

THE FOODIE'S GUIDE TO



FRANCHISING

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INTRODUCING

CAPRIOTTI'S CEO ASHLEY MORRIS



Everybody enjoys a good meal. But for some, food becomes a passion, an obsession – and, ultimately, a pursuit.

I got into the restaurant business because my best friend and I fell in love with a sandwich shop and wanted to share it with the world. We became franchisees and eventually bought the brand. My whole career has revolved around an obsessive focus on great food– I wouldn't have it any other way.

For many foodies like me, owning a restaurant is a natural career choice. But not everyone is drawn to the risky and demanding job of opening an original restaurant concept and hoping it takes off. Franchising provides a clear path to restaurant ownership and financial independence for anyone with the work ethic and the desire to make it happen.

I've seen franchising change so many lives for the better – including my own – and I want this framework to be accessible to all aspiring entrepreneurs.

In this eBook, you'll learn what the franchising model looks like, what to look for in a good franchise brand and where to start your franchise search process.

I hope by the end, you feel more informed and more confident about your interest in franchising.

Best of luck on your journey to business ownership– from one foodie to another.

Ashley Morris, CEO

RECIPE FOR FRANCHISING

WHAT'S A FRANCHISE?

Franchising is a model where companies (franchisors) grant individuals (franchise partners) the right to operate businesses using the franchisor's brand, products and processes.

In exchange, franchisors help their franchise partners run their businesses successfully. This could include help with site selection, marketing, data analysis and other areas.

Franchise partners sign a franchise agreement detailing the terms and length of the deal. Most partners choose to renew their agreements when they expire, and many even re-invest by opening more locations. For example, 70 percent of the Capriotti's franchise system is made up of multi-unit owners who chose to reinvest in the brand.



WHY FRANCHISING?

Many aspiring entrepreneurs gravitate to franchising because it offers a stable, straightforward path to business ownership. While there's risk involved in every business venture, franchising boosts an owner's chances at success by providing a proven business model, an established brand, a network of like-minded business owners and fine-tuned processes.

In the restaurant industry, franchising is especially advantageous. In such a competitive market, a new concept must quickly establish staying power – or risk losing steam. With an established brand, franchise partners benefit from clear brand differentiators and built-in customer loyalty.

RECIPE FOR FRANCHISING

A FOODIE'S TAKE



Not all restaurant chains are known for their high-quality product. As a foodie, you're likely looking for a concept with a sound business model and food you're not only proud to serve, but for which you share a well-meaning obsession.

At Capriotti's, we don't sacrifice food quality for efficiency. Our concept has always hinged on our mind-blowingly great sandwiches. We've grown from a family-owned, neighborhood sandwich shop to a national system without losing sight of the mission our founders started with: To make sandwiches for real turkey lovers (read: foodies).

Siblings Lois and Alan Margolet opened the original Capriotti's in 1976 in Wilmington, Delaware. There, they started our tradition of roasting whole turkeys in house each night to achieve the perfect, hand-pulled turkey for our signature sandwich, The Bobbie. Since then, Capriotti's cult following has elevated it to a national franchise brand— and The Bobbie got voted Best Sandwich in America.

More than one hundred Capriotti's franchise partners have found a way to apply their addictions to phenomenal sandwiches to a successful and rewarding business concept. Our franchising recipe is the perfect mix of structure and personality.

RECIPE FOR SUCCESS

One of the greatest advantages of launching a business with a franchise brand is the extensive support provided by the franchisor. An effective franchisor is deeply invested in the success of each franchise location, with a well-crafted plan – or, as we like to say, a recipe – for maximizing profitability.

Capriotti's offers a comprehensive suite of resources, tools, and best practices that goes above and beyond typical franchise support. From day one, franchise partners are guided through each step of the opening process and equipped with the strategies needed to achieve strong unit-level performance once their business is up and running.



THE CAPRIOTTI'S SUPPORT SYSTEM HAS MULTIPLE FACETS:

- Site Selection
- Marketing
- Technology
- Product
- Grand opening
- Ongoing business coaching

When evaluating franchise opportunities, be sure to closely examine the success roadmap provided for franchise partners. A strong franchise concept will have a clear, well-supported path to profitability, backed by programs and resources from the franchisor. If this foundation is evident, you're likely looking at a worthwhile investment.

SITE SELECTION



AS A RESTAURANT OWNER, SECURING THE RIGHT LOCATION IS KEY TO BRINGING YOUR EXCEPTIONAL FOOD TO A LARGER AUDIENCE.

Selecting that ideal spot can feel overwhelming, but Capriotti's makes it seamless. We work with franchise partners to simplify the site selection process, leveraging data-driven insights to remove the guesswork.

Our strategic approach to site selection uses advanced tools that evaluate potential locations based on factors like:

- Traffic flow
- Foot traffic
- Visibility
- Local population
- Accessibility

Additionally, our software analyzes key demographics, psychographics, and the fast-casual food landscape in each area to pinpoint the best fit for a Capriotti's location.

Our support extends far beyond data. With a team of experienced real estate professionals and an extensive network of brokers across the nation, we provide valuable, market-specific insights. From identifying top locations to signing the lease, we're with you every step of the way.

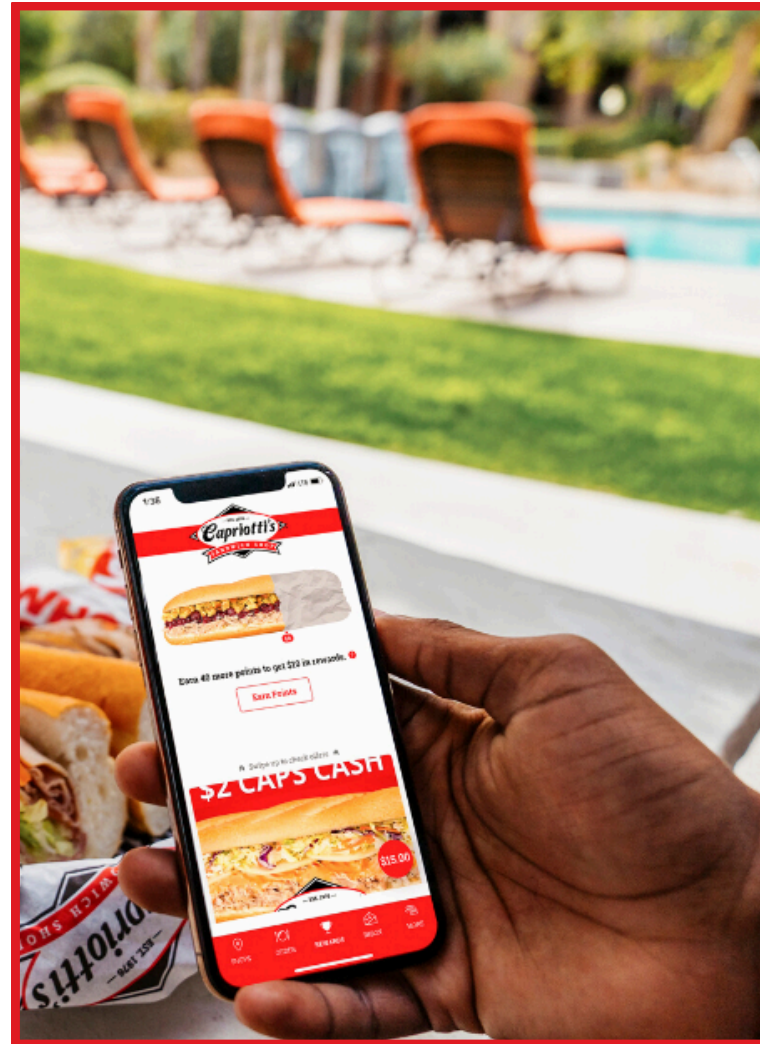
MARKETING

In the restaurant world—especially the bustling fast-casual sector—standing out isn't optional; it's essential. With so many choices competing for diners' attention, a forgettable brand simply won't make the cut.

THAT'S WHY CAPRIOTTI'S DOESN'T SETTLE FOR ORDINARY MARKETING. OUR BRAND IS BOLD, DYNAMIC, AND BURSTING WITH THE SAME VIBRANT ENERGY YOU'LL FIND IN OUR SANDWICH SHOPS.



Our franchise partners benefit from fully crafted, ready-to-launch marketing programs designed to drive customer acquisition and fuel same-store sales. These initiatives harness the power of our unmistakable brand personality to create an impact that's impossible to ignore.



What sets our brand voice apart? It's simple—our obsession with mouth-watering, crave-worthy, next-level food. We're not shy about celebrating just how incredible our food is, and that enthusiasm pulls in new guests and keeps fans coming back for more.

We also make it easy for franchise partners to tap into our brand's powerful customer loyalty. Our CAPAddicts Rewards app is a prime example, boosting average ticket sizes and encouraging frequent visits—creating a steady revenue stream for our partners.

Explore our distinctive marketing examples ahead. (Warning: If you're not already craving a Capriotti's sandwich, you're about to be.)

TECHNOLOGY



WHY DO INDUSTRY EXPERTS, INCLUDING QSR MAGAZINE, HAIL CAPRIOTTI'S AS THE "TECH-DRIVEN RESTAURANT OF THE FUTURE?"

The answer is clear: we're unafraid to embrace innovation that enhances the customer experience and boosts profitability for our franchise partners. We collaborate with leading technology firms to stay at the forefront of restaurant tech, constantly pioneering solutions that streamline operations, speed up service, and make it easier than ever for customers to enjoy their favorite Capriotti's creations.

Our advanced point-of-sale (POS) system seamlessly integrates:

- Inventory management
- Recipe tracking
- Real-time sales data
- Store schedules
- Labor cost monitoring

This comprehensive system empowers franchise partners to easily monitor and maximize profitability. Additionally, our automation capabilities link third-party delivery and catering services, enabling franchisees to capitalize on the impressive sales growth generated through these strategic partnerships.

But we don't stop there. We're reshaping the customer journey with our mobile-first strategy, featuring a new store prototype with a convenient pick-up window. Combined with our enhanced mobile app, these innovations ensure fans can order their favorite sandwiches when and where they want—bringing the Capriotti's experience closer to them than ever before.

PRODUCT



At Capriotti's, our franchise success stems from a blend of strategic resources and our standout menu. While site selection, marketing, and technology tools lay the foundation for strong franchise returns, the real star of the show is — you guessed it — our extraordinary food.

It's the quality and distinctive flavors of our menu that set us apart from competitors and keep customers coming back time and again.

OUR FOOD IS SO MEMORABLE BECAUSE WE GO FURTHER THAN OTHER SANDWICH SHOPS IN OUR QUEST FOR HIGH-QUALITY INGREDIENTS AND UNFORGETTABLE FLAVORS.

Our optimized menu highlights:

- All-natural, hand-pulled Butterball® turkey, slow-roasted in-house every night
- Snake River Farms® Wagyu beef, known for its rich flavor and tenderness
- Premium grilled steak and chicken, seasoned and cooked to perfection
- Made-to-order salads, fresh and vibrant
- Homemade coleslaw, prepared fresh daily for a classic touch
- A large vegetarian selection, ensuring something for everyone

At Capriotti's, we're a franchise system built by foodies, for foodies. If you're searching for a business opportunity centered on crafting obsessively made food that creates instant fans, you've found your match.

READY TO TURN YOUR PASSION FOR GREAT FOOD INTO A CAREER?

Your foodie status can be good news for your stomach and your wallet.

If you're ready to turn your passion into a profitable, rewarding lifestyle as a Capriotti's restaurant owner, reach out today.

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

CONTACT US AT



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