their well-being and busy lifestyles. Our nutritional boosts include supplements for fighting fatigue, improving mental alertness, lowering cholesterol, building muscle and stimulating the immune system.



A free boost is included with every smoothie, and extras are included with selected blends (e.g. Body Builder).

Our freshly-squeezed supreme juices bolster our customers' well-being. Our delicious juices can include energy boosters, detoxifiers, cold fighters and cholesterol reducers that top-up your body's ability to maintain your health. Specialty juices are a popular source of health supplements for many consumers.

Freshly-cut and juiced wheatgrass is our most potent juice. One ounce is nutritionally equivalent to more than two pounds of leafy green vegetables. Increasingly in demand, wheatgrass juice provides essential nutrients that can help purify the blood and liver, improve digestion, reduce high blood pressure and strengthen the immune system.

**Fresh and healthy foods make us THE leader in our field.**

Our fresh-made foods allow us to serve a broader clientele of people who want on-the-go meals, not just healthy beverages. Our balanced menu keeps FRESH - Healthy Café at the forefront of the industry.



# product menu

### wraps

**Turkey Bacon Avocado**  
turkey breast, turkey bacon, romaine lettuce, cheddar, avocado, tomato, red onion, low-fat ranch dressing cal 200-250

**Chicken Caesar**  
chicken breast, romaine lettuce, parmesan, tomato, croutons, olives, creamy caesar cal 190-310

**Southwestern Fiesta**  
spicy chicken breast, cheddar, romaine lettuce, red onion, green pepper, black beans, jalapenos, salsa cal 180-300

**Asian Chicken**  
chicken breast, romaine lettuce, mandarin orange, almonds, crispy noodles, sesame vinaigrette cal 200-300

**Kale Vegetarian**  
beet, kale, hummus, cucumbers, tomato, red onion, red pepper, balsamic vinaigrette cal 180

### salads

**FRESH Greens**  
romaine lettuce, spring mix, cucumber, tomato, red onion, beets, croutons, citrus vinaigrette cal 180

**Beach Salad**  
romaine lettuce, spring mix, feta, blueberries, hemp hearts, avocado, citrus vinaigrette cal 180

**Kale Caesar**  
kale, romaine lettuce, parmesan, tomato, croutons, olives, creamy caesar cal 180

**Asian Sesame**  
romaine lettuce, mandarin orange, almonds, crispy noodles, asian sesame dressing cal 200-300

**Mediterranean Spinach**  
spinach, feta, green pepper, cucumber, tomato, olives, balsamic vinaigrette cal 180

### protein bowls

1. Start with a bed of **FRESH QUINOA**

2. Add one **PROTEIN**  
— if each additional:  
chicken breast, hummus, turkey breast, un\*chicken

3. Add four **VEGGIES/FRUIT**  
— if each additional:  
spinach, green pepper, kale, red pepper, tomatoes, beets, cucumber, olives, jalapenos

4. Top with one **NUT/SEED**  
— if each additional:  
hemp hearts, almonds, sesame seeds

5. Dress it up  
citrus vinaigrette, balsamic vinaigrette, asian sesame, creamy ranch, creamy caesar

### hearty soups

med lg

Our hearty soups have less than 5 grams of fat per serving. Ask about today's selection.

\*12oz & under

### kids' pure smoothie

12oz

grilled cheese or pb&j or pb&j banana rollup + any 12oz pure smoothie or reFRESH drink.

**kids' pure smoothie** 12oz

cocoa pebbles, animal cookies, coconut flakes, banana, blueberries, yogurt, chips, granola

### Pitaya Bowl

almond milk, pitaya, pineapple, banana, blueberries, coconut flakes **7.29**



### Pitaya Passion Smoothie

almond milk, mango sorbet, pitaya, pineapple **med 5.89 lg 6.89**

*Try it today!*

### pure smoothies

16oz 24oz

**Caribbean Splash**  
passion-orange-guava juice, mango sorbet, mango, strawberries cal 200-470

**Raspberry Blast**  
cranberry juice, raspberry sorbet, raspberries cal 200-470

**Tropical Reach**  
peach juice, mango sorbet, peaches, pineapple cal 200-390

**Mango Mania**  
passion-orange-guava juice, mango sorbet, non-fat frozen yogurt, mango, banana cal 200-470

**Pineapple Paradise**  
pineapple juice, non-fat frozen yogurt, pineapple, strawberries, coconut milk cal 200-470

**Strawberry Banana Supreme**  
passion-orange-guava juice, raspberry sorbet, strawberries, banana cal 200-470

**Pomegranate Punch**  
pomegranate-blueberry juice, non-fat frozen yogurt, strawberries, blueberries cal 200-510

**Chunky Monkey**  
chocolate soy milk, non-fat frozen yogurt, banana, PB2 cal 215-470 Not available as a hot blend

**lite blend** with up to 1/3 less calories.

**super smoothies** 16oz 24oz

**Kale Pineapple**  
pineapple juice, kale, pineapple, mango, bananas cal 200-370

**Avocado Dream**  
coconut milk, non-fat frozen yogurt, bananas, avocados, agave cal 200-440

**Acai Mega Berry**  
pomegranate-blueberry juice, acai, blueberries, strawberries, raspberries cal 400-490

**fortifiers** are free in every smoothie 7.9¢ each additional

Whey Protein Energy Multi-Vitamin Slim & Trim Immune Support Flaxseed Immune Support Wheatgrass +

We believe that healthy living includes caring for the planet. That's why we strive to use biodegradable packaging materials in all of our stores.

### FRESH squeezes

12oz 16oz 24oz

**Cold Terminator**  
oranges, carrots, ginger cal 190-330

**Beet Punch**  
beets, ginger, lemon, apples, carrots cal 240-300

**Green Lemonade**  
apple, spinach, cucumber, lemon cal 180-190

**Wheatgrass** 1oz 2oz

**Ginger Shot** 2oz

**Fountain of Youth**  
apples & blueberries or strawberries cal 180

**Create Your Own**  
oranges, celery, cucumbers, beets, ginger, apples, spinach, kale cal 40-450

**reFRESH drinks**

**Pure Fruit Juices** 16oz 24oz

passion-orange-guava cal 170-200 pineapple cal 200-260 pomegranate-blueberry cal 210-280 cranberry cal 180-240 peach cal 180-240

**Iced Tea** 16oz 24oz

FRESHly brewed organic tea sweetened with agave nectar or FRESH lemon. cal 100-140

**Infused Iced Tea** 16oz 24oz

FRESHly brewed organic tea infused with any 100% pure fruit juice cal 100-150

**Lemonade** 16oz 24oz

FRESHly squeezed lemon juice sweetened with all natural agave nectar cal 100-150

**power bowls**

**Greek Yogurt Bowl**  
greek yogurt, granola, honey, blueberries, banana, coconut flakes cal 395

**Pitaya Bowl**  
almond milk, pitaya, pineapple, blueberries, banana, granola, blueberries cal 360

**Acai Bowl**  
acai, strawberries, banana, granola, blueberries cal 320

**PB2 Bowl**  
coconut milk, PB2, banana, granola, honey, blueberries, coconut flakes cal 405

we ♥ pitaya

Health has a new color! Try a Pitaya Passion Smoothie or Pitaya Bowl for a limited time only!

omegas energy magnesium digestive health active  
light free radicals anti-oxidants protect & heal enzymes  
vitamins high fiber lower cholesterol low-sugar immunity  
anti-inflammatory healthy skin immunity brain health

\* Menu items may vary by location depending on availability of locally sourced ingredients and products. Slight variations may occur due to seasonal changes or use of an alternative vendors. We strive for continuous quality improvement and often offer new products. To find out more please visit [www.freshrestaurant.com](http://www.freshrestaurant.com).

# opportunity

At FRESH - Healthy Café, we are passionate about our popular products, proud of our award-winning concept, and confident that our proven operating systems are the best in the business.

## There are two types of franchise opportunities available with FRESH:

**Unit Franchises:** The franchisee pays a one-time franchise fee and opens a single outlet, with options on additional locations within the market and region.



For more photos visit our gallery [here!](#)

**Master Franchises - Area Development:** FRESH partners with a local Master Franchisor in each country or region to develop the brand in that market, working with and supporting the Master Franchisor in establishing their own stores and recruiting franchise investors. Master Franchises are available in the U.S. and international markets, providing the developer with exclusive rights in a region.





Once you've determined the type of franchise agreement that's right for you, the next step is to determine your store operating model.

**There are two types of FRESH operating models:**

**Full Café:** 1000–1500 sq ft; high exposure location with full menu and ample seating. Mall and Street-Front

**Full Menu Kiosk:** 340–450 sq ft; specifically designed for malls and airports; high exposure location with full menu and some seating depending on location.

Franchisees can enjoy a juicy return on investment because the smoothie and healthy fast casual food industry is extremely viable, relatively simple, requires low investment, and offers very affordable products. Many markets are seriously underserved by this booming healthy industry. The time is ripe for FRESH.

The experienced FRESH team supports you with proven marketing, advertising, store set-up, inventory management, business and technical assistance.



## The step-by-step process of becoming a FRESH Restaurants Franchisee:

1. Submit initial application, information kept strictly confidential
2. Upon approval, meet with FRESH Restaurants representative
3. Information review and mutual agreement to proceed
4. Second meeting, review franchise agreement, possible deposit
5. Sign franchise agreement
6. Orientation, overview process up to turnkey store opening
7. Location selected, with FRESH Restaurants assistance
8. Training of management staff at FRESH Restaurants

9. Construction completed, store set-up, on-site training, marketing

10. Open for business!

Your success as a franchisee is FRESH Restaurants' goal. Our expert global support team is dedicated to ensuring your business is personally and financially rewarding. After all, we're partners on the same great team: FRESH!



# testimonials



I have been involved with FRESH for three years now. I have three restaurants in my region and two more coming up this year. It turned to be a very profitable opportunity for my family, and at the same time “spreading health around”!! FRESH certainly is a pioneer in this industry. Our menu is by far the most balanced and healthy that I’ve seen and people are very appreciative of it. FRESH stays on top of all new and healthy trends and is growing rapidly around the world.

Al Krasel, Master Franchisee North East Ohio.



My brother and I decided to look for a franchising opportunity that would allow us to showcase our more than 20 years of business experience while not tying our hands to extremely rigid corporate guidelines. After reviewing many franchise opportunities, we found FRESH - Healthy Café. FRESH fit our requirements from day one! We immediately connected with the FRESH Corporate staff and felt as though we were business partners rather than remote franchisees. The menu is fantastic with broad appeal and sales continue to grow!

Mike and Bob Gourlay, Master Franchisees,  
Albany New York



# initial capital investment

## Initial Capital Investment - Detailed Breakdown

	Low	High
<b>Initial Franchise Fee</b>	<b>\$30,000.00</b>	<b>\$30,000.00</b>
<b>Turnkey Costs</b>		
Equipment	\$48,000.00	\$67,000.00
Construction and Permits <i>(estimate only - locations may vary greatly as it is dependent on the amount of work the landlord will do to the premises)</i>	\$50,000.00	\$150,000.00
Service Counter System	\$45,000.00	\$55,000.00
Signage	\$7,500.00	\$10,000.00
POS System with Monitors and Printers	\$14,000.00	\$14,000.00
Small Wares	\$3,100.00	\$3,100.00
Furniture and Millwork	\$1,000.00	\$6,000.00
Architectural Drawings	\$4,000.00	\$10,000.00
<b>Sub Total</b>	<b>\$172,600.00</b>	<b>\$315,100.00</b>
<b>Initial Operating Costs</b>		
Training	\$6,500.00	\$8,000.00
Opening Inventory	\$6,000.00	\$6,000.00
Opening Advertising & Print Materials	\$6,000.00	\$6,000.00
Lease Deposit	\$0.00	\$10,000.00
<b>Sub Total</b>	<b>\$18,500.00</b>	<b>\$30,000.00</b>
<b>Grand Total</b>	<b>\$221,100.00</b>	<b>\$375,100.00</b>

All funds are in US dollars. These figures are only estimates and may vary depending on the region you are in. Estimates do not include applicable taxes in your region. This advertising is not an offering. An offering can only be made by a prospectus (disclosure document) filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

