



LESSONS LEARNED AS A CAPRIOTTI'S FRANCHISE PARTNER



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FOREWARD

Franchising offers a distinct advantage over other business models: the opportunity to leverage well-established, proven systems and processes designed to set entrepreneurs on the path to success.

When you invest in a franchise, you're not just investing in a brand—you're gaining access to a tested framework crafted by the franchisor. Central to this is the operations manual, a comprehensive guide that equips you with the tools and knowledge to navigate the industry and business model with confidence.

However, true mastery often comes from firsthand experience. By stepping into the business, franchisees uncover valuable insights and strategies honed by seasoned veterans of the system.

Here are three impactful lessons from Capriotti's franchise partners, sharing their keys to success in the competitive restaurant franchise industry:

EMBRACE THE POWER OF COMMUNITY

CHASE HEU, HAWAII

Embracing local culture and fostering a welcoming environment can transform your franchise into a community favorite, building loyalty and driving success.

The opening of Hawaii's first Capriotti's was a landmark event, met with enthusiasm from excited first-time customers. During the first week, Chase and Soo's Capriotti's witnessed record-breaking sales. The record sales in its inaugural week indicated the community's acceptance and the untapped potential for Capriotti's to expand throughout Hawaii.

"The foot traffic was not to be believed; we opened our doors on day one, and it was non-stop from morning to night," said Chase.



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We weave in the Hawaiian culture in our restaurant, we play authentic music, and sometimes employees wear and pass out leis, said Chase. We are all about building a positive culture - making the experience for both employees and customers inviting and positive.

BUILD A LEGACY TOGETHER

TOM DONVAN AND KATIE CRUZ, DELAWARE

Franchising allows you to leverage strong family bonds and shared passions to build a thriving business and create a lasting legacy for future generations.



Meet Tom Donovan and Katie Cruz, the dynamic father-daughter duo who have found tremendous success as franchise partners with Capriotti's. After retiring from a distinguished 32-year career in the media industry, Tom wasn't ready to slow down. Instead, he embarked on an exciting new venture with his daughter, Katie.

With her culinary expertise and his management acumen, Tom and Katie set out to bring Capriotti's to Millsboro, Delaware, just a few hours away from where Capriotti's was originally founded in Wilmington, Delaware. As multi-unit operators, they have transformed their passion into a thriving business, captivating their community and setting a new standard for franchise excellence.

The entire franchise development team made us feel so supported and welcomed, Tom states. When they say Capriotti's feels like a family, they mean it because it truly does.



A POSITIVE ATTITUDE SPARKS GROWTH AMBER AND PRESTON WALLEY, OHIO

A winning attitude combined with unwavering enthusiasm can energize your franchise and inspire everyone around you.

Amber Walley's story is one of passion, perseverance, and a love for the culinary world that has fueled her journey from fine dining to becoming a successful Capriotti's franchise partner in Ohio. Amber is not just a business owner—she's a force of energy, enthusiasm, and innovation, driven by a deep commitment to positively impacting her community.

Her first location in Ohio is thriving, and she's already looking ahead to the future. With plans to open multiple locations across the state, Amber is well on her way to achieving her goal of owning five Capriotti's franchises in Ohio. Her enthusiasm and dedication, combined with the support of Capriotti's franchise development team, have set her up for continued success.



Being a Capriotti's franchise partner means I combine the two things I love the most - food and people! It is a true dream to do this every single day, said Amber.



READY TO BUILD A BUSINESS WITH AN AWARD WINNING SANDWICH FRANCHISE?

At Capriotti's, we equip you with everything you need to thrive as a business owner, from a strong, collaborative network of franchise partners eager to share their insights to unparalleled support and guidance from our experienced leadership team. We believe in empowering our franchise partners with the tools, knowledge, and resources to achieve long-term success.

If you're ready to take the first step toward building your future with a proven, people-focused brand, reach out to us today. Let's make your entrepreneurial dreams a reality!

TO LEARN MORE ABOUT THE CAPRIOTTI'S FRANCHISE MODEL AND FRANCHISE OPPORTUNITIES.

CONTACT US AT



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