

*Welcome to*

**PLEASE SEND ALL TERRITORY  
CHECKS AND LEADS TO:**

**MORRIS SHAMOUNI**

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**Call: 310 901-5611**





## *A Box Lunch Delivery & Catering Company*

- Apple Spice is a proven B2B Box Lunch Delivery & Catering Company enjoying a piece of the \$63 billion dollar industry.
- We service the corporate & business community as well as educational systems, government offices, financial institutions, sporting events, churches, charities, etc.

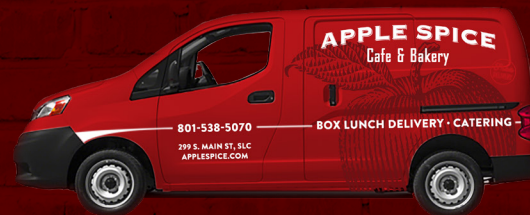


## *— We are in the ‘Business of Delivery’*

We are really a sales, marketing & logistics company that facilitates high volume and repeat business.

We target small to large businesses in the community with 5 or more employees within a 30-minute drive time.

***Our product just happens to be food!***



# — *A Box Lunch Delivery & Catering Company*

- Apple Spice is SOLELY focused on the box lunch delivery and catering market.
- Many restaurants compete in the delivery space as a secondary revenue source.
- We utilize proprietary proven systems, processes and technology developed over 35 years that allows us to outperform our competition.
- We deliver a more superior product and service than our competition, which enables us to drive repeat business and high volume.
- A first-time customer order turns into once a month, twice a month, once a week and sometimes every day!





## – *Inspiring Confidence with Our Customers*

Our customer is the admin assistant or executive secretary responsible for arranging food to be brought in for trainings, meetings, events, and other functions.

### 1- EXPECTATIONS

- The food order must be correctly made, on-time, and delicious, every time.

### 2- CONFIRM AND FOLLOW UP

- Confirm every order before it goes out.
- Follow up at the end of the day to insure we exceeded expectations.

### 3- DEVELOP RELATIONSHIP OF TRUST

- Earn the right to become the “go to” company for the biggest and most important orders.
- Fix mistakes and make it right.



# — *Optimized for Sales, Marketing & Logistics*

- SALES** Builds strong relationships to create customers
- MARKETING** Unique approaches to building a loyal brand following
- LOGISTICS**
  - Optimized systems for food preparation
  - Optimized systems to receive & schedule orders
  - Optimized systems for delivery
  - Optimized systems for set-up/serving
  - Optimized systems for high volume

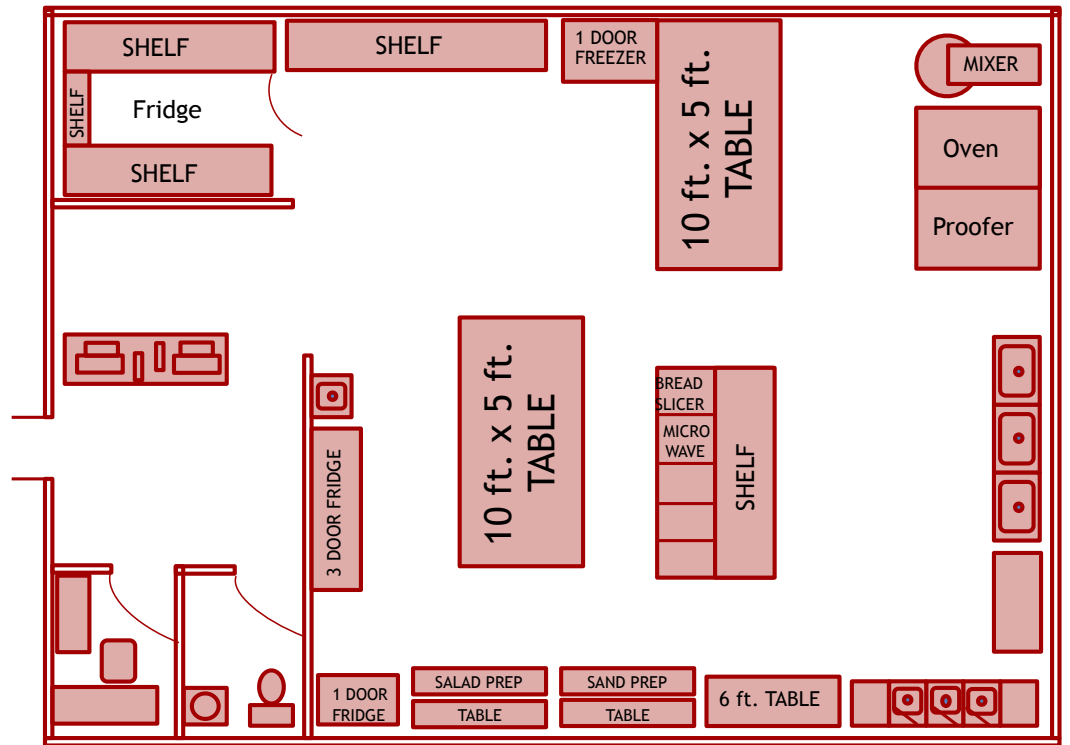
***We have developed proprietary technology, processes and systems over the past 35+ years to master the logistics required to handle high volume.***

***Our ability to manage the logistics is what sets us apart!***



# Kitchen

- Optimized kitchen designs to handle high volume
- Simple and efficient
- 1,500 - 3,000 sf





## — *Apple Spice Culture*

- **DO THE RIGHT THING**
- **COMMITTED TO UPHOLDING OUR BRAND**  
Be an Apple Spice ambassador at all times and provide superior customer service and food quality to our customers.
- **HAVE A SOLUTION-ORIENTED MINDSET**  
Work through challenges with a professional mindset and share valuable experiences with fellow franchisees.





## — *Our Culture in Action*

### **CONFRONTING THE PANDEMIC**

- Paused franchise development to focus exclusively on the well-being of our franchisees
- Newly signed franchisees delayed openings.
- Reduced royalties 50% and paused National Ad Fund so franchisees could invest those savings into their business

### **COVID OPERATIONAL ADJUSTMENTS**

- The **ONLY** adjustment within our stores was to require masks and implement a “non-contact” delivery procedure.





## *Post-Covid*

### **THE APPLE SPICE BRAND**

- We have never been in a stronger position with less competition - Many restaurants have permanently closed.

### **FOOD SAFETY**

- There isn't a safer food delivery option in our space.
- Box Lunches are individually packaged.
- Catering can be individually packaged or served buffet style.
- Apple Spice delivers directly to customers. No 3rd party delivery companies like Door Dash.

### **SALES**

- Average unit volume is up over \$100K (2019 VS 2022)
- In 2022, franchisees enjoyed highest sales in Apple Spice history with a reduced royalty.

# — *Ingredients*

- **FRESH BAKED BREAD**
  - HONEYWHEAT\*
  - SOURDOUGH\*
  - 13 GRAIN\*
- **WRAPS**
- **FRESH FRUITS & VEGETABLES**
- **HIGH QUALITY MEATS**
- **GLUTEN-FREE, VEGETARIAN AND VEGAN OFFERINGS**
- **UNIQUE DRESSINGS**
- **HEALTHY SIDE DISHES**

\* APPLE SPICE  
PROPRIETARY  
BREAD MIX



# Box Lunch Menu

APPLE SPICE  
MENU  
SELECTION

## • SANDWICHES

- GRANNY APPLE TURKEY
- CHICKEN BACON RANCH
- STRAWBERRY GRILLED CHICKEN
- THAI CURRY CHICKEN
- TURKEY AVOCADO
- HAM AND HAVARTI
- CASHEW CHICKEN
- CHIPOTLE CHICKEN
- TRIO CLASSIC
- CLUB
- BLT AVOCADO
- EGG SALAD
- VEGETARIAN
- ROAST BEEF
- TURKEY & SWISS
- ALBACORE TUNA



### 3 LUNCH OPTIONS

Served with a **dill pickle, cookie, mint**, and your choice of: **potato chips, carrot chips, fresh fruit, pasta salad, potato salad, or frogeye salad.**

Served with a **dill pickle, cookie, mint, potato chips**, and your choice of:  
**carrot chips, fresh fruit, pasta salad, potato salad, or frogeye salad.**

Served with **carrot chips & ranch dip**, **potato chips**, **cheesecake**, **mint**, and your choice of: **pasta salad**, **potato salad**, **frogeye salad**, or **fresh fruit**.



# Box Lunch Menu

APPLE SPICE  
MENU  
SELECTION

## • SALADS

- MANDARIN CHICKEN
- THAI CURRY CHICKEN
- STRAWBERRY GRILLED CHICKEN
- PEAR & GOAT CHEESE
- GARDEN VEGETABLE
- SOUTHWEST CHICKEN
- APPLE WALNUT
- CRANBERRY BLEU
- CASHEW CHICKEN
- CAESAR
- CLASSIC COBB
- CHEF SALAD
- WALDORF SALAD
- SUPERFOOD SALAD



# Box Lunch Menu

## • SOUPS & COMBO MEALS

- BROCCOLI CHEDDAR
- OLD FASHIONED CHICKEN NOODLE
- AMY'S SPECIAL RECIPE CHILI
- BAJA TORTILLA SOUP
- SEASONAL SOUP SELECTION

## COMBO MEALS

### 1 • *Sandwich-Salad Combo*

CHOOSE ANY FULL SANDWICH & A HALF SALAD

*Served with a cookie.*

### 2 • *Sandwich-Soup Combo*

CHOOSE ANY FULL SANDWICH & A CUP OF SOUP

*Served with a pickle and a cookie.*

### 3 • *Salad-Soup Combo*

CHOOSE ANY HALF SALAD & A CUP OF SOUP

*Comes with fresh bread, cinnamon honey butter, and a cookie.*

APPLE SPICE  
MENU  
SELECTION



# Catering Menu

APPLE SPICE  
MENU  
SELECTION

## • BREAKFAST

- EXECUTIVE CONTINENTAL
- HEALTHY START BREAKFAST
- SUNRISE STARTER
- ALL AMERICAN BREAKFAST
- BUILD-YOUR-OWN BREAKFAST BURRITO
- CINNAMON TOAST STRATA



# Catering Menu

## • APPETIZERS

- FRUIT TRAY
- VEGGIE TRAY
- CHEESE, FRUIT & CRACKERS
- MEATBALLS
- WINGS
- SIGNATURE GROUP SALADS
- GARDEN VEGETABLE or CAESAR SALAD

APPLE SPICE  
MENU  
SELECTION



# *Catering Menu Options*

## • ENTRÉES

- SALAD BAR EXTRAVAGANZA
- SOUP IN A BREAD BOWL
- BAKED POTATO BAR
- TACO BAR
- ROASTED CHICKEN
- TENDER POT ROAST
- CHICKEN PARMESAN
- BAKED ZITI
- COUNTRY STYLE PICNIC
- SANDWICH BUFFET PLATTER
- AND SO MUCH MORE!

APPLE SPICE  
MENU  
SELECTION



# Catering Menu

APPLE SPICE  
MENU  
SELECTION

## • DESSERTS

- SWEETS BASKET
- APPLE CRUMB CAKE
- PEANUT BUTTER YUMMY BARS
- COOKIE & BROWNIE TRAY
- LEMON BARS
- SOUR CREAM CRANBERRY BARS



# Drop 'n Go Catering



# Drop 'n Go Catering



# Drop 'n Go Catering



# *Training*

## **PRE-REQUISITE**

**PRIOR TO CLASSROOM  
FRANCHISEE  
MANAGER  
RELATIONSHIP MANAGER**

## **CLASSROOM HANDS-ON**

**30-45 DAYS PRIOR  
TO OPENING  
FRANCHISEE & MANAGER  
2 WEEKS**

## **ON-SITE**

**GRAND OPENING LAUNCH  
TRAINERS COME TO SITE  
ENTIRE TEAM  
2 WEEKS**

## **ON-GOING**

**ONLINE COURSES,  
VIDEOS, MATERIALS,  
and OPS MANUAL  
ON TRAINING PORTAL**

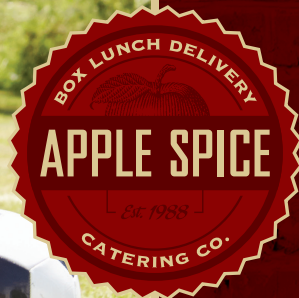




## — A 'True' Lifestyle Brand

**SUCCEED IN THE FOOD INDUSTRY WITHOUT ANY OF THE RESTAURANT & FOOD STIGMAS!**

- Balanced Quality Of Life
  - Attractive business hours—optional nights, weekends and holidays.
  - Monday—Friday
  - Excellent business for individuals that want to own a business and still have a life.
- Clean business
  - No deep fryers, grease, or open-flamed stoves.
- High employee retention
  - Very desirable hours unique to the industry.
  - Wages are extremely competitive due to gratuities.
- Fun work environment



# Territories

## Size:

5,500 businesses with 5 or more employees within a 30 minute drive time.

- Opportunities to service multiple territories with 1 unit

- Hot Markets

Phoenix

Miami

Kansas City

Pittsburgh

Detroit

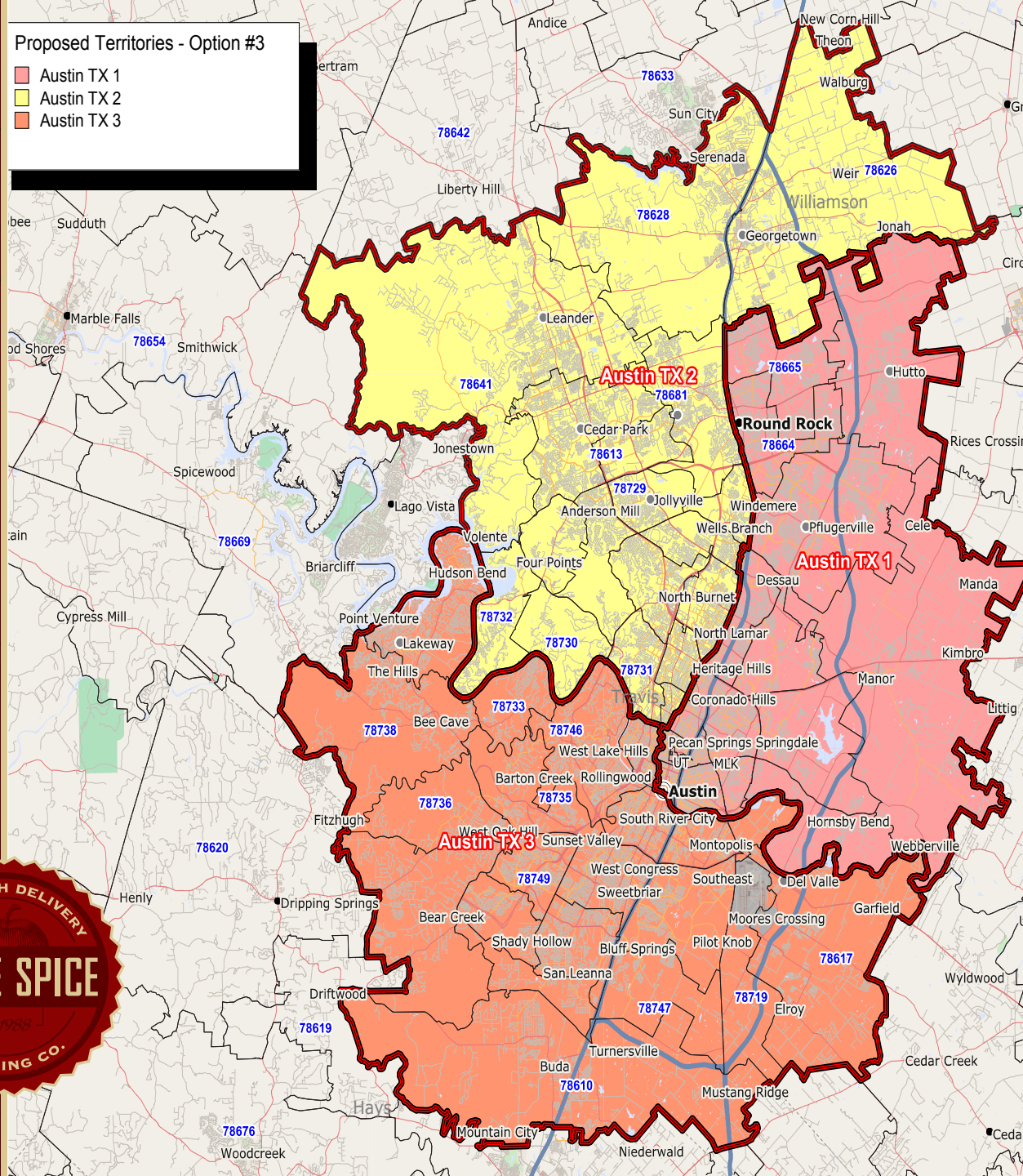
Jacksonville

Tampa



## Proposed Territories - Option #3

- Austin TX 1
- Austin TX 2
- Austin TX 3





## — *Ideal Candidate*

- Will be actively involved in the business.
  - Hands-on owner/operator
- Focus on business development.
- Strong business acumen and leadership skills.
- Experience managing people.
- Strong communication skills.
- Relationship driven and enjoys working with people.
- Sales or marketing experience a plus.
- Ability to follow our system.
- Passionate about customer service.
- Committed to working within a franchise system.
- Minimum liquidity \$200,000 and net worth \$600,000.

## – Franchise Fees

<u>TERRITORIES</u>	<u>PRICE PER TERRITORY</u>	<u>TOTAL</u>
1	\$49,000	\$49,000
2	\$45,000	\$90,000
3	\$41,667	\$125,000

**INVESTMENT RANGE**  
\$380,435 - \$540,200

**ROYALTY**  
6%

**LOCAL ADVERTISING**  
2%

**NATIONAL ADVERTISING FUND**  
1% (currently paused)

### **GROSS REVENUES - NEW STORES**

<u>YEAR</u>	<u>AVERAGE</u>	<u>MEDIUM</u>	<u>HIGH</u>
2022	\$701,913	\$609,728	\$1,789,399
2019	\$593,038	\$519,943	\$1,453,840

\*Pre-Covid

### **REFERRAL FEES**

\$25,000 - First Territory

\$10,000 - For each Additional Territory

NOTE: WE ALMOST ALWAYS AWARD 3+ TERRITORIES PER DEAL



# *Thank You!*

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