

SANDWICHES - WRAPS - FLATBREADS

---

# WRAP CITY

ESTD SANDWICH COMPANY 2015

---

FRANCHISE INFORMATION



## ABOUT US

It's always hard to start a new business, but even more so in the uber-competitive foodservice industry. With customers' tastes always changing, virtually limitless options, and steep startup costs it can feel like a roll of the dice to open a restaurant of any kind. What if it didn't have to be that way? What if you could get a business blueprint from a trusted partner who has been there and done it all? Wrap City Sandwich Company is that partner.

Founded in 2015 in Londonderry, New Hampshire, Wrap City Sandwich Company exists because we saw a gap in the market. Every sandwich place offered the same boring five options. For the first time, we gathered unique sandwiches from around the country, made them with high-quality ingredients, and brought them together under one platform. Anyone who tries our Tampa Cuban, Omaha Rueben, or Outer Banks Tuna Sandwich knows that no other sandwich concept comes close to our exceptional quality and distinct menu options.

The sandwiches got people in the door, but what set us apart was clear leadership from an experienced management team who had a proven track record in business and foodservice.

Wrap City simplified the game, providing fast, casual dining at a low cost -- with all its food and beverage sourced from direct suppliers. It might sound simple, but these core principles allow Wrap City an efficient way to provide effective onboarding, transparent management structure, and a clear path to profitability. That's invaluable, it's also reproducible.

Success breeds success, and Wrap City is ready to reach a broader customer base. That's where you come in. Using their flagship restaurant as a prototype and training center, Wrap City Sandwich Company is ready to expand to new and exciting markets. Using these core beliefs as a guide, Wrap City is positioned for growth. We're excited to expand the wrap city team with new locations and partners.







## SUPPORT AND TRAINING

Success is built from the ground up. When you join the Wrap City family, we provide you with great support so that you can have the tools you need to be successful from day one. What does that entail? We're glad you asked.

- Operations
- Marketing
- Purchasing
- Accounting and Bookkeeping
- Ongoing Research and Development

## TRAINING

Our onboarding and training is a huge part of our success. We offer clear, concise training so that you can give your store the best opportunity to succeed. Here's how it breaks down.

- 3 weeks at Wrap City HQ or at a location designated by the Franchisor beginning 8 - 12 weeks before your franchise opens.
- 7 - 10 days of on-location training when your franchise opens.
- 2 two-day sessions per year. Either a refresher/update training or general meetings based on your needs.
- Ongoing support and guidance in building and operating your franchise.

## TERRITORIES

Exclusive territories are a huge competitive advantage, and we want to give your location every possible chance to be the best Wrap City it can be. Every franchisee is guaranteed an individual territory with a population base between 25,000 - 100,000. Wrap City is always looking to expand into new markets





SANDWICHES - WRAPS - FLATBREADS

# WRAP CITY

ESTD SANDWICH COMPANY 2018



# COSTS

Afraid to take the plunge because of high opening costs that make turning a profit seem like a far-off future? When compared to other franchises on the market, Wrap City offers low initial investment and reasonable running costs. It's how our stores get out from behind the bank note to start making money. Our franchise fee is \$30k and startup costs can be as low as \$100k. Here are some of our recent store open startup costs for reference.

## Approximate costs of opening each location:

- Epping, NH 85K \*
- Amherst, NH 100K \*
- Tilton, NH 110K
- Concord, NH 80K

\*with negotiated TI money

Please consult our chart below for our cost analysis. We know this can be crucial intel for potential franchisees, so please contact us with any questions you might have.

| Type of Expenditure               | Amount                       | Method of Payment | When Due                       | To Whom Payment Is to be Made |
|-----------------------------------|------------------------------|-------------------|--------------------------------|-------------------------------|
| Franchise Fee(1)                  | \$30,000                     | Cashier's Check   | Signing of Franchise Agreement | Franchisor                    |
| Training Expenses(2)              | \$5,000 - \$10,000           | Not Specified     | During Training                | Airlines, Hotels, Restaurants |
| Location Lease(3)                 | \$833 - \$8,333              | Not Specified     | Before Beginning Operations    | Landlord                      |
| Location Improvements(4)          | \$25,000 - \$270,000         | Not Specified     | Before Beginning Operations    | Approved Contractor           |
| Computer Hardware and Software(5) | \$2,500 - \$5,000            | Not Specified     | Before Beginning Operations    | Not Specified                 |
| Office Supplies                   | \$1,000- \$2,000             | Not Specified     | Before Beginning Operations    | Not Specified                 |
| Signage(7)                        | \$5,000- \$10,000            | Not Specified     | Before Beginning Operations    | Approved Vendor               |
| Furniture and Equipment(8)        | \$25,000- \$75,000           | Not Specified     | Before Beginning Operations    | Approved Vendor               |
| Utilities(9)                      | \$200 - \$2,000              | Not Specified     | Before Beginning Operations    | Utility Provider              |
| Uniforms(10)                      | \$150                        | Not Specified     | Before Beginning Operations    | Franchisor                    |
| Inventory(11)                     | \$4,500 - \$5,500            | Not Specified     | Before Beginning Operations    | Approved Supplier             |
| Grand Opening Advertising(12)     | \$5,000 - \$10,000           | Not Specified     | Before Beginning Operations    | Approved Provider             |
| Insurance(13)                     | \$450 - \$2,000              | Not Specified     | Before Beginning Operations    | Insurance Agent               |
| Licenses and Permits(14)          | \$500 - \$3,000              | Not Specified     | Before Beginning Operations    | Not Specified                 |
| Legal and Accounting(15)          | \$1,500 - \$3,000            | Not Specified     | Before Beginning Operations    | Accountants, Lawyers          |
| Dues and Subscriptions(16)        | \$100 - \$300                | Not Specified     | Before Beginning Operations    | Associations                  |
| Additional Funds(17)              | \$20,000 - \$40,000          | Not Specified     | Upon Beginning Operations      | Not Specified                 |
| <b>TOTAL</b>                      | <b>\$121,733 - \$471,283</b> |                   |                                |                               |





## WHO WE'RE LOOKING FOR

What makes a good Wrap City family member? There are a lot of possible answers to that question, but there are some qualities that are universal to our success stories.

- Strong sales and customer service abilities
- Timing and schedule management
- General business acumen
- Understand and embrace company culture
- High personal standards
- Meet initial investment requirements \*(per financial institutions min requirements, ie: 20% down payment with 3 to 6 months capital reserve)
- Understand cost management

## POTENTIAL CANDIDATES FOR WRAP CITY SANDWICH COMPANY

If you're motivated and willing to learn, that goes a long way with us. That being said, we've had some success with people from these fields. No matter what, a love of good food and personal satisfaction derived from serving others is an absolute must. If you're into passive ownership, this isn't for you. We need people who care as much as we do.

- Entrepreneurs
- Current and Former Restaurant Owners
- Hospitality Workers
- Business Managers
- Retail Workers



## WHAT NEXT?

Your adventure starts today.  
Here's what you need to do now.

- 1 Fill out our evaluation form on our website.
- 2 Send it to [info@WrapCitySandwiches.com](mailto:info@WrapCitySandwiches.com).
- 3 Schedule an initial phone consultation to "Meet the Team".
- 4 Arrange a Discovery Day. See how it works in person!
- 5 Review the franchise agreement.
- 6 Join the Wrap City team.

## CONTACT US

We can't wait to hear from you.

For more information, please  
contact our Franchise Team:  
603-505-2189.



**INFO@WRAPCITYSANDWICHES.COM | 603-505-2189 | WRAPCITYSANDWICHES.COM**

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. An offer is made only by Franchise Disclosure Document (FDD). Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of, or wish to acquire a franchise for a Wrap City Sandwich Company to be located in, one of these states or a country whose laws regulate the offer and sale of franchises, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction. Wrap City Sandwich Franchise, 123 Nashua Road Londonderry, HN 3053, 603-247-2822.