



FRANCHISE BROCHURE





“We give a twist to the classic American Grilled Cheese!”

PRESENTATION

Planet Grilled Cheese is an innovative and unique grilled cheese concept. We offer a low-cost and scalable franchise that features gourmet grilled cheese and various delicious treats.

Our concept was built to respond to the main challenges in the food industry: quality, simplicity and excellent service. Thanks to our unique concept we combine these three keys to success.

Thanks to our experience in multiple domains, we are able to provide our franchisees with a complete turnkey business, full assistance and guidance to help you succeed in this new venture.

Because your success is also our success!



MARKET ANALYSIS

90%

Of Americans eat grilled cheese sandwiches yearly.

2.2 B

Americans eat 2.2 billion grilled cheese per year.

99%

Of AmericanS love a good grilled cheese!

40%

Of Americans eat at least four sandwiches per week.

19.6 B

We are talking about an industry worth \$19.6 billion.

+3.5%

The sandwich industry is growing by 3.5% yearly.

"At Planet Grilled Cheese, Opportunity is what you make it!"



HISTORY

It all started with a food truck! Planet Grilled Cheese Food Truck opened its window in May 2016 and served its first gourmet grilled cheese in Tampa, FL. It was such a success that a couple of months later, some of the most successful shopping malls in the area contacted us with the opportunity to expand our business. In November 2016, their first location opened in the Lakeland Square Mall and gave the people what they were missing: a fast food restaurant serving fresh, crispy and cheesy made-to-order grilled cheese sandwiches!



"All our Melts are grilled to order and melted with perfection!"

MISSION & PROMISE

Planet Grilled Cheese has become a recognized brand among the new generation fast food franchise by providing high quality ingredients and a unique grilled cheese experience to each customer!

Besides our **"Simple Melt"** that takes you back to your childhood we offer a large variety of sandwiches such as our signature melt **"Mac N Melt"** with white cheddar mac and cheese for the youngest crowd, our best seller **"Chicken Bacon Ranch"** for those with big appetites or the **"Spicy Buffalo"** for the ones who like a *little kick*. For breakfast, lunch or dinner, all our Melts are grilled to order and melted to perfection for you.

They can be paired with our extra crispy fries ALWAYS cooked to order and our fresh squeezed lemonade, all served with an extraordinary customer service.





COMPETITIVE EDGE

QUALITY

We take pride in serving carefully crafted food made with the best ingredients such as Artisan bread locally baked, smoothies made with 100% real fruits, fresh squeezed lemonade, and organic tomato soup just to name a few.

VARIETY

We offer a large variety of grilled cheese including a chicken grilled cheese menu, kid's meal, locally baked jumbo cookies and we also offer Gluten free bread, vegetarian & vegan options to embrace these new trends.

RAPIDITY

The speed of service is essential in the restaurant industry. Thanks to our high tech and last generation cooking equipment you will be able to cook up to two grilled cheese sandwiches at a time in less than one minute.

"Combining quality, rapidity and consistency is our key to success!"

CUSTOMIZABLE

Let's be creative! Every grilled cheese is made to order so our customers are more than welcome to customize their orders and create their dream grilled cheese by choosing the type of bread, their cheese, protein, vegetable, and sauce and create endless combinations making each visit a unique experience!

CONSISTENCY

Consistency is the key to success. That's why we take pride in providing the exact same experience to each customer. We are consistent in the quality of our ingredients, the way we serve our food, the design of our stores and the way we treat our customers.

INNOVATIVE

We mainly target families thanks to an innovative KIDS EAT FREE promotion running all day and every day, making PGC the place to be for the whole family! Indeed, every \$14 spent, our customers can get a FREE kids meal consisting in a kid size plain grilled cheese or nuggets, apple sauce and a juice.



FRANCHISE OFFER

LOW COST

Planet Grilled Cheese has some of the lowest start-up costs in the industry with an average total investment ranging from \$200 000 for an in-line Mall food court location to \$515 000.

FLEXIBLE

We offer different types of franchises: Mall food court locations, standalone and plaza locations. We help you find the perfect location and area fitting your budget and expectations.

QUICK START

We have built our concept to make everything easier by offering a complete turnkey business already proven successful, easy to operate even without prior experience.

"We consider our franchisees as our most valuable assets!"

ASSISTANCE

You will take advantage of our experienced partners in multiple domains such as rent negotiation, financials, marketing, management, and insurance just to name a few. We will guide you throughout the whole process to help you build the necessary skills to run a successful franchise.

KEY NUMBERS

Average Investment
\$300 000

Franchise Fees
\$30 000

Opening Assistance Fees
\$5 000

Royalties
6%

Advertising
1%

PROFILE

We carefully select our franchisees. If you are a highly motivated individual with a positive mindset, work ethic, willingness to learn from our experience and strong desire to grow the business from one to multiple locations, we will gladly welcome you in the PGC family regardless your business experience.



HOW DO YOU BECOME A FRANCHISEE?

FRANCHISE FORM

1 Complete our Franchise Contact Form. Give us details about your project your financials etc. After reviewing your application we will set up a time to talk.

RESEARCH

2 Carefully review our FDD as well as our franchise agreement. Learn more about our Planet Grilled Cheese by meeting with our team and contacting current franchisees.

JOIN US!

3 Sign our Franchise Agreement and officially join the Planet Grilled Cheese Family! We will assist you in launching your business and getting things officially started!

"You will never be alone! We are committed to make you succeed!"

FIND A LOCATION

4 We help you to find the right location and we will coordinate and supervise the renovation. If you opt for a space in a food court, we already have several lease proposals with local Malls, some including large tenant allowances.

TRAINING

5 We offer a full training program consisting of 10 days including 7 days in a certified training store and 3 days in your store as well as pre-opening assistance and product and business training. You will be totally thrown into the Planet Grilled Cheese universe!

GRAND OPENING

6 We will be present for your grand opening and we will assist you in promoting this amazing milestone! Your success is our success so we will make sure that this day is special and marks the beginning of a long and successful story!



Join the Planet Grilled Cheese Family!



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