

Select

sandwich co.

taste above all



Franchise information kit



Select Tradition

The idea of a restaurant with a fresh, affordable and healthy menu traveled across the world with Brian Kahn, founder of Select Sandwich. His passion for restaurant operations and expert management coupled with his talent for food preparation has lead to a career spanning three continents in some of the world's most renowned kitchens and hotels.

It all started In October of 1979, when Brian opened his very first restaurant at 901 Yonge Street in Toronto, Ontario. An enthusiastic Brian quickly built the store's sales on word of mouth, great customer service and the highest quality product.

From that modest start grew one of Canada's homegrown success stories. Today Select Food Services Inc. has approximately thirty locations, boasts one of Canada's largest office catering chains and is launching a new concept restaurant, the refreshing Urban Kitchen. Once you've chosen the right fit for you, you will become part of a team of professionals dedicated and committed to a shared goal: success.

"From the beginning I have focused on developing a family business with a commitment to excellence and on building solid relationships with every franchisee and business partner. The continuing success and expansion of the Select Food Service's brands is still based upon this commitment. We don't need to be the biggest, only the best."



Brian Kahn President, Select Food Services Inc.



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Select Marketing

With our own expertise and the help of carefully selected marketing partners, Select Sandwich is able to get the word out effectively, and most importantly, efficiently through our marketing. From the time we started until now, we have been marketing a fresh, affordable and healthy restaurant experience. In 1979, we started small and relied on word-of-mouth advertising. And while word-of-mouth is still an important part of our marketing mix, Select Sandwich utilizes a variety of media to increase brand awareness and market share – for both our in-store offerings and our catering services.

Our regional programs include a variety of proven tools including radio, newspapers, Internet, outdoor advertising, point-of-purchase material, direct mail which includes our catering brochure, promotional offers, exterior signage, and in the future, an incentive-based loyalty program. Our local programs involve working with the individual franchisees to ensure successful local marketing initiatives. The result is marketing that gets our message out there and delivers customers to your door.

Select Sandwich utilizes a variety of media to **INCREASE** brand awareness and market share.



Select Systems (con't)

Ongoing Support

Select Sandwich is committed to the continuing development of our franchisees. Every member of the Select Management team is committed to your success, as your success impacts ours. With over 150 years combined senior management experience within the Select Sandwich team, you are never alone. When you purchase a Select franchise, you join a family of experienced peers and committed managers. You may be in business for yourself, but you are not in business by yourself.

Becoming a Franchisee

A Select Sandwich franchise is a solid business opportunity; we are continuing to welcome individuals who want to share in our ongoing success. Combine your passion for business, hands-on management skills and dedication to customer satisfaction with our unique formula and make your new venture a winning proposition. We are looking for franchisees who are service driven, who possess basic business skills, who are ambitious and who realize that you need to be both an entrepreneur and a team player in order to succeed.



Select Sandwich

is committed

to the

*continuing
development*

of our

franchisees.



Select Success

Why Buy a Franchise:

According to the Small Business Administration (SBA), the likelihood of you failing as a franchisee is fairly remote, roughly 30% of all non-franchise businesses fail within the first year, but that number falls to 5% when discussing franchises, according to one Commerce Department study. - Steve Strauss *USA Today* 2005

Established Brand:

Goodwill and a solid customer base takes years to build, and is arguably the most difficult part of your business to develop. Businesses spend millions each year trying to attract new customers. When purchasing a Select restaurant, you get an established name and more importantly an established customer base. With a Select Sandwich franchise, you gain goodwill and a customer base that has been building for over 26 years.

Two Distinct Businesses:

When you own a Select franchise you enjoy the benefits of a lucrative dual revenue stream through walk-in and catering customers. Besides the obvious benefits of operating two distinct but related businesses, it allows us the opportunity to attract and market to two distinct industry segments.

Life Balance:

Due to Select Sandwich's unique and targeted demographic, most locations offer short hours with no evenings or weekends. This allows you to balance work and play and take control over your life.

Trends:

The trend toward healthier food choices continues to grow, making our founding values more relevant than ever.

- The traditional sandwich is being upgraded, contemporized and transformed to fit today's consumer tastes.
- Sandwiches are being used to leverage the popularity of ethnic culinary styles.
- Interest in the premium quality sandwich continues to grow.
- Upscale breads, sauces and names will continue to lead the category.

As our aging population and the popularity of healthier food choices grows, sales of fresh healthier sandwiches and food choices, continue to rise, Select Sandwich is positioned to meet that demand.

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Select FAQs

Q: Do I need prior restaurant experience?

A: Although it would be a benefit, we offer a complete training package which is broken into components to ensure ease of learning. Any business-minded person with the proper attitude, love for customer service and the willingness to work, can learn to operate a Select Sandwich restaurant.

Q: How long will my training last?

A: Your training will consist of a six week comprehensive program.

Q: How much money do I need?

A: On average you should have a minimum of \$90,000 in unencumbered capital to invest.

Q: Do you provide financing?

A: Select Sandwich has a sound reputation with Canadian banks. The Federal Government Small Business Loan Program is available through the chartered banks across Canada. Select Sandwich will be happy to put you in touch with a chartered bank that offers either business financing or alternate financing.

Q: What is your royalty rate?

A: The royalty rate is 7% and the advertising royalty is 3%.

Q: What is your franchise licencing fee?

A: Currently our fee is \$25,000.

Q: What does my franchise fee cover?

A: The franchise fee covers the cost of site selection, lease negotiation, training and the right to the Select Sandwich brand and proven operating system.

Q: Do I select my own location?

A: No. You may assist or offer suggestions on a location that you believe would be good, however we use our experience and real estate expertise to select and approve all locations.

Q: Do I need to be in the store every day?

A: Yes. We do not allow locations with absentee owners. We have found that the best operating results come from locations where the franchisee devotes full-time attention to its daily operations.

Q: Can I own more than one location?

A: Absolutely, providing that you have demonstrated both the financial and operational ability to take on the additional responsibility.

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The application
process is
simple.

Mail or fax the completed
application form to our
office or fill it out online at
www.selectsandwich.com.



Select Systems

About Select Sandwich

Since 1980, the Select Sandwich Company's strength has been its enduring core values: a commitment to quality and value in the business of serving healthy food.

Store Development

Select Sandwich provides new franchisees with a turnkey operation to make the opening of their business as easy as possible. We help you find a location, design and build the store, provide training and on-site assistance for your location's opening. We ensure that every single aspect is completely addressed and the store is fully operational when you open your doors.

Advertising

Select Sandwich is committed to developing professional and integrated marketing and advertising on both a regional and local level to strengthen brand awareness and to increase sales. Our regional programs include a variety of marketing media: radio, newspapers, Internet, outdoor advertising, point-of-purchase material, promotional offers and exterior signage. Our local programs involve working with the individual outlets to ensure successful local marketing initiatives within their key market areas. The result is a comprehensive approach that benefits the Select brand for the long term but at the same time addresses the more immediate concerns of each individual franchisee.

Training

The training program takes place in Toronto over a minimum period of six weeks. Part of the training is classroom-based while most of the training is actively working in an existing Select Sandwich outlet. An applicant is awarded a franchise only after successfully completing our training program. Our top priority is to help you become the most proficient and profitable business operator you can possibly be. When your business opens, our staff will be there to help you implement what you have learned and to make sure you are comfortable operating your new business.

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You may be
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Select Goodwill

As a Select Sandwich franchisee you're not only part of the Select Sandwich family, you're also part of a broader community that extends beyond your business. As people experience Select Sandwich's offerings they come to trust us for providing a quality healthy food experience and welcome us into their communities, businesses, and lives. Here are just some of the things people are saying about their local Select Sandwich franchise:

Customer Comments

I drive from Brantford (35 min) even if I don't have to work, I am still there for lunch. The employees are very friendly.

– Brantford Customer

My first time here and I enjoyed the place. Lovely, fresh, good selection and variety. I'll be back again.

– Oakville Customer

I always feel welcome here! The service is outstanding! I always feel that I am eating a very healthy and nutritious meal. I consider this very important as I have type II diabetes.

– North York Customer

We have used Select Sandwich for the first time to try them out for a luncheon. I wanted to let you know the service and quality of food that we received was exceptional and we will certainly use you again in the future.

– Burlington Customer

Hi. In my line of work I am required to order a lot of lunches, most of them in the downtown Toronto area. I have been ordering from your St. Clair store and I want you to know their service is second to none. The man on the phone always puts a smile on my face. The delivery is always on time and I always get compliments from my customers on how wonderful the lunch was prepared.

– Lindsay, Toronto

St. Jude Medical has been a committed customer of yours for quite some time. I would not order sandwiches anywhere else but through Select Sandwich. The bread is always fresh as well as a great assortment, the sandwich fillings are fresh and delicious as well as generous. It's prepared the way a sandwich should be. The salads have always been great too. Thank you and your whole team for the great work in making our corporate lunches successful!

– St. Jude Medical

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