



SoFresh™

chef-crafted bowls | wraps | salads



franchise opportunities

Franchise opportunities with SoFresh start from the roots, to ensure franchises grow. We have a passion for healthy living and providing an alternative to the Quick Service Restaurant with our good-for-you meals. We are dedicated to finding franchise partners that share the same passions and lifestyle to continue to help SoFresh make the world greener, one salad or bowl at a time.

sofresh franchise opportunities offer:

- Branded and Customized Franchise Opportunity
- High-Quality Products
- Innovative Design
- Premium Site Selection
- Ongoing Training & Support
- Sustainable Business Model
- Most of all ... Success





why choose sofresh?

- Proprietary dressings, soups, cookies
- Premium produce & proteins
- Limited competition
- Multiple revenue streams: Catering, Take-Out, Dine-In, School Lunch
- Upscale, modern atmosphere
- Friendly store hours
- Eco-friendly packaging

brand history

the beginning

We've created a movement behind our signature 'Fast Casual Fresh' cuisine by using only the highest quality ingredients. Our versatile menu is rooted in our desire to make fresh eating a simple part of every lifestyle. When SoFresh began operating in 2013, in Tampa, FL. It emerged as a fresh, casual lifestyle concept that provides delicious, hand-crafted meals, served fresh & quick for a healthy, better for you experience. SoFresh now has 16 locations with demand growing higher and higher for a healthy alternative to the classic fast food options. With the quality of product and customer service being top priorities for SoFresh, there was finally a place that consumers could find a quick, delicious and healthy meal.



step	process	days
1	application	1-7
2	webinar	1
3	the checklist	30
4	disclosure document	14
5	interview existing franchise partners	7
6	profile testing - financial approval	1
7	interview with operations team	1
8	incorporating a company	7
9	franchise agreement & payment of initial fees	7
10	location search & lease process	market dependent
11	construction	60 - 90
12	training	14
13	grand opening	1

onboarding

The franchise onboarding process ensures that the partnership is a good fit for both you and the brand. From initial applications to your grand opening, the SoFresh team will guide you every step of the way and offer assistance wherever necessary.

If you would like to begin the process now, please fill out the application form online and email franchising@lovesofresh.com.

style: quick service restaurant

location: store front locations

existing locations: 29 and counting

opportunities available: Eastern USA

SoFresh differentiates itself with the quality of product and standard of service delivered. We redefine quick service restaurant with fresh ingredients made ready to order and superior service that exceeds consumer expectations. To capture a variety of market and service needs, it is necessary to offer dine-in, take-out and catering.

Affordable initial investment and economical operating costs make SoFresh an enticing concept with opportunity for short term return on investment. The versatility of our modern design enables various layouts to work for a variety of sites and locations. Whether it be an existing operation or a new site with a blank canvas.

It is advantageous to takeover a site that has existing furnishing and fixtures that require minimal leasehold improvements; however, a blank slate gives opportunity to perfect functional layout and execute precise design and furnishings. Our goal is to take all factors into consideration to make the best decision based on the economics of the build-out and long term profitability for site exposure. Locations and sites with viable attributes include those with a dense population or areas with high foot traffic during daytime hours and drive home.



franchise fee
\$25,000



typical hours
10:30am - 9:00pm



size 1,100 - 1,600
square feet



ongoing
6% royalty



co-operative ad fund
1% local 1.5% national



minimum cash requirement
\$100,000 - \$150,000
unencumbered cash

franchise partner successes



the perks of franchising

Franchising is all about working for yourself, but not by yourself. Here at SoFresh, our partners are never alone. With over 30 years of franchise experience, we offer top quality support to our franchise partners. You will not only be fully supported throughout the Discovery phase of the process, but for your full term with us.



build a business, gain a family

One thing we believe in firmly is the importance of developing strong relationships between our corporate staff members and our franchise partners. At SoFresh, we are an extended family. We want our supportive staff to your faces, as we want you to know ours. Not only that, we want you to connect with our other franchise partners. You will have a full network of corporate support as well as hands-on, store-level experience available to you at all times.



continue to grow

Interested in owning more than one restaurant? Great to hear! SoFresh offers both single and multi-unit partnerships. Each franchise partner is required to operate their first location successfully for 1 year, then we encourage any growth you wish to take on!

frequently asked questions

do i need restaurant experience?

While restaurant experience may be helpful, SoFresh seeks franchisees that are driven towards success with a willingness to learn and carry out operational manuals. Previous restaurant experience is not required to run a successful SoFresh franchise.

how much does it cost to open a sofresh?

This is dependent on multiple variables, for this reason there can be a wide range development costs. We typically land between \$350,000 - \$550,000 for an all-in cost. For a general breakdown of costs, please fill out an application and join us for an online presentation.

why is there a wide range of development costs?

The range of development costs is due primarily to the site conditions and square footage (this can range from 500 - 1,800 sq. ft space, optimum sq. ft is 1,200 - 1,600). Many locations available have previously been used as restaurant sites and have necessary infrastructure in place (plumbing, electrical service, drop ceilings, etc.). This existing infrastructure reduces development costs.





do you offer financing?

While we don't offer financing directly from the company, we have a preferred agreement with TD Bank as part of their small business banking program. However, you may finance with any financial institution you feel most comfortable with.

who designs and builds my restaurant?

SoFresh has a design and layout specifications package that we continuously update to keep up with new finishes and better economies. We have 30+ years of experience in store design and construction. Our in-house team of design and construction professionals will assist you in coordinating and executing the build out to meet any deadlines.

how long does it take to start up a sofresh franchise?

The timeline of the process is dependent on the applicant, we move at your pace. If you'd like to complete the process as quickly as possible we will support you, if you'd like to take your time during each step we are perfectly fine with that as well. We want you to feel comfortable in each stage.

for a full list of faq's, please visit our website at:
lovesofresh.com

SofreshSM

questions?

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