



'A Catering Business can be highly profitable... especially if you have a unique product that is highly popular with customers.'

Join the revolution...

... Healthy fast food. The Toasty Kitchens concept has been tried and tested over 28 years of successful operation. Andrew Holman, Operations Director explains

SUMMARY

TYPE OF FRANCHISE:
OWNER/OPERATOR

INDUSTRY SECTOR:
SANDWICH AND COFFEE BAR

IDEAL FRANCHISEE PROFILE:
Outgoing, hard working individuals that share our enthusiasm for a new high street concept.

YEAR ESTABLISHED:
1979

FRANCHISING SINCE:
March 2006

NUMBER OF FRANCHISEES:
6

INVESTMENT REQUIREMENT:
£50,000 (total investment)

PRIORITY RECRUITMENT LOCATIONS:
UK-wide, Spain, Holland & Germany

Charles Bartlett founded his catering business over 28 years ago. He developed a unique catering opportunity that gave him an excellent competitive advantage over burgers and other fast food systems. Capitalising on the popularity of toasted sandwiches he developed the 'Toasty' - a highly successful new fast food product.

Customers love seeing the 'Toastys' prepared in front of them using the wide range of fresh ingredients on display. Flavours are locked in by the fast cooking speed, 40 seconds, which




gives a delicious crispy texture outside, with 'Toasty' branded on. A staggeringly wide range of organic and healthy fillings are possible. We believe this makes the 'Toasty' a truly healthy fast food product.

Sold in coffee shop format with fresh brewed coffee, the 'Toasty' gives potential franchisees a huge profit potential. The grab-and-go takeaway market continues to expand and all age

profiles are catered for, from breakfast to late evening.

The franchisees have the advantage of the unique Toasty Oven designed and manufactured in the UK. The compact operation means franchisees have a wide range of options including mobile 'Vanchises' for example. The 'Vanchise' brings fresh coffee and the 'Toasty' as a unique fresh food option to the lunchtime market. For franchisees, this gives them real lifestyle options.

Toasty Kitchens launched franchising of the 'Toasty' concept in March 2006. By 2007 we expect to have six retail outlets and two event trailer businesses in operation. The response at the National Franchise Exhibition in October was overwhelming and franchisees can expect to see significant growth in 2007 as we further develop the brand. Master Licences for Wales and Scotland are still available.

Our latest franchisees Ade & Tutu, based in Basildon Eastgate Shopping Centre, chose Toasty Kitchens because: "The franchise fee is reasonable and affordable unlike other food franchises. The oven and the 'Toasty' are unique which makes it outstanding among other food franchises. Profit potential is huge giving the opportunity to generate good income." 

FURTHER INFORMATION:

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Our secret is out!



The exclusive oven, and the brand, are now for sale!

Because 'Toasty's' are loved by everyone there is no limit to where our franchises can be seen. It means that we don't have a regimented high cost start up. Applicants choose their own investment level and type of outlet.

FRANCHISE	CASH	FINANCE	TOTAL INVESTMENT	ANNUAL PROFIT	DESCRIPTION	LIFESTYLE
'Toasty' Kart	£4,700	£10,800	£15,500	£12,500	The 'Toasty' Kart is a modest investment for those looking to earn additional money working a couple of days a week.	Ten hours a day - two days a week - all year round
'Toasty' Events Trailer	£9,000	£31,500	£40,500	£20,000	The Toasty Kitchens concept developed in the specialist prestige events market where the competitive advantage given by Toasty Kitchens unique 'Toasty' concept still steals a march on the competition.	Twelve to fourteen hours a day - two to three days a week - during the Summer often at weekends
'Toasty' Vanchise	£10,000	£40,500	£50,500	£30,000	The 'Toasty' Vanchise brings one of the first fresh food mobile outlets to the rapidly expanding lunchtime market at offices and factories around the country.	Eight hours a day - five days a week - all year round
'Toasty' Retail Outlet	£25,000	£25,000	£50,000	£40,000	The classic franchise option. A 'Toasty' Retail outlet is ideally placed to capture the potential of the rapidly expanding lunchtime and evening 'grab and go' market. A healthy option that people enjoy together with excellent gross margins is a partnership that can make money for you.	Ten to twelve hours a day - six days a week - all year round

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Notes: 1. All prices shown are Ex VAT 2. Prices for Toasty Kart, Events Trailer & Vanchise include a figure of £500 for stock. 3. Retail Premiums not included.



UK & Overseas

Applications are invited for UK & Overseas development

For an informal discussion or to request an information pack please telephone Bruce Eyre on **01722 334 666**



Toasted Sandwiches. Hot Profits
www.toastykitchens.com