

GREAT FOOD.
GREAT MOOD.
FANTASTIC INVESTMENT.
FRANCHISE OPPORTUNITY



NOTHING BRINGS PEOPLE TOGETHER - OR CUSTOMERS TO YOUR DOOR - LIKE GREAT FOOD.

Almost every community has their share of restaurants, but the truly successful ones become neighborhood institutions. California Grill has several distinct qualities that set us apart from the competition, making a franchise a solid investment.

1. Strong ROI and additional revenue streams: Capitalizing on both traditional and recent trends in restaurant revenue generation, California Grill offers not only takeout and in-person dining, but also catering services, ghost kitchen selections, and chef-quality meal kits for busy families.

2. Brand-in-a-Box: Via consistent use of marketing collateral, the California Grill brand is easily recognizable within its market, and known for offering gourmet breakfast items, burgers, decadent desserts and unique sides, made with the freshest ingredients and sold at competitive prices. The proven strength of this operating model will allow for similar duplication in new markets.

3. Local business anchor: More than just a place to eat, the California Grill flagship location is a community anchor. By providing reliable service and consistent quality along with participation in numerous local charities and events, our business model encourages both high visibility and customer loyalty.

4. Bulk discounts and streamlined ordering: California Grill's internal purchasing system allows for the negotiation of quantity discounts on behalf of all its members, saving franchisees both money and time.

Searching for a turnkey solution to operating a successful restaurant?
Look no further than California Grill.



ABOUT THIS FRANCHISE



Not just your average neighborhood grill.

Family-owned and operated, California Grill was founded in 1996, and has evolved into a highly successful modern family restaurant serving breakfast, lunch and dinner. Priding itself on serving both traditional and unique dishes using only the freshest ingredients, in a warm, light-filled atmosphere, California Grill has taken the upscale fast-casual restaurant model to another level. Recognizing the market demand for quality, reasonably-priced food and superior service delivered with a touch of sophistication, California Grill is confident that their proven business model will be a popular and profitable addition to the competitive franchise landscape.

California dreaming? See if you have what it takes.

The number one quality necessary for franchisee success is dedication to customer satisfaction and relationship-building, as well as a high level of competence in marketing and sales. The ideal California Grill candidate will show:

- 1. Good organizational skills:** A restaurant has many moving parts, so staying on point with P&Ls, inventory, ordering, scheduling and staff management means that a franchisee must be able to multitask.
- 2. Management abilities:** Fast-paced working environments like California Grill require well-honed problem solving and decision-making skills. A franchisee should have prior business ownership experience if they intend on being the owner/operator.
- 3. High personal standards:** California Grill's reputation has been built on delivering quality products and exceptional service in a fun, welcoming environment. The continued success of the brand image requires franchisees to show the same degree of integrity and commitment to the customer experience.



TRAINING AND SUPPORT

We help provide a recipe for operational success..

With well-defined processes and systems in place, California Grill will provide unparalleled training and support. Our extensive California Grill University program offers everything a franchisee needs to ensure operational success. From training portals to one full year of personalized coaching, each franchisee as well as their upper management will have the opportunity to get dialed in to California Grill's culture of success.

Ongoing support will also be provided in these areas:



Field/Operational Support:

To include unit operations, maintenance, customer-service techniques, product ordering, pricing guidelines, and administrative procedures.



Ongoing Business Development Support:

We will provide our continued research methods and techniques to enhance unit-level profitability.



Marketing Support:

We will help you leverage our recognizable brand via the development of advertising materials and strategies, consumer marketing plans, and materials.



Opportunity by the numbers.

Franchise fee:
\$55,000

Min. investment with training:
\$847,700 (with franchise Fee)

Royalty fee:
5% of gross sales

Required Local Marketing Expenditure:
3% of gross sales



For great food, a great mood, and a fantastic investment opportunity, don't miss the chance to join the California Grill franchise family.





This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted, or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements or are covered by an applicable state exclusion or exemption.



*Are you ready to improve your portfolio – and your neighborhood –
with your own California Grill? Contact us!*

Niko@cgmeals.com

310-869-8952

6751 Painter Ave. Whittier, CA 90601

www.californiagrillfranchise.com