



FRANCHISE INFORMATION PACK



THREE GREAT MATES WALK INTO A SANDWICH BAR...

This is the beginning of a true story that formed a delicious partnership, driven by the desire to make the kind of sandwiches that people can't make at home.

After lots of questions and even more taste tests, they opened the first of many Sandwich Chefs® stores. The trio don't always agree on how to do things, except for when it comes to making sandwiches properly. This includes having fresh local produce delivered daily, sourcing artisan bread and making as much as possible from scratch, including 14 hour slow-roasted beef and crackling pork.

Every chef at every Sandwich Chefs® store lovingly makes each meal to order – just the way the customer likes it. With the help of their loyal customers, it took great mates to restore Australia's faith in the humble sandwich.

03 9856 4400

www.sandwichchefs.com.au

BUILD YOUR OWN SANDWICH BUSINESS

Your own store is waiting for you!



Enjoyed by people of all ages, sandwiches are a fresh alternative to fast food options and are always in demand. Consumers like the fact that they can have a sandwich made for them, just the way they like it. Sandwich Chefs® are specialists in this market and over the last three decades have perfected the art of a great sandwich.

The Sandwich Chefs® concept has been tried and tested since it was first established in 2001. Be a part of Sandwich Chefs® and you will be part of the leading gourmet sandwich and carvery team in Australia.

Contact us - 03 9856 4400 or webenquiry@sandwichchefs.com.au

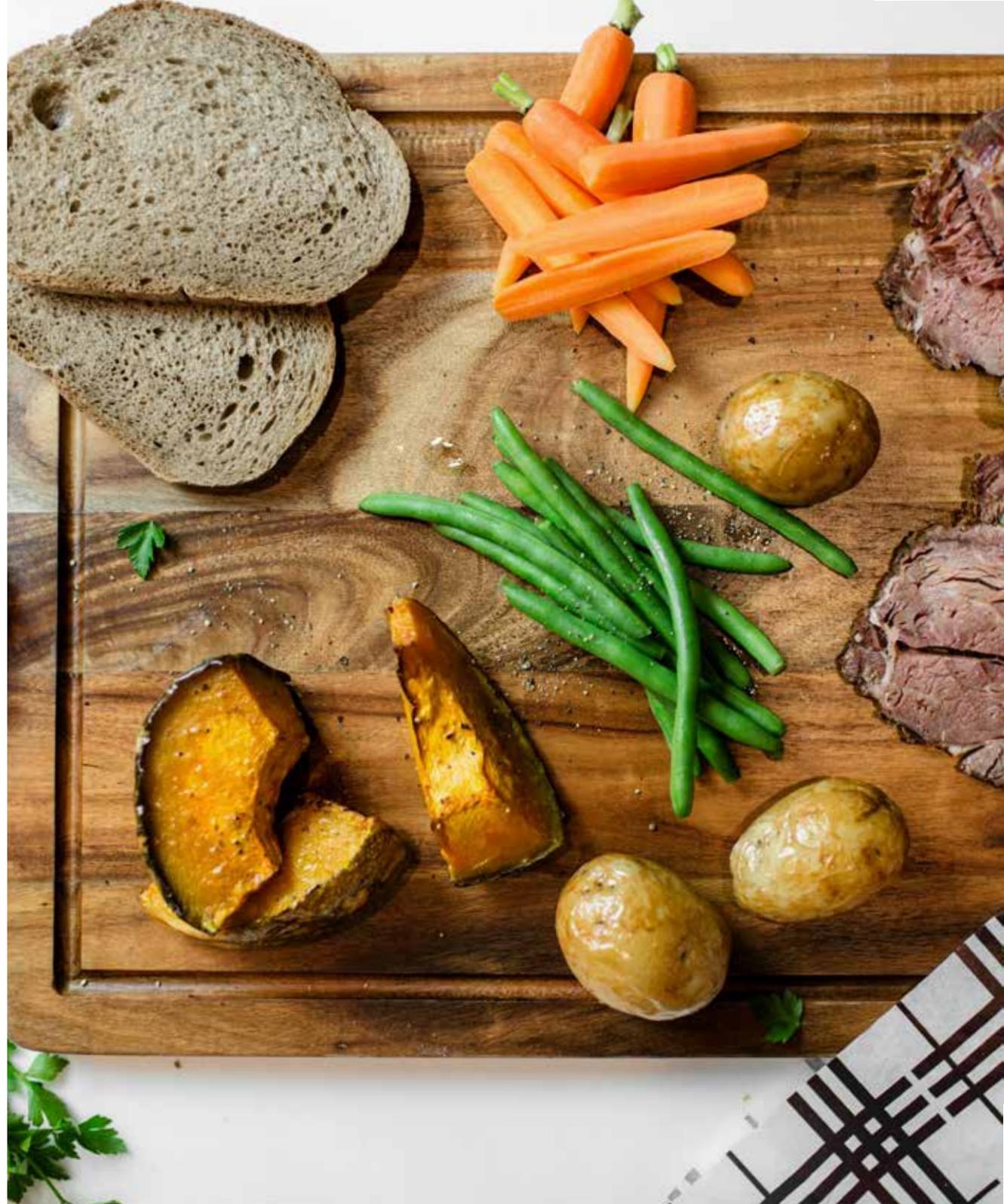
IN BUSINESS FOR YOURSELF, NOT BY YOURSELF!

**From day one, we will be right
alongside you.**

Once your chosen site has been secured, we get straight down to the business of training you in all the aspects of running your own Sandwich Chefs® store.

We don't expect you to know how to make the perfect sandwich or carve a succulent, tender roast.... We will train and guide you through all the facets of managing your operation.

Remember, if you are not successful, neither are we. It's a team effort. We believe that a strong and effective business relationship between Franchisee and Franchisor is critical to the success of each individual business and the Franchise system overall.



OUR MENU

At Sandwich Chefs® we offer:

- Gourmet Sandwiches, make to order
- 14 hour Slow Roasted Pork and Beef
- Fresh Seasonal Salads
- Whole Fruit Juices and Smoothies
- Barista Coffee and more



SANDWICHES

BUILD YOUR OWN

#1 CHOOSE YOUR BREAD

#2 CHOOSE YOUR FILLING

Cheese
Egg & mayo mix
Ham
Tuna mix
Salad x 5
Turkey breast
Chicken breast
Chicken breast schnitzel
Juicy roast pork
Slow roasted beef
Smoked salmon

#3 ADD SALAD EXTRAS

#4 ADD GOURMET EXTRAS

#5 CHOOSE YOUR DRESSING



Regular / Large



Up to 500ml inc. 400ml water / Up to 500ml

CLASSICS

CHICKEN AVOCADO

Chicken breast, avocado, tomato, mixed lettuce, mayonnaise

CHICKEN & BACON CLUB

Chicken breast, tomato, crispy bacon, mixed lettuce, dijonaise

TURKEY SPECIAL

Turkey breast, cranberry sauce, tomato, swiss cheese, mixed lettuce

HOT SPECIALTY

THE ROAST PORK ROLL

Slow roasted pork with apple sauce and gravy

CHICKEN SCHNITZEL

Chicken breast schnitzel, mixed lettuce, cheese, tomato, mayonnaise

MARINATED ROAST BEEF

Roast beef, spinach cheese, tomato chutney, horseradish, mayonnaise

*menus displayed as an example

OUR MENU

We provide delicious meals and snacks from morning to night, to eat in or to have on the go.

A premium catering service is also available, offering a range of options for any occasion.

CARVERY



ROAST PORK (OR) BEEF MEAL
with gravy, apple sauce and veggies of the day

SMALL
REGULAR
LARGE

ROAST VEGGIES OF THE DAY
with gravy, apple sauce and veggies of the day

REGULAR
LARGE

SIDES

HOT WEDGES
Add sour cream FREE

HOT CHIPS
Add gravy FREE

PORK CRACKLE



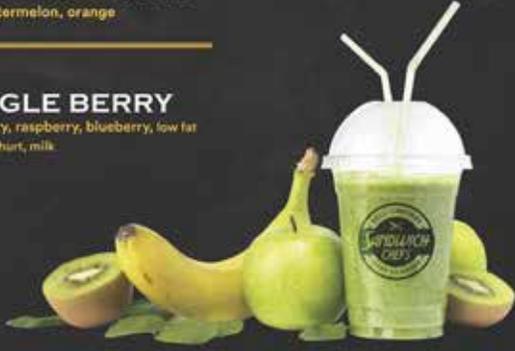
JUICES & SMOOTHIES

FRESH JUICES

FRUIT PUNCH <small>watermelon, apple, pineapple</small>	BURKE'S BACKYARD <small>celery, apple, pineapple, ginger, lemon</small>	GREEN MACHINE <small>kale, celery, apple, mint, lemon</small>
CITRUS CRUSH <small>lemon, orange, pineapple</small>	VEGGIE PATCH <small>apple, carrot, celery</small>	CARROT TOP <small>carrot, beetroot, apple, celery</small>
SUMMER DAIZE <small>pineapple, watermelon</small>	ROUND THE TWIST <small>orange, apple, lemon</small>	GINGER NINJA <small>orange, ginger, lemon, pineapple</small>
	ABC <small>apple, beetroot, carrot</small>	MINT CONDITION <small>mint, watermelon, orange</small>

SMOOTHIES

SUNSET DELIGHT <small>mango, strawberry, banana, low fat frozen yoghurt, milk</small>	STRAWBERRY PATCH <small>strawberry, low fat frozen yoghurt, milk</small>	JUNGLE BERRY <small>strawberry, raspberry, blueberry, low fat frozen yoghurt, milk</small>
CHOC BANANA <small>banana, chocolate, low fat frozen yoghurt, milk</small>	THIRST QUENCHER <small>mango, low fat frozen yoghurt, milk</small>	
J LO <small>fresh fruit salad, low fat frozen yoghurt, milk</small>	BENNY BANANA <small>banana, low fat frozen yoghurt, milk</small>	
	BREAKY BLITZ <small>banana, honey, toasted musell, low fat frozen yoghurt, milk</small>	



*menus displayed as an example

GROW WITH US!



“After opening our first store in 2009, we decided to invest and open our second store with Sandwich Chefs® in a small shopping centre. We outperformed most of the operators in the food court and after one year we sold it at a very handy profit. The franchise and the people who are in it are always looking for the best way to look after us, the franchisee. Thank you.” – Jamie Te, Sandwich Chefs® Franchisee

At Sandwich Chefs®, many of our operators are multi-store owners. We love to see success promoted within the network and we have great plans for further expansion. We are currently looking for Franchise partners so if you have questions, please don't hesitate to get in contact with us.
03 9856 4400 or webenquiry@sandwichchefs.com.au

GROW WITH US!



SANDWICH CHEFS® SUPPORT

SANDWICH CHEFS® SITES, DESIGN AND FIT OUT

Sandwich Chefs® helps select, negotiate and secure an appropriate lease for your store site.

We will engage our partners to design and construct your store to meet Australian and Sandwich Chefs® standards.

TRAINING

Sandwich Chefs® will provide full training to prepare you with the skills needed to become a confident and competent business owner.

Support will be provided not only for the opening of your store, but for the continued operation of your business.

PRODUCTS AND SUPPLIERS

In order to maintain our high quality standards, we have sourced and negotiated key suppliers to streamline the ordering process.

These are key 'specified' suppliers which Franchisees are required to use. We also have preferred suppliers and local suppliers which we help Franchisees source.





FREQUENTLY ASKED QUESTIONS

Are there standard procedures that I am required to follow?

Yes. These procedures are in place to assist you in operating and managing your store as efficiently as possible. We at Sandwich Chefs® have carefully designed them to help you with matters such as weekly reporting, purchasing of goods, hiring and training staff, merchandising, marketing and other key functions.

Are there Trademarks and Intellectual Property?

The Franchisee is granted a Licence to use the intellectual property during the term of and on the terms set out in the Franchise Agreement.

What are the ongoing costs of being a Sandwich Chefs® Franchisee?

Franchisees are responsible for all the expenses relating to their store including occupancy costs such as rent. All other associated costs are outlined in the Disclosure and Franchise documents provided prior to joining us. The Franchisee will also be required to pay a weekly royalty fee of 9% of net sales to Sandwich Chefs®.

FREQUENTLY ASKED QUESTIONS

What if I decide to sell my business?

You can sell your store to a potential Franchisee who meets the Sandwich Chefs® criteria. This purchaser will need to enter into the current standard Franchise Agreement to comply with required procedures. Transfer fees will apply.

Is investing in a Franchise risk free?

Statistics indicate that the risk involved with participating in a Franchise system should be significantly less than purchasing a business independently. However, in all retail business, risk does exist and we cannot guarantee the turnover of a particular store.

Should I seek independent advice before entering a Franchise?

We recommend that each potential Franchisee obtain competent legal and financial advice before entering into any agreements relating to Franchise documentation. This is to ensure that all obligations are fully understood.



FREQUENTLY ASKED QUESTIONS

What documentation is there?

If you wish to go ahead in joining us, there will be further documentation and legal agreements to review and authorise.

The Franchise documentation will clearly set out the obligations of the parties. This is necessary to protect the integrity of the Sandwich Chefs® system for the mutual benefit of Sandwich Chefs® and Sandwich Chefs® Franchisees.

Prior to entering into the Franchise Agreement a comprehensive Disclosure Document is provided to the potential Franchisee.

What about marketing?

We have a marketing plan that aims to support strong brand awareness amongst our target audience. With high quality locations, national campaigns and your own local area marketing we can together, drive customers to your store.

The Head Office marketing team at Sandwich Chefs® will develop regular point of sale promotions for use in store. In addition, an online portal is available with a range of promotional materials that you can customise to implement local marketing of your own.



FIND OUT MORE

The first Sandwich Chefs® store opened in Sydney in 2001. Ever since then we have grown to be Australia's largest gourmet sandwich and carvery Franchise with stores in top shopping centres across the country.

If you want to be your own boss and you have ambition, creativity and dedication to open your own Sandwich Chefs® Franchise, contact our friendly Franchise Recruitment team today!

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