



[NEW CO]

&

salads and
smoothies

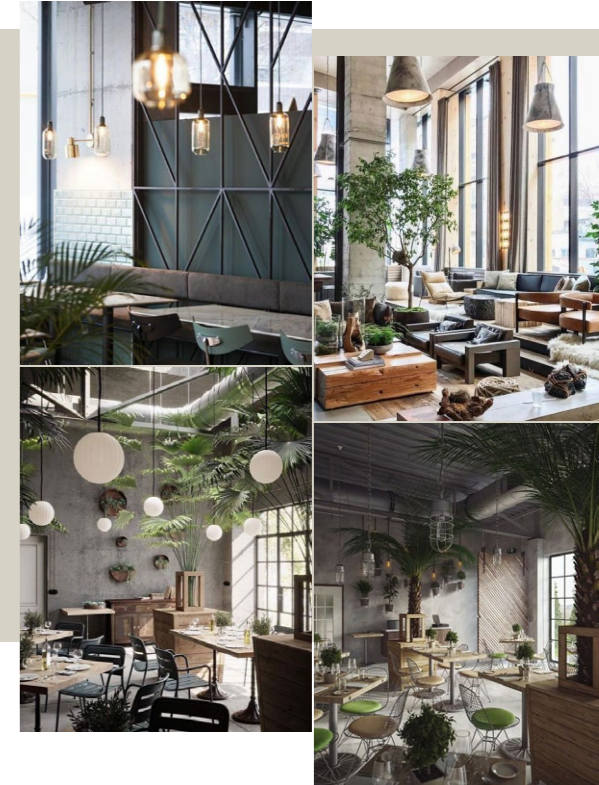


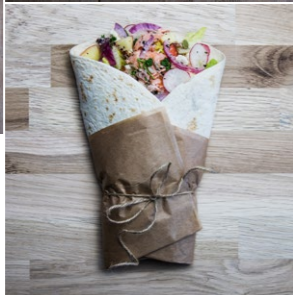
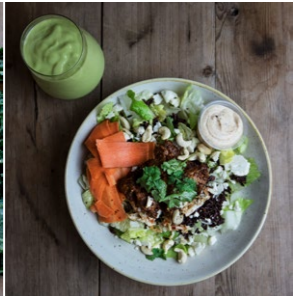
Salads and Smoothies opened it's first restaurant in downtown Malmö in 2009. Back then there was a hole in the market when it came to wholesome food and since then we have gained several competitors. Through our high quality we're showing the possibility to combine fast, healthy and good food. We have continously developed the business and still do.



We strive to promote a healthy lifestyle, which both tastes and does good. We should be a lifestyle restaurant and a natural venue for our guests to want to spend their time at, regardless what time of the day.

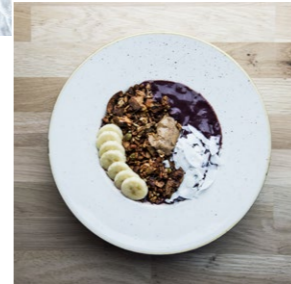
Salads and Smoothies offers healthy breakfast, lunch, snacks and treats.





Today we offer a large selection of salads, smoothies, poké bowls, and wraps. In the winter we also serve a warm dhal.

The dishes are made a la minute using pre-prepared products. The guest doesn't need to wait more than a minute.



Beyond the lunch selection we also serve breakfast and healthy treats, which are prepared on site.

We offer catering to local companies and some of our restaurants get orderings of 200 lunches.

Orders are made in direct contact with our restaurants or through our website and app.

[The new co] offers casual dining with beer and wine. Our restaurants with this profile will be completely updated with new interiors, a more cozy atmosphere and restaurant feel. Our guests should choose us whether it be a quick breakfast, healthy lunch, dinner out a weekday evening or a beer after work.



Our restaurant in Malmö City will be the first to launch **[The new co]**, a Salads and Smoothies in a new and more complex form. A new lifestyle restaurant that balances great healthy food, energy and relaxation at the same time. Somewhere you can go to treat yourself but still eat healthy — a combination not made before.

Enjoy a great breakfast and coffee in the morning, a quick healthy lunch during the day, a boosting smoothie in the afternoon and in the evening a selection of warm small dishes with a glass of organic wine or beer, all combined with soft lighting and good vibes.



We choose our products with great care and our ready-made foods are cooked either in our own central kitchen Smakverkeri, or on site at the restaurants.

Through Smakverkeri we can ensure that the products are of the highest quality possible to give our guests the best tasting experience. With the right ingredients, our own recipes and preparing on site the food becomes fresher and tastes better.

We manufacture our own dressings and cook all carbohydrates. Bread crutons, granola, coldpressed juices, breakfast and healthy treats are all made at the restaurants.



Our primary target group are office workers who come to us for a quick and healthy lunch on the weekdays. Beyond them however, we have a large variety of customers in all ages, depending on the location of our different restaurants.

With **[The new co]** we expect a slightly different, hopefully even wider audience. Everything from our regular lunch customers starting to come to us for a beer after work or bringing their families for a casual dinner, to new groups who enjoy the more relaxed lifestyle we can offer here.

RESTAURANTS

Malmö C : 2009
Malmö City: 2009*
Malmö Caroli: 2012*
Malmö STUDIO: 2017*
Malmö V. Hamnen: 2017*
Hässleholm: 2019
Täby: 2019
Lund: 2019

In discussion with:
Jönköping
Östersund
Luleå
Göteborg
Stockholm
Ystad
Luxembourg
Madrid/Barcelona
Poland
Germany

* = Gets the opportunity
to change concept



We have restaurants based downtown
and inside malls were the largest group of
customers are people who work nearby
but also some shoppers passing by.

Our busiest restaurants are placed inside office buildings where the workers are regular customers. We are also a popular option at central stations and similar busy places where a lot of people are passing by, due to our fast and healthy food.



Office building



Central station

As a franchisee to Salads and Smoothies you get:

- Project management at startup
- Support to plan, start up and evolve your business
- Access to our collected knowledge
- A network to share experiences with
- Common checkout system
- Common enterprise
- App with loyalty
- A completed cooperation agreement with suppliers of selected products
- Education
- Continuous support
- Common marketing
- Product development
- Conferences and meetings with other franchisees
- Simple operation
- Winner of "Arla guldsko" 2012 as "best fast-food"

As a franchisee to Salads and Smoothies you should:

- Have a stable economy
- Have equity and the opportunity for additional financing
- Be a driven entrepreneur
- Enjoy meeting and socialize with many different people
- Be driven by providing good service and making customers happy
- Be outgoing and social
- Be punctual and meticulous

Financial conditions:

- The business is to be run in a limited company
- You will be responsible for construction costs and the purchase of inventory and equipment
- The size of the investment is mainly dependent on the nature of the retail space in question. It can be anything between 50 000 – 150 000€
- Royalty: 5% of sales
- Marketing fee: 1% of sales
- Signing fee: 15 000€



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