



FRANCHISE  
X  
INFO PACK





## For over thirty years

Each Sandwich Chefs store is inspired by traditional delis, where meat-filled, made-to-order sandwiches are served with love, and 'delicious' is the rule for all.

We've been taking sandwiches seriously for over thirty years, and in all that time, we've never once compromised on the good stuff. That means artisanal bread – the fresh, crusty, fluffy kind – and gourmet meats left to slow roast for 14 hours to juicy, crackly perfection.

Life is all about balance, that's why we prepare our gourmet salads, wraps, juices and smoothies with the same amount of enthusiasm as that very first sandwich, using only the freshest ingredients.

All so we can bring real flavour and wholesome hunger busting fun to your morning breakfast and lunch-time breaks.

We're the unlikely family you wish you were born into. Bound together by a good attitude and a healthy appetite for feeding others, we exist in almost 60 stores right around Australia, and we're growing.

***'Food full of variety  
and freshness'***

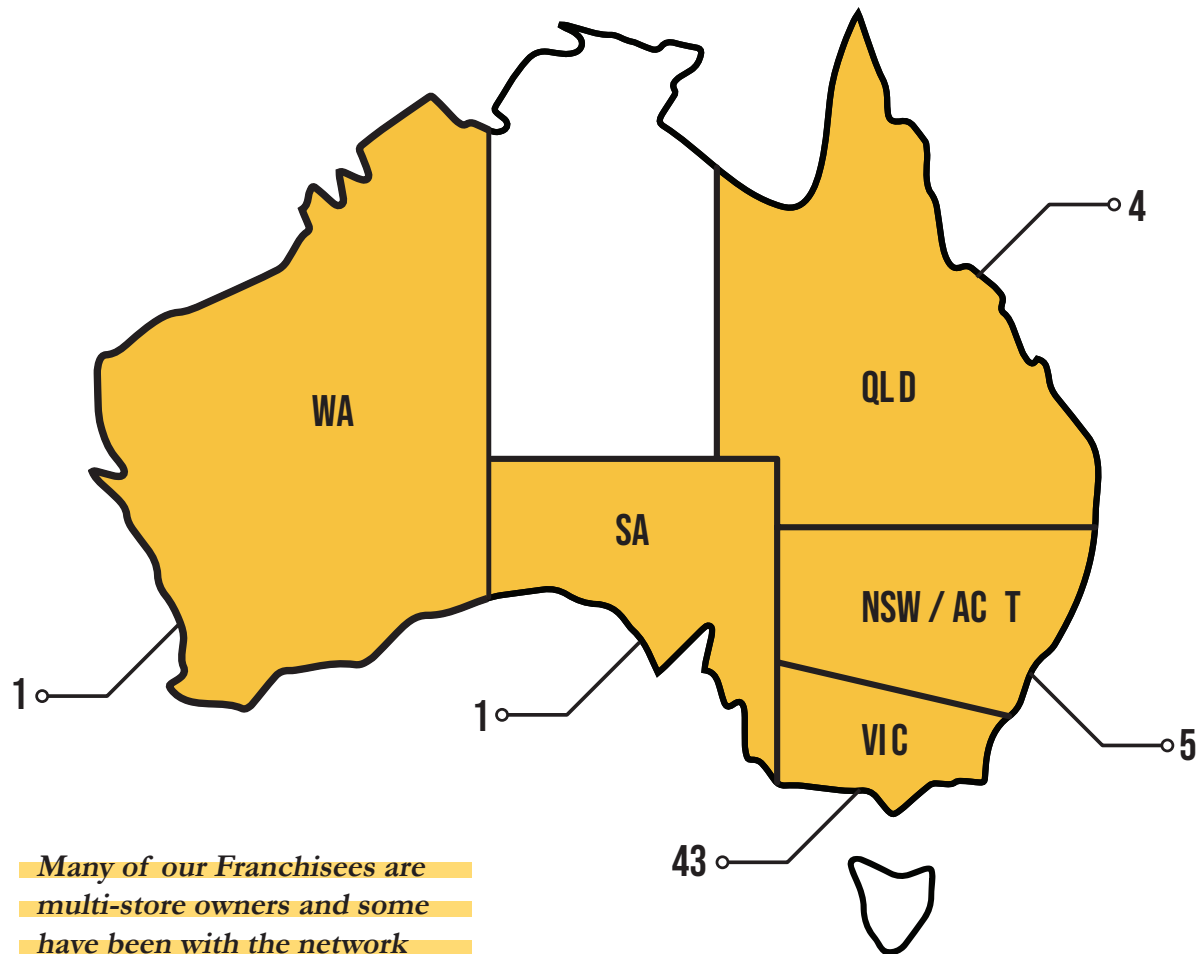








# NATIONAL STORE GROWTH



*Many of our Franchisees are multi-store owners and some have been with the network for over 10 years*



With 54 stores across 5 states (as of Nov 2019) there's never been a better time to join our extensive network of stores across Australia.

## A brand in positive growth

We are growing and our Franchise Development team are always looking for the best sites and locations to continue that growth. With such a versatile product and support network, it's easy to see why the growth of the brand is accelerating.

We are committed to ensuring that our brand only occupies premium locations.

Our definition of premium is based upon a series of refined selection criteria, inclusive of store viability and return on investment for the franchisee.

We also engage the services of retail property experts to ensure our site selection criteria is met.

# STORE DESIGN

## Award winning store design

In 2016 we embarked on an overhaul of our brand identity, our new contemporary looking stores support our premium product offering and reinforce our key messaging.

It goes without saying that our customers have responded well to the new look and feel, with stores reporting positive sales growth vs the older store design and brand image.

Consistency is vital across all of customer touch points, our store design maintains this consistency and continues to tell the story of our brand.

## What's the process behind building a store?

We have a dedicated team to coordinate the entire process from site selection, equipment purchasing to store opening. We will help to select, negotiate and secure an appropriate lease for each store site. We then engage our partners to design and construct the store to meet both Australian and Sandwich Chefs standards.

The whole process can take between 4 - 6 months, although each site is different and times may vary. Franchisees will also have to undergo 6 weeks of training before the store build is considered complete.

Once complete we help to launch the store with full Operational and Marketing support.



# SUPPORT

## Premium support for a premium brand

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

### Training

We are dedicated to ensuring all of our franchisees are familiar with our products and in store procedures. Before signing off on a store, all franchisees must undergo 6 weeks of intensive training. This covers everything from food handling to customer service.

### Operations

Each franchisee will have a dedicated Operations Consultant to help them optimise their store. They will help with managing their business and ensuring that each franchisee meets the operational guidelines of the brand. Our Operations Consultants are your go-to for all questions and concerns.

### Marketing

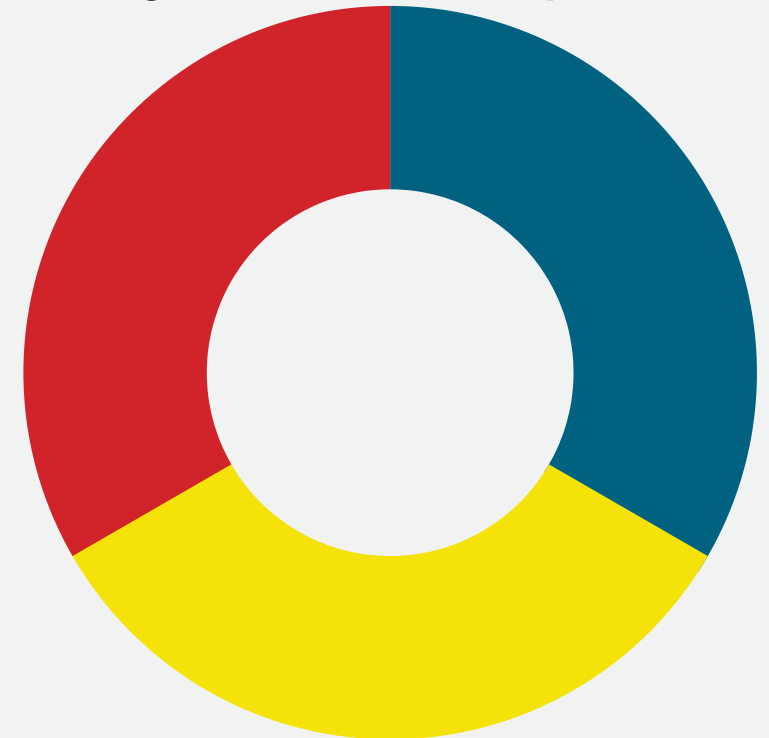
Our marketing team work on both a national and local level. They are responsible for ensuring the consistency and growth of the brand across multiple channels. They also look after any promotional activity and offer training and support in LAM (Local Area Marketing).

Remember, if you're not successful, neither are we. 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.



Training

Operations



Marketing



# INNOVATION

## Innovation at the heart of the brand

Innovation is not solely represented by new devices, ideas or methods, but also by the process of uncovering new ways to do things. It can also pertain to modifying business models and adapting to changes to achieve better products and services in a competitive marketplace.

At Sandwich Chefs we keep innovation at the forefront of our minds. Over the past 12 months we have rolled out multiple systems and processes that bring a new level of functionality and insight to each of our stores.

Our NCR Point Of Sale system makes recording and monitoring sales easy, we can also directly display promotions via customer facing screens. We also use this data to improve our menu offering and record the success of particular promotions.

We have also partnered with Order Up, an integrated Online Ordering partner. Order Up allows us to sell our products via multiple online channels as well as our own website. We have also partnered with Uber Eats to extend our reach beyond the food court, we can now deliver our premium sandwiches and other products directly to homes near our stores.

We have made giant steps in digital marketing, our digital marketing strategy is aggressive and has resulted in database growth and incredibly high levels of social engagement online. This is all supported by a detailed Marketing and Operational strategy that puts innovation at its core.

We also continue to innovate with our food, we are always testing and trialling new ideas and products in cooperation with a number of key suppliers at a national and local level. We have some of the most sophisticated ovens that enable us to cook our 14-hour slow roasted meats overnight.



UBER  
eats





Gary Powell  
National Network Development Manager  
0431 591 023  
gary@pnfm.com.au

[www.sandwichchefs.com.au](http://www.sandwichchefs.com.au)

  @sandwichchefs

**FRANCHISE  
OPPORTUNITIES  
AVAILABLE**