

pureTM
health bar

"Eat well, live well"

Pure - health bar brand identity

Pure - health bar was developed to fill the void not being served in the market. People are looking for a healthy alternative to fast food and no one has been able to deliver great tasting healthy foods and beverages in a quick service restaurant until now.

The timing and opportunity for us has never been greater and the level of interest for joining the franchise continues to grow as more and more people see the high demand for healthy food and beverages.

Our branding and operating systems have been tested and we are looking for partners who share the same vision and passion for offering healthy food and beverages in their community, city and country.

"Eat well, live well"

Pure - health bar menu

Ensuring that the local regional and season food is the focus, with a rotating seasonal menu, using the Rational-Combi oven as our main tool we offer a selection of great food and beverages including:

- ❖ Sandwiches, wraps & bowls
- ❖ Personal pizza
- ❖ Fresh baked breads and other baked goods
- ❖ Fresh soups
- ❖ Unique dressings
- ❖ Bottled cold pressed juice
- ❖ Freshly made seasonal smoothies
- ❖ Fresh juicers, elegantly mixed per order in a martini shaker
- ❖ Offering shooters of wheatgrass and other juices, i.e. acai, goji
- ❖ Offering a rotating tap of infused water
- ❖ Specialty organic coffees & tea
- ❖ Unique fresh desserts (grilled sweet panini)



Pure - health bar design

Incorporating reclaimed wood and products that give a very natural earthy feel

- ❖ Earth tones (wood, greens)
- ❖ Reclaimed Wood pallets
- ❖ Hanging light bulb lighting
- ❖ Wrought iron tables and stands
- ❖ Brick Walling
- ❖ Bio-degradable packaging
- ❖ Chalk Menu boards
- ❖ Kiosk, Bar, and Lounge models from 250 to 2500 square feet
- ❖ Investment from \$150,000 to \$400,000
- ❖ A complete franchise package



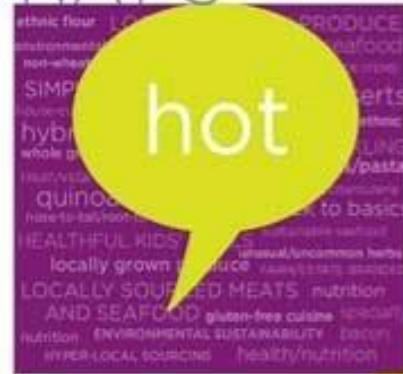
Pure - health bar target demographic

- ❖ Looking at attracting business professionals, university students and casual dinners.
- ❖ Targeting high traffic business areas, close to local colleges and universities and urban markets.
- ❖ Currently the market offers either a quick service, quick style concept, sit down concept or take-out concept.



Pure - healthy market trends

WHAT'S



Top 10 TRENDS

1. Locally sourced meats and seafood
2. Locally grown produce
3. Environmental sustainability
4. Healthful kids' meals
5. Gluten-free cuisine
6. Hyper-local sourcing (e.g. restaurant gardens)
7. Children's nutrition
8. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)
9. Sustainable seafood
10. Farm/estate branded items

*Culinary
Forecast*

Pure - healthy projections

	\$500,000	\$700,000	\$900,000
ANNUAL GROSS REVENUE			
EXPENSES			
Food Cost at 25%	\$125,000.00	\$175,000.00	\$225,000.00
Labor 20%	\$100,000.00	\$140,000.00	\$180,000.00
Royalty at 6%	\$ 30,000.00	\$ 42,000.00	\$ 54,000.00
Advertising at 3%	\$ 15,000.00	\$ 21,000.00	\$ 27,000.00
TOTAL COST OF SALES 54%	\$270,000.00	\$378,000.00	\$486,000.00
GROSS PROFIT	\$230,000.00	\$322,000.00	\$414,000.00
OPERATING EXPENSES			
Rent	\$ 60,000.00	\$ 90,000.00	\$120,000.00
Utilities	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00
Insurance	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Telephone/Security	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
Miscellaneous	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
TOTAL OPERATING EXPENSES	\$ 98,400.00	\$128,400.00	\$158,400.00
NET INCOME	\$ 131,600	\$ 193,600	\$ 255,600

For demonstration purposes only. The franchisor does not make any guarantee on revenue or expenses.

Pure - health bar process

- ❖ Complete and submit Application or provide your Company Information
- ❖ Sign Nondisclosure Agreement
- ❖ Share information
- ❖ Sign Letter of Intent (Master Franchise Only)
- ❖ Sign Master or Unit Franchise Agreement
- ❖ We schedule and provide Master/Franchise Training, Market Preparation and set the development strategy in your market



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- ▶ Fresh & Healthy Brands
- ▶ 8661 - 201 Street, 2nd Floor, Langley, British Columbia Canada, V2Y 0G9
- ▶ Email franchising@freshandhealthybrands.com
- ▶ Phone +1-918-5076 or +1-604-825-8867
- ▶ www.purehealthbar.com

- ▶ Send us your Application for more details