

Finance Package

**Great Greek
Mediterranean Grill**

West Palm Beach

Table of Contents

Great Greek Mediterranean Grill

East West Investments USA

OKEECHOBEE boulevard location, West Palm Beach, Florida

Aerials

Floor Plans

Monument Signage

Co-tenants

Organizational Charts

Business Plan

Market and Property Maps

Market Area Photos

Trade Area Restaurants

Market Survey Gallery

United Franchise Group / Site Approval

Customer Reviews

Hospitality Management

Annual Proformas

Great Greek Mediterranean Grill



Simply. **Delicious.** Greek.

Multi-Unit • Area Developer • Master License



Remarkable Success Creates Unique Franchise Opportunity

Are you craving a unique Fast-Casual franchise opportunity in the super-hot Mediterranean and Greek category? You aren't alone. Your future customers are craving the very same thing! Diners love the great taste and healthy options with Mediterranean cuisine and they especially love the delicious selections at The Great Greek Mediterranean Grill.

The Great Greek serves authentic third generation Greek family recipes. In addition, three key factors set us apart:

- **High quality ingredients** with sauces, soups, dressings, marinades and desserts made from scratch daily. This leads to a passionately loyal customer base.
- The **food is as fresh as you can get**. We chop, slice and trim it ourselves each and every day. We don't compromise on our commitment to freshness, ever.
- The **service matches the food**. Each team member provides outstanding hospitality, so each customer feels special. This creates an exemplary experience for every customer, so they enjoy coming back.

With a wide range of delicious menu options and a customer base that's longing for fast-casual options in the hot Mediterranean category, The Great Greek is an excellent opportunity for multi-unit, area developer or Master License Partner consideration.



Our History

The Great Greek Mediterranean Grill has a history of scrumptious food and a loyal customer base. The first location opened on May 5, 2011 in Henderson, Nevada. It was originally owned and operated by a Greek/Armenian family before being purchased by Nick Della Penna and Trent Jones, third generation restaurateurs with over 30 years' experience in the hospitality industry. They made operational changes to the restaurant, enhancing the restaurant's performance. And took it to a whole new level of success.

Building on that success, they opened a second location on June 7, 2017 and since then have opened additional locations in Las Vegas and South Florida.

Nick and Trent began to look for a franchising expert who could take their concept and help it expand around the globe and they found that with the United Franchise Group, The Global Leader for Entrepreneurs. Building on more than 35 years of franchising history, UFG is introducing The Great Greek to communities around the world.



The Great Greek Fast-Casual Difference

- Our recipes are authentic third-generation Greek family recipes
- Our meals and desserts are all made from scratch with fresh, whole ingredients
- Our restaurants have received a variety of awards for their delicious food options and family-friendly atmosphere
- Greek/Mediterranean cuisine is highly sought after because of its bold flavors and healthy options
- Simply. Delicious. Greek.





Award Winning **Fast-Casual** Opportunity In Highly Coveted Mediterranean Cuisine

Consumers across the country are seeking delicious, new, healthy options when dining out. New research confirms Mediterranean food is the big winner with diners both when it comes to one-time trial and for eating frequently.* Mediterranean food features big, bold flavors and healthy ingredients that make it delicious to enjoy.

The American Heart Association, famous TV doctors, and chefs everywhere have promoted the Mediterranean diet - full of olive oil, whole grains, lean proteins, tomatoes, fresh vegetables and spices like cardamom, mint and sumac - as the most healthful way to eat. Add to that, the ease of dining at The Great Greek's attractive fast-casual locations and you have a highly sought-after destination for diners.

The popularity of our fresh, made-from-scratch food, the healthy options, the dining experience, and the industry recognition are all ingredients in our recipe for success.

We offer popular menu options that health-conscious customers are looking for.



Bob Anderson, President, The Great Greek Mediterranean Grill

Bob Andersen, President of The Great Greek Mediterranean Grill has had a long relationship with United Franchise Group, beginning in 1996, as a Regional Manager, through 2001, as Regional Vice President. Following that success, he led multiple organizations in QSR, fast casual and full-service restaurant brands, achieving remarkable results in sales performance, great customer experience, and unit growth. Bob rejoined UFG in 2019. His experience in developing prosperous restaurant franchises from Pizza, Burgers, Chicken, Subs and now Greek and Mediterranean, has gained recognition from the national press, including Nation's Restaurant News "Hot Concepts" and Fast Casual Magazines "Top Concepts to Watch" awards.

Greek Food. Great Support. United Franchise Group

The Great Greek is part of the United Franchise Group family of brands. United Franchise Group is the Global Leader for Entrepreneurs and home to some of the world's most successful franchise brands with locations around the world.

CEO Ray Titus is a widely recognized leader in the franchise industry. He started the company in 1986 with the Signarama brand in Farmingdale New York. He has now grown United Franchise Group to include some of the franchise industry's top-ranked, award-winning brands.



Ray Titus
United Franchise Group CEO

World Class Support

Each franchisee and area developer for The Great Greek will benefit from the expertise and personal attention they will receive from the support team at the United Franchise Group. Our skilled professionals will provide comprehensive world-class training, marketing launch expertise and ongoing programs to ensure you get off the ground quickly.

Real Estate & Financing

- Location & set-up assistance to ensure your locations capitalize on exposure opportunities
- The dedicated real estate team assists with demographics and lease negotiations on your behalf
- Financing opportunities available

Training

- Comprehensive training program at our West Palm Beach, Florida world headquarters followed by on-site training at your location
- Access to online training tools and collaborative systems
- In-depth franchise operations manual

Ongoing Support

- Ongoing visits and communications from our support and executive staff
- Private access to valuable information and ongoing programs to help your location grow
- Regional meetings and national conventions

Marketing

- Grand opening program, PR campaigns, online marketing solutions, printed materials and ads created by in-house marketing team
- Advertising programs designed to provide ongoing solutions for driving traffic to your store and creating brand awareness for this exciting new brand in the fast-casual restaurant industry

UNITED FRANCHISE GROUP
"The Global Leader for Entrepreneurs"

World Headquarters
West Palm Beach, Florida

THE GREAT GREEK
Mediterranean Grill



East West Investments USA



East West

**Franchisee and Area Developer
for
The Great Greek Mediterranean Grill**



East West Investments USA is expanding the footprint of the Great Greek Mediterranean Grill franchise over the next 10 years. Strategic growth plans include the entrance of 60 restaurants to selected cities across the United States. As the franchisee and area developer, East West Investments will be opening two locations in each defined region beginning in 2021 based on market demographics.

WHY GREAT GREEK MEDITERRANEAN?

Healthy, fresh dining options are more important than ever to consumers. Great Geek Mediterranean Grill offers authentic third-generation Greek family recipes. High quality ingredients and fresh, non-processed produce and meat are the cornerstone of the restaurant's success. Outstanding hospitality and service is yet another way that Great Greek is able to outperform other fast-casual options.



In addition to offering healthy options and a superb dining experience, the Great Greek was the gold medal winner of the Best New Restaurant and Best Family Friendly Restaurant awards, and was also recognized with awards for Best Mediterranean and Best Power Lunch. The fresh food, knowledgeable service and experienced management all help ensure that Great Greek is an operational and financial success in each local market area.



HISTORY OF GREAT GREEK

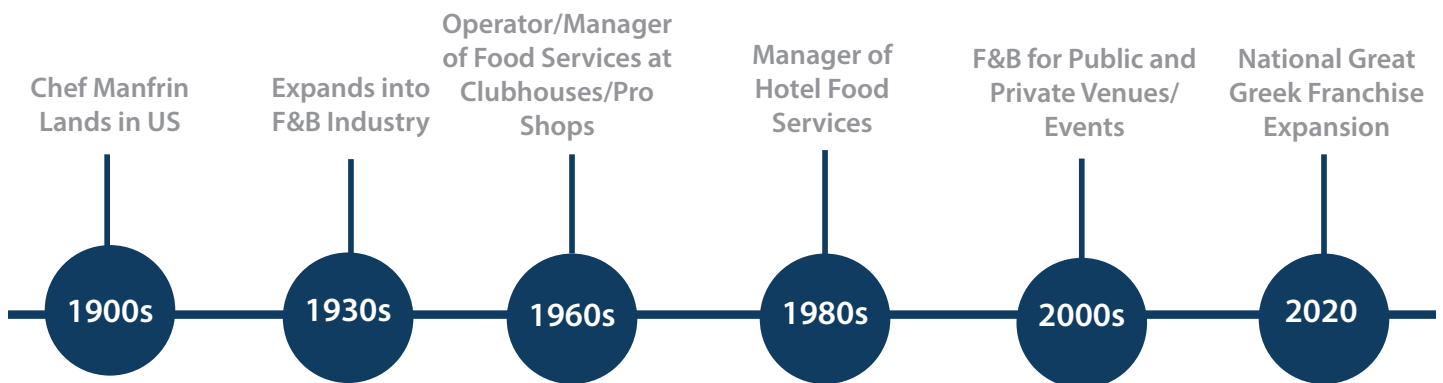
The first location opened in 2001 in Henderson, Nevada. It was originally owned and operated by a Greek/American family before being purchased by Nick Della Penna and Trent Joes, third-generation restaurateurs with over 30 years' experience in hospitality industry.



PROVEN EXPERIENCE

The corporate roots of East West Investments go back almost 60 years. However, the story really began more than 100 years ago in Europe with a young chef named John Manfrin. Manfrin's culinary passion took him through France, Switzerland, and Russia before he landed in the United States in the early 1900s. The family business expanded into many niches, including the food and beverage industry. This segment took hold in the 1960s when they served as the operator and manager of food services in private membership community clubhouses and golf pro shops in Florida. In the 1980s the business further expanded by coordinating food and beverage for a hotel property located in the heart of Walt Disney World, and later by entering the public and private realm of food services in Illinois including premium casual dining, fast food, and event catering.

Today, after four generations and significant growth and diversification, East West Investments is taking the next step in the progression of this family-run business by embarking on a corporate structured national expansion with Great Greek Mediterranean Grill restaurants.



EXPERT SUPPORT AND ASSISTANCE

As a member of the United Franchise Group family of brands, Great Greek franchisees receive world-class training, marketing launch expertise and ongoing programs to ensure the location is able to get off the ground as successfully and quickly as possible. The services provided as a member include:



GREAT GREEK RESTAURANTS

Great Greek has 16 stores that are opened and operating or preparing to launch a grand opening in early 2021, including the following locations:

Aurora, Colorado
Westminster, Colorado
Palm Beach Gardens, Florida
Port St. Lucie, Florida
Winter Garden, Florida
Shelby Township, Michigan
Troy City Center, Michigan
Maple Grove Arbor Lakes, Minnesota
Downtown Las Vegas, Nevada
Henderson, Nevada
Northwest Las Vegas, Nevada
Southwest Las Vegas, Nevada
St. Rose Parkway, Henderson, Nevada
The Bend, Las Vegas, Nevada
Rocky River, Ohio
The Colony, Texas

Additionally, national franchisees have executed franchise agreements and committed to open 94 Great Greek restaurants in the following states:

California
Colorado
Florida
Illinois
Michigan
Minnesota
New Jersey
Ohio
Utah
Virginia

FRANCHISE LOCATIONS

East West Investment's expansion plans include adding 60 restaurants over a 10-year period to key cities across the United States:

2021/2022

Raleigh/Durham, North Carolina
New York, New York
Los Angeles, California
Miami, Florida

2023

San Diego, California
San José, California
San Francisco, California
Boston, Massachusetts

2024

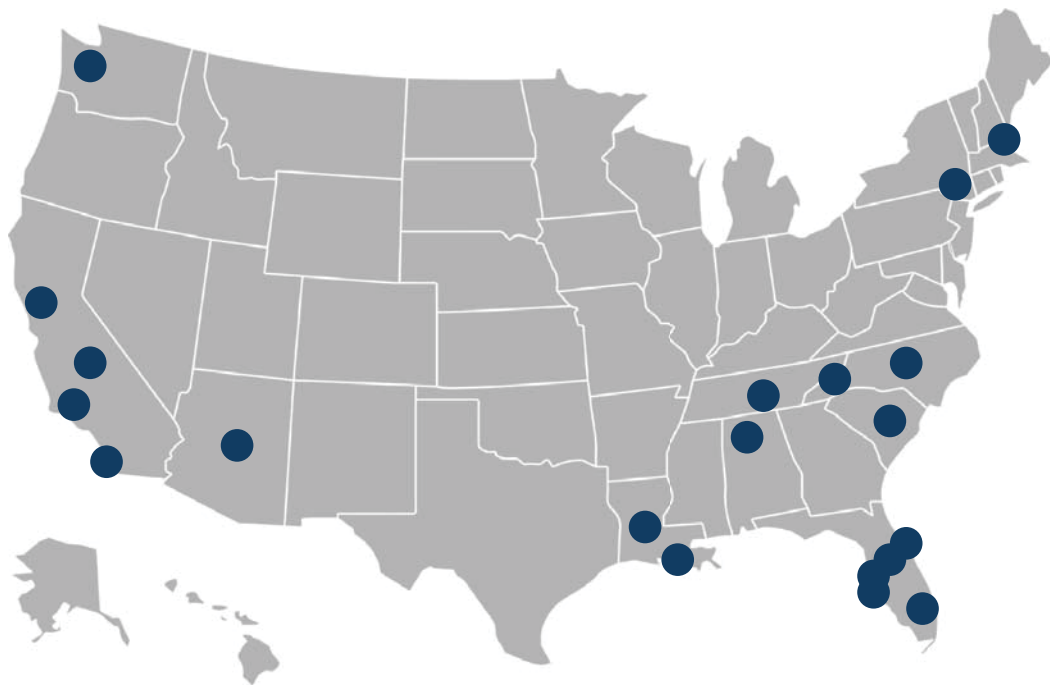
Miami Beach, Florida
Tampa/St. Pete, Florida
Jacksonville, Florida
Sarasota, Florida
Phoenix, Arizona

2025

Nashville, Tennessee
New Orleans, Louisiana
Greenville, South Carolina

2026

Wilmington/Boone, Asheville, North Carolina
Seattle, Washington
Huntsville, Alabama
Inverness/Ocala/Villages/Panama City Beach, Florida



EFFECTIVE PARTNERS


We recognize that success lies in our ability to forge great partnerships with companies that possess the experience, fortitude and solid values upon which we have built our brand. We are proud to partner with FDG-USA and Southeast Construction Group to help us permeate the market with the Great Greek franchise.

FDG-USA has been chosen to provide design services for all 60 Great Greek locations across the United States.

Southeast Construction Group will serve as the construction manager for both new-build stores and redevelopment. With more than 30 years experience, they bring a level of expertise and service that is synonymous with East West's mission.

East West Investments is partnering with local business team members with long-standing relationships to ensure that local restaurant experience, hospitality management and executive oversight is adequately provided with each store opening. Additionally, local investors will be invited to join key opportunities in select markets to further leverage proposed expansion plans.

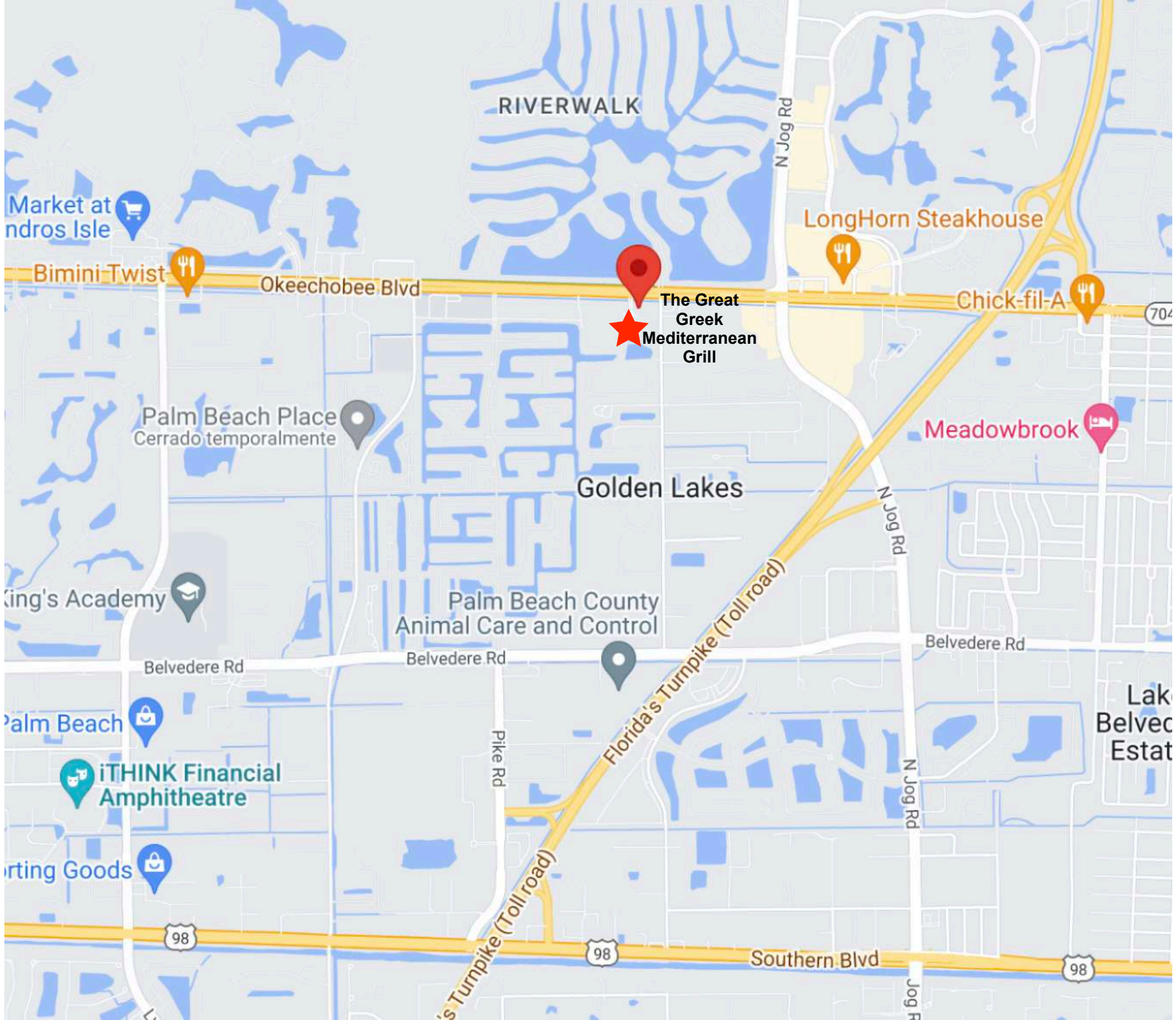


East  West

inquiry@eastwest.holdings

Okeechobee Boulevard Location

West Palm Beach, Florida



RIVERWALK

Market at Andros Isle

LongHorn Steakhouse

Bimini Twist

Okeechobee Blvd

The Great Greek Mediterranean Grill

Chick-fil-A

Palm Beach Place Cerrado temporalmente

Meadowbrook

Golden Lakes

King's Academy

Palm Beach County Animal Care and Control

Belvedere Rd

Palm Beach

iTHINK Financial Amphitheatre

Lak Belvec Estat

Sporting Goods

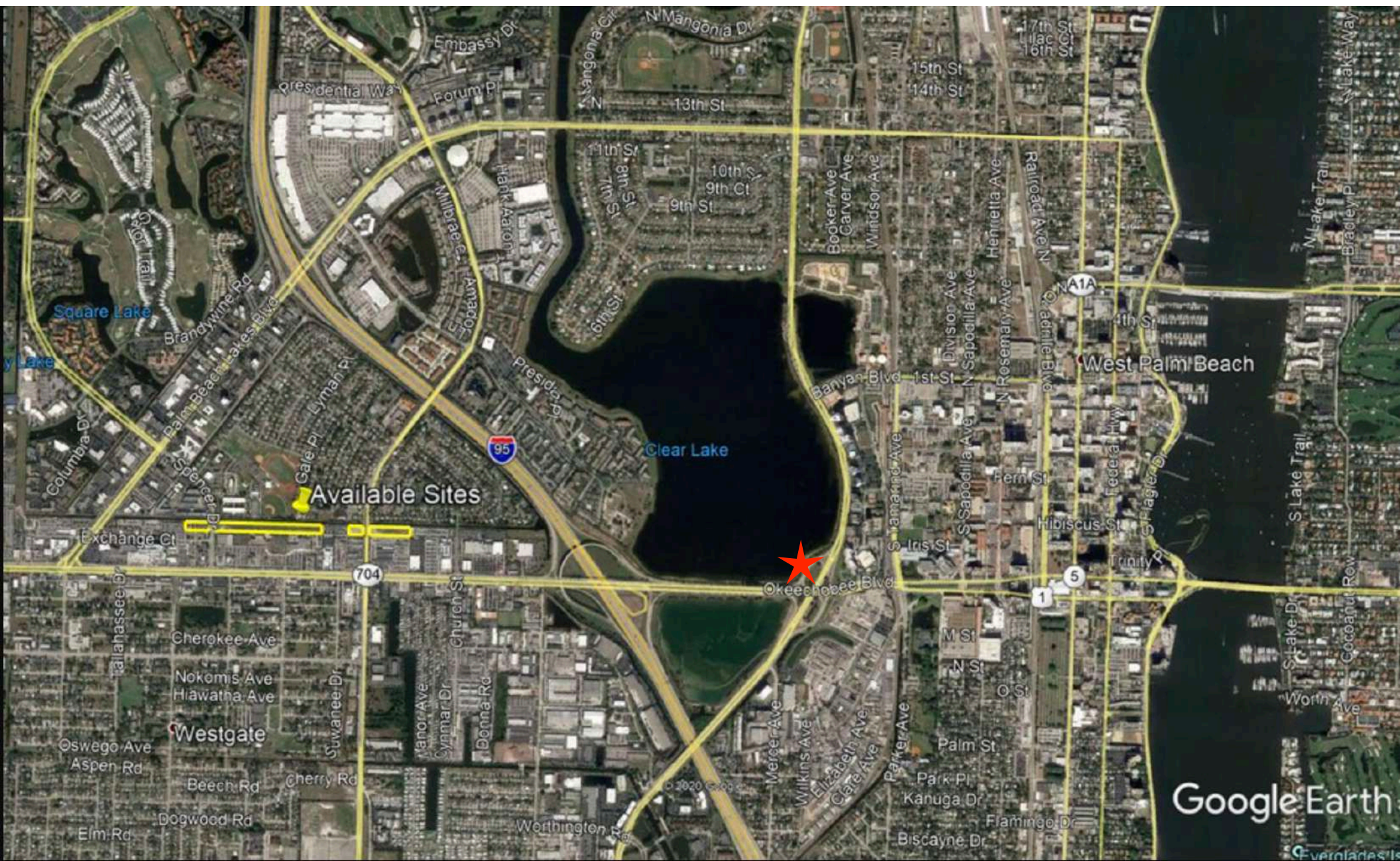
98

98

Southern Blvd

98

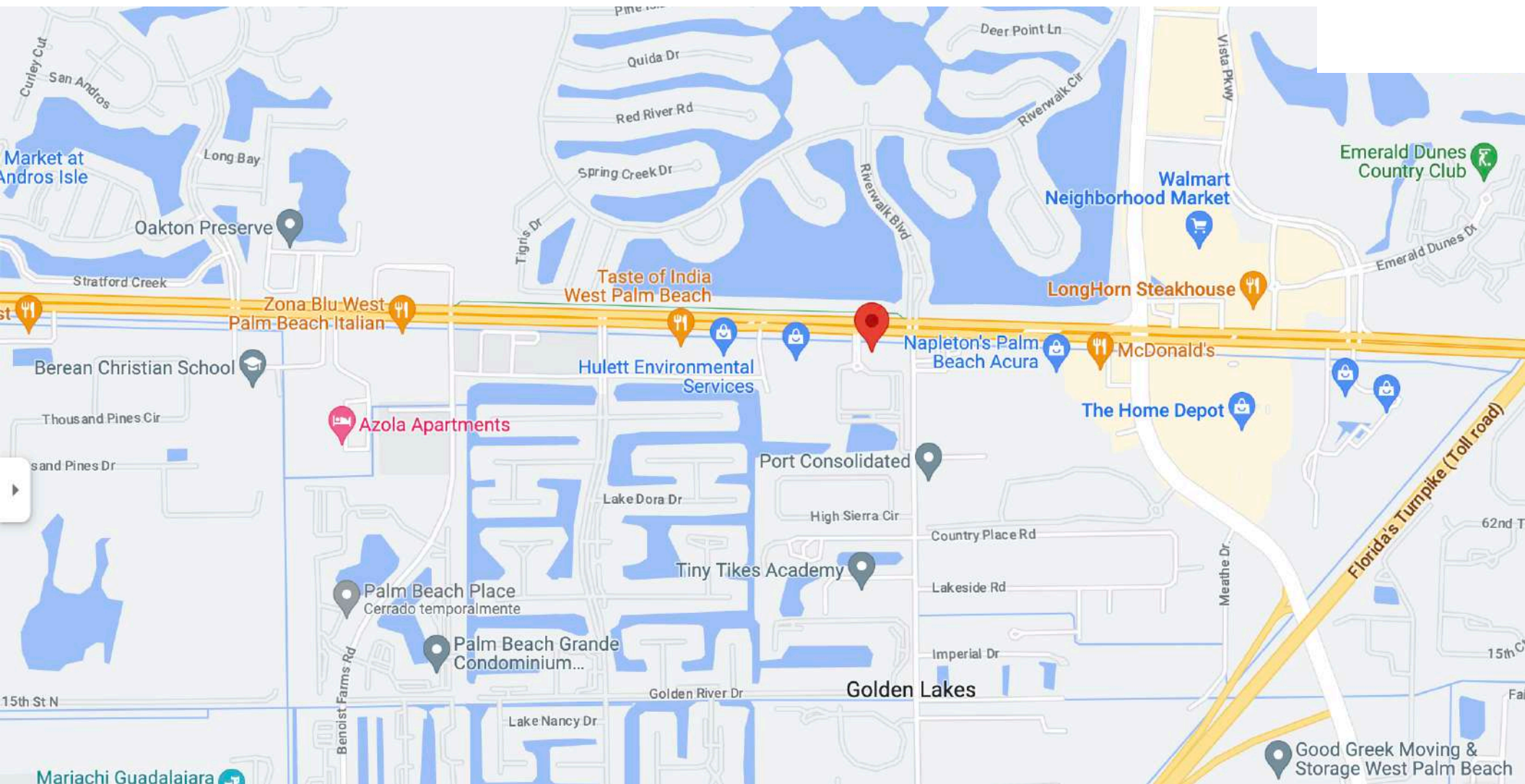
Aerials

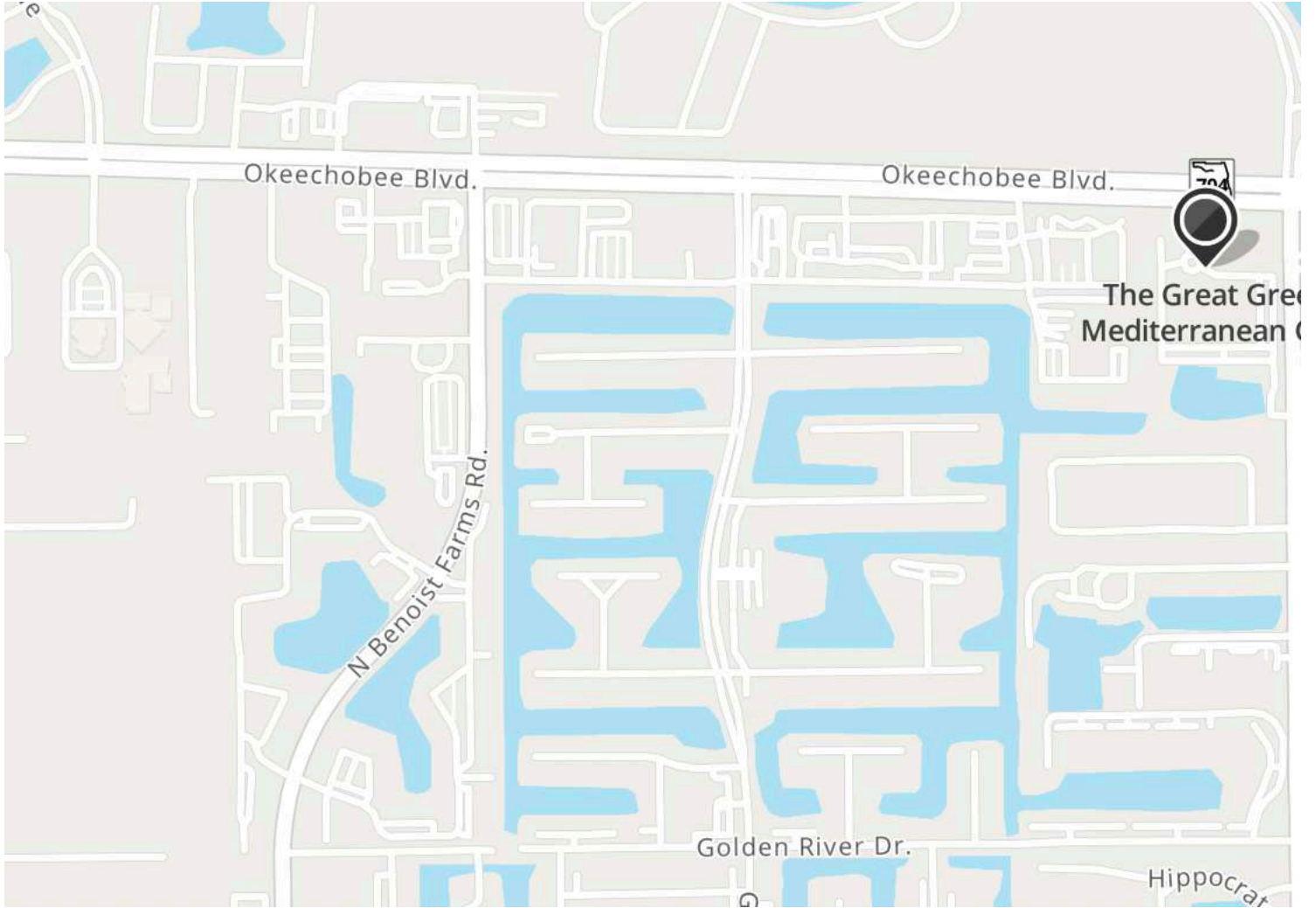


Available Sites



Google Earth







FLORIDA'S
TURNPIKE

SUBJECT PROPERTY

OKEECHOBEE ROAD

INTERSTATE
95

Pilot

Loves

McDonald's

DUNKIN'

Wendy's

Waffle House

At Home Inn

LAQUINTA
INN & SUITES

SLEEP
INN

Shell

POPCORN
KING

McDonald's

KFC

QUALITY
INN

Hampton
Inn

Days Inn

Comfort

Fairfield
BY HARRIOTT

RED LOBSTER

6

Rockwell
Barrel
Old Country Store

THE HOME
DEPOT

Waffle House

RaceTrac

SONIC

Walgreens

Wawa

Chick-fil-
C

Starbucks

Floor Plans

Store Photos



Starbucks



**The Great Greek
Mediterranean Grill**

Chipotle Mexican Grill
Mexicana • \$



7000



Monument Signage



STARBUCKS DRIVE THRU

JOHNSON
FITNESS & WELLNESS

THE GREAT GREEK
Mediterranean Grill



Co-tenants

Starbucks

Wells Fargo

Johnson Fitness & Wellness

The Great Greek Mediterranean Grill

Chipotle

TGG Restaurant Experience

East West

East West Investments Restaurant Experience

The East West team has been involved in site selection, pre-development, planning, designing, operating, and/or financing restaurants over the past 50 years. An overview of select locations include:

- Point O' Woods Country Club – Florida
- Point O' Woods Pro Shop – Florida
- The Moorings Golf Course Cafe – Florida
- Palm Villas Resort – Florida
- Rock Island Restaurant – Illinois
- Rock Island Golf Club – Illinois
- Dunkin' Donuts – California
- The Resort – California
- China Restaurant – Arizona
- The Log Shop – North Carolina

Point O' Woods Country Club – Florida



Point O' Woods Pro Shop – Florida



The Moorings Golf Course Cafe – Florida



Palm Villas Resort – Florida



Rock Island Restaurant – Illinois



Rock Island Golf Club – Illinois



Dunkin' Donuts – California



The Resort – California



China Restaurant – Arizona



The Log Shop – North Carolina



THE GREAT GREEK

Mediterranean Grill

Restaurants Under Development for Winter/Spring 2023/2024 Openings

Charlotte, North Carolina



Durham, North Carolina



Walnut, California



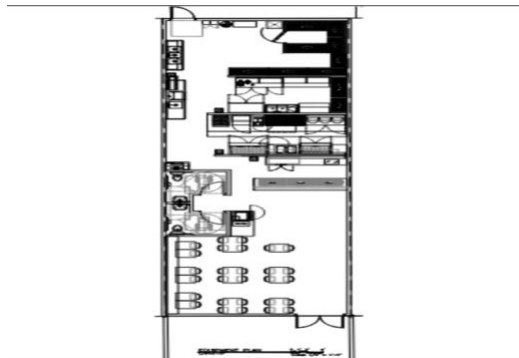
Chino, California



Naples, Florida



Long Beach, California



East West

Rock Island Restaurant & Golf Clubhouse



Nestled on an island in the Mississippi River between Davenport, Iowa, and Moline, Illinois that is home to the historic Rock Island Arsenal, the original Rock Island Golf Clubhouse was destroyed by a fire in 1905, but was granted a license to be rebuilt by Secretary of War William Howard Taft, who in 1909 became the 27th



President of the United States. The 18,000 SF clubhouse is listed on the National Register of Historic Places and is protected as one America's great historic resources.



The restaurant was operated by an East West hospitality company under a long-term lease arrangement, offering both fine and casual dining, a full service bar, catering and special events. With a reputation for excellent food and service, the professionally trained staff



also developed customized packages for a wide variety of events such as wedding receptions and rehearsal dinners, bridal and baby showers, birthday and anniversary parties, banquets, receptions, meetings, conferences and golf tournaments, thus maximizing the utilization of the ballroom, bar, veranda, dining area, and north porch. East West's successful operations allowed for a repayment of the previous lessee's mortgage debt.



The various hospitality activities that were carried out to operate the business included quality control, purchasing, food preparation, customer service, cleaning, staffing, training, scheduling, pricing, accounting, marketing, special event coordination and reporting.

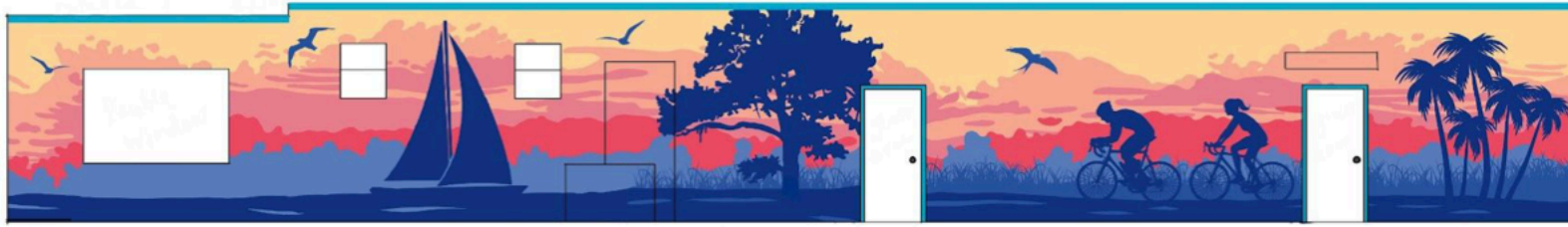


Restaurants Opening Fall 2023

Citrus Lakes Trace

Inverness, Florida

Building Elevation

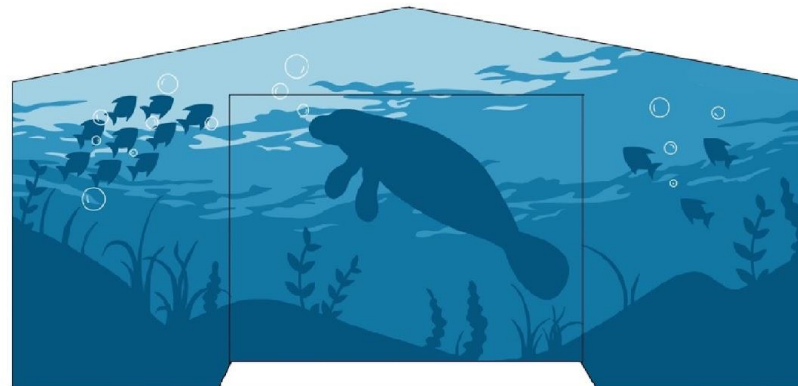
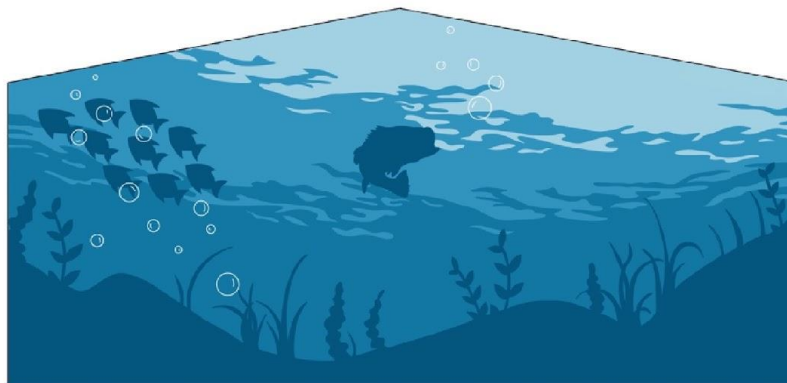
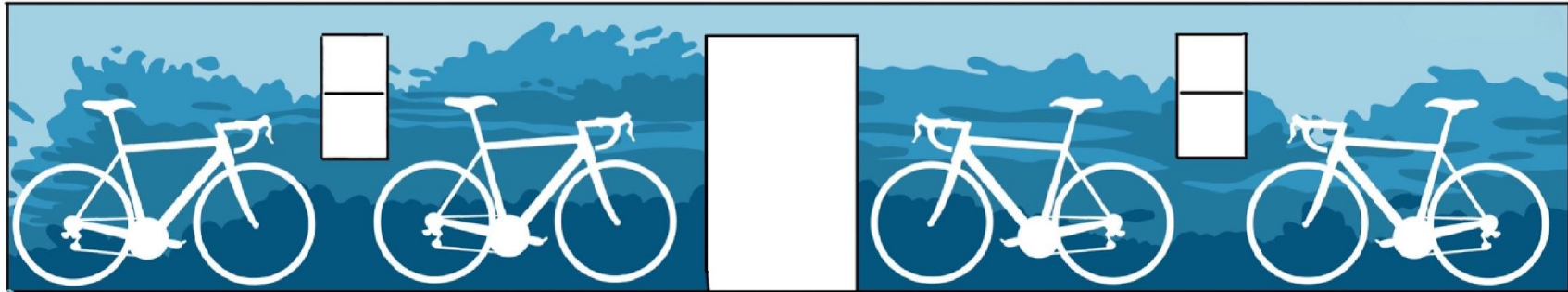


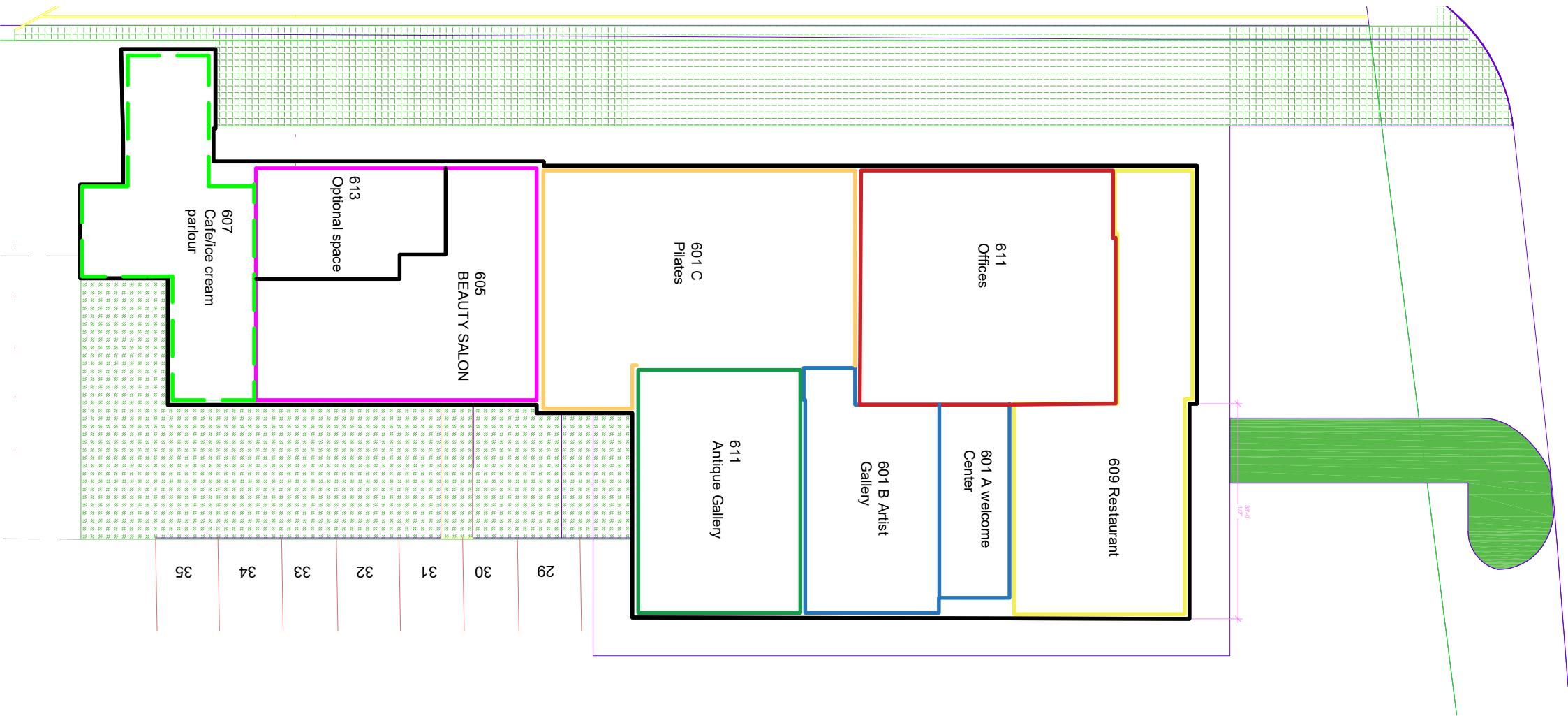
The artist will sign on 3 of the walls



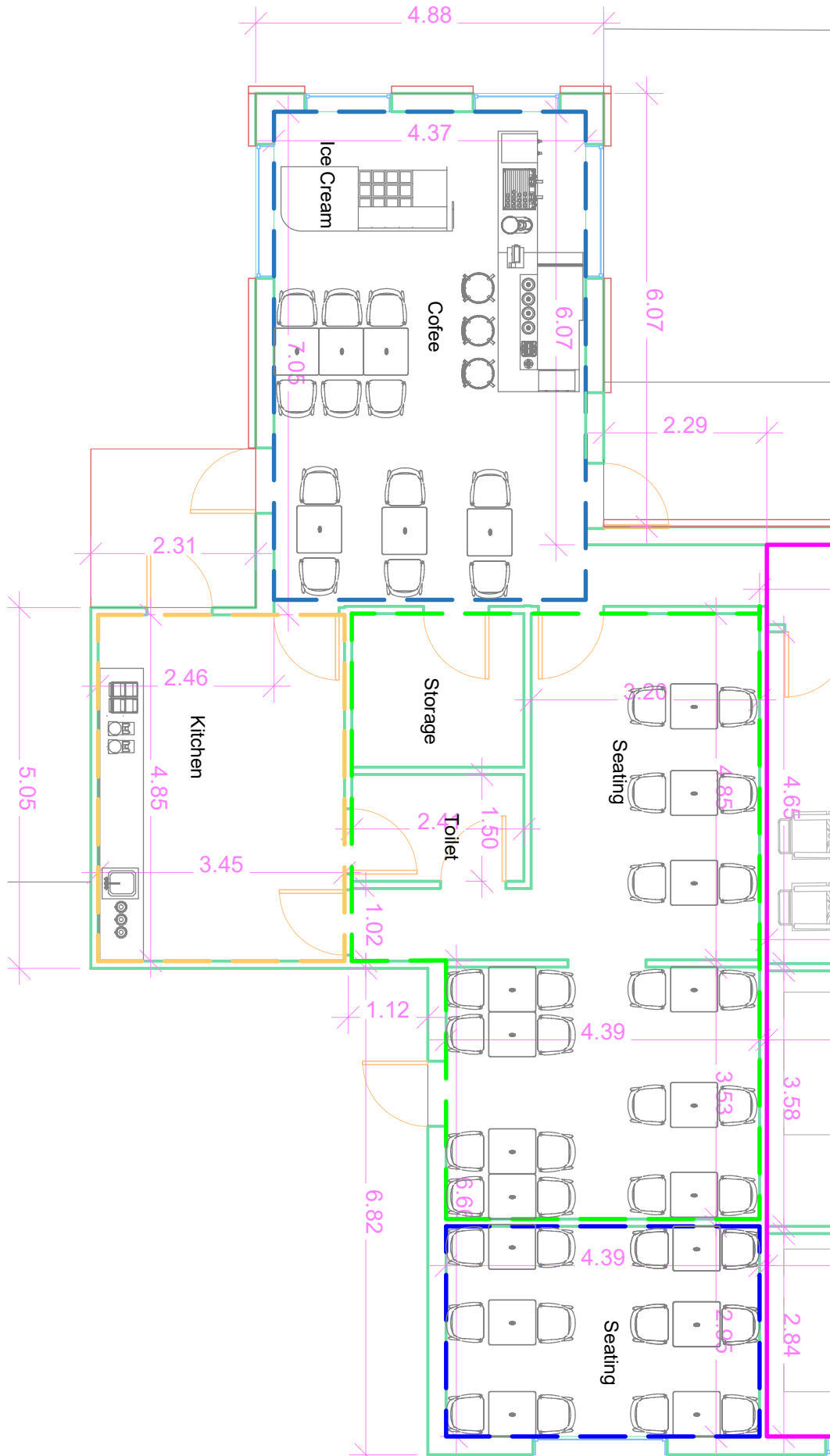
MOSSY WALKS
- 50/200 12 by
natural color

Building Elevation

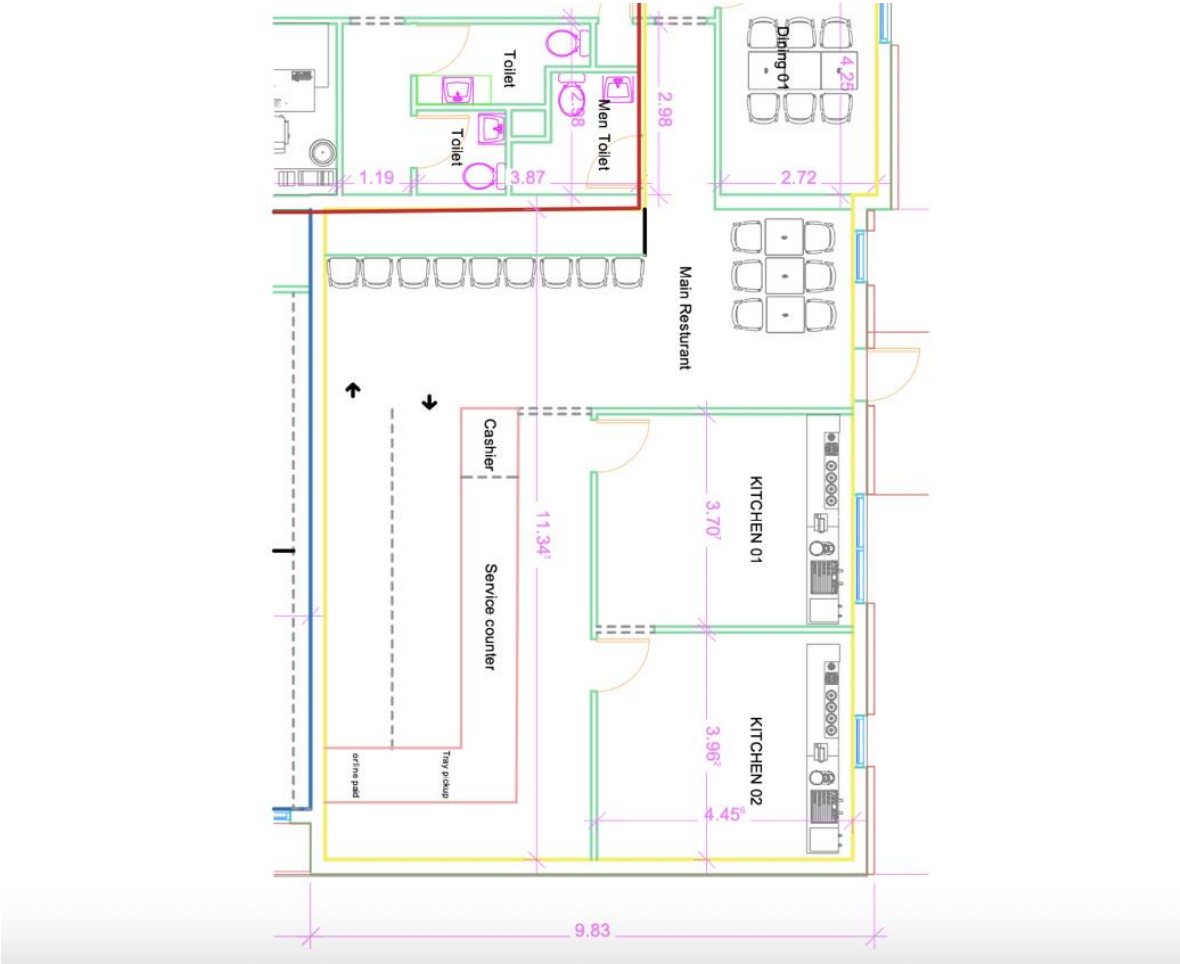




8'x9'
17'



Island Cafe and Ice Cream Parlor



Salads and Smoothies

Business Plan



BUSINESS PLAN

TGG West Palm Beach DBA The Great Greek Mediterranean Grill
September 22, 2022

West Palm Beach, Florida

Confidentiality Statement

The West Palm Beach Great Greek Mediterranean Grill Business Plan and the information contained herein are confidential and intended solely for the use of qualified persons to whom it is distributed by TGG West Palm Beach LLC DBA The Great Greek Mediterranean Grill, or by third parties authorized by TGG West Palm Beach LLC DBA The Great Greek Mediterranean Grill. TGG West Palm Beach LLC DBA The Great Greek Mediterranean Grill expressly disclaims all liability for representations and warranties, expressed or implied, contained in or omitted from this business plan. Any reproduction or distribution of this information, in whole or in part, or divulgence of any of its content is strictly prohibited without the prior written consent of, TGG West Palm Beach LLC DBA The Great Greek Mediterranean Grill. Upon request, the recipient agrees to return this document and any other material received from TGG West Palm Beach LLC DBA The Great Greek Mediterranean Grill without retaining any copies thereof.

Contents

1. Company Overview
2. Restaurant Industry Outlook
3. Operations Plan
4. Products
5. Customers
6. Competition
7. Marketing Plan
8. Management Plan and Key Staff
9. Financial Plan

Company Overview

The Great Greek is a modern take on classic tastes like savory meats, fresh vegetables, delicious tzatziki, hummus, sauces, and more. From comfort-foods fresh off the grill, to lighter-tasting seafood and salad, to nutritious well-balanced meals, everything at The Great Greek is meant to satisfy the appetite of any palates.

The Great Greek was founded by two third-generation culinary trained restaurateurs with more than 30 years in the food and hospitality business. Like anyone who loves truly good food, their favorite childhood memories were those spent with family and friends, crowded around a table for a meal made with care and love.

Born out of a commitment to a chef-driven menu and made-to-order signature menu items, premium hospitality, and high-quality and/or local, healthy ingredients. The Great Greek Mediterranean Grill is well positioned in the limited-service, fine fast-casual niche market, and stands out when compared to other assembly line fast food restaurants. The Great Greek Mediterranean Grill locations have thrived throughout suburban Clark County, NV for almost 10 years. Currently, there are 25 locations operating or under construction in the United States, with an additional 100 restaurants in the development pipeline.

There are many key factors that sets The Great Greek Mediterranean Grill restaurants apart from the competition. At the forefront is the fine fast casual customer experience. With a culture of commitment to customer experience rather than low cost, and the spirit of authentic Mediterranean hospitality where everyone's welcome. Our dining room is comfortable for our guests, and you'll always feel right at home with smiling faces, table service, and a bright cheerful atmosphere.

We also take great pride in making almost every item on our menu 100% from scratch in house, cooking your meal right when you order it and serving it to you tableside, exactly how you like it. This premium service model not only enhances the customer dining experience, it creates a loyal customer for life!

In addition, if there's one thing that Mediterranean culinary culture knows how to do – it's feed a crowd. Off-premises menus are designed to serve lunch, dinner, and appetizers to individuals, families, small and large groups for all occasions with a flexible menu of choices satisfy and selective food choice. The Great Greek's to-go, catering and delivery menu provides large trays of our restaurant favorites like Souvlaki Skewers, delicious dips, self-serve bars for make-your-own gyro, and classic desserts to end your meal.

Our cohesive customer engagement, loyalty, rewards, mobile and digital strategies optimize how our brand engages with customers more effectively, increase customer traffic, increase average tickets, and ultimately boost sales and revenue. Integrating mobile customer data with data from other sales and marketing channels and external sources to deliver personalized, on-time offers to boost traffic and check average.

BUSINESS PLAN

The Great Greek Mediterranean Grill is a part of United Franchise Group (UFG) family of brands. UFG is the Global Leader for entrepreneurs and home to nine (9) of the most successful franchise brands, with nearly 1,600 locations in more than 80 countries around the world. Their commitment to the success of each franchisee is second to none, as they will provide extensive classroom and in-store training, comprehensive marketing program, grand opening launch assistance and ongoing collaboration to get off the ground quickly and grow successfully. In addition, they will provide comprehensive site selection, lease negotiation, design, and construction assistance, as well as online and onsite learning, training, and operations manuals.

The Great Greek Mediterranean Grill Fine Fast Casual Difference

- Chef-driven menu
- Made-to-order signature menu items
- Premium customer experiences
- High-quality and/or local, healthy ingredients
- Proven easy-to-operate business model
- Reputable and established brand since 2011



Restaurant Industry Outlook

RESTAURANT INDUSTRY SALES (\$B)



RESTAURANT INDUSTRY EMPLOYMENT



LOCATIONS: 1 million+

RESTAURANT INDUSTRY SHARE OF FOOD \$



CONSUMERS



- **9 in 10 consumers** say they enjoy going to restaurants.
- **3 in 4 consumers** say dining out with family and friends is a better use of their leisure time than cooking and cleaning up.
- **Two-thirds of consumers** say their favorite restaurant foods provide flavors they can't easily duplicate at home.
- **4 in 10 consumers** say restaurants are an essential part of their lifestyle.

61% Consumers who say they order more healthful options at restaurants than they did two years ago.

Operations Plan

The West Palm Beach, Florida Great Greek Mediterranean Grill General Manager will be 100% present, working and involved in the day-to-day operations of the restaurant managing staff, supplier relationships, customers, inventory, and daily task. Although it may take extra resources, time, and money ± excellent customer service generates positive word-of-mouth for our business, keeps guests happy and encourages them to keep coming back again.

The general operation of the business will follow the recommended process of the franchisor. While adopting the process is not required, it just makes good business sense to follow the proven plan.

9 Our restaurant will be open 7 days a week for lunch and dinner requiring multiple shifts and will also provide cater options.

9 To achieve optimal labor cost control, the staffing schedules will be written in a manner that enables management to increase or decrease the hourly labor needed based on sales volume.

9 We will also implement proper rotation and labeling techniques to ensure high quality products are available to support peak demand and business hours. During off-peak hours, we will gear activities toward replenishment and ongoing preparation.

9 We will manage receiving, inventory maintenance and ordering and ensure there is alignment with customer demand and schedules for ordering will be set up to ensure maximum freshness, such as ordering several times each week. Using this method, standard supply and grocery foodservice orders will arrive with lower frequency, according to a schedule that considers storage capacity and the needs of the restaurant.

9 The layout of the front of the house and back of the house will be designed for flexibility and efficiency.

Personal experiences provide qualities that we can draw on to manage and run the business and grow it steadily. The bottom line is that we aim to run a tight ship and empower our staff to be the best and deliver the best customer service experience.

Products

We are committed to serving flavorful chef-driven menu and made-to-order signature menu items made from high-quality and/or local, and healthy ingredients. Our proprietary signature menu item The Great Greek Gyro is sliced to order from a cone, the grilled souvlaki chicken, steak, lamb, and shrimp, are seasoned and marinated with our proprietary spices and blends and cooked to order, salads, tzatziki, hummus, soups, and desserts are all *freshly prepare in our store ± every day*. We put the ³HDW'LQWR great food.

Current restaurant food trends indicate that the fast-casual chains will expand more. For 2019, this segment is expected to reach US\$863 billion in total sales. Fast-casual restaurants are booming today, and this trend looks to continue. They serve better-tasting food in a limited-service style. They're among the leaders in technology use in the food-service industry. Since 1999, the fast-casual segment has grown by 550% until today. Experts expect the segment to continue growing. This segment would include Mediterranean food franchises such as The Great Greek that offer quick, high-quality, and healthy meals without the full-service restaurant price tag. Consumers are spending an average of \$232 per month on eating outside the home, with the millennial generation spending even more.

One of the most consistent trends over the last ten years has been to-go sales outpacing dine-in sales growth. While dine-in sales have trended up over last twelve months, they've rarely been positive. Conversely, to-go sales have accelerated at a faster pace and are now approaching 10 percent growth year over year.

The economy has a profound influence on consumers' spending. Unemployment in the U.S. is low, and discretionary spending is on a slow but steady rise. Consumer spending is sitting comfortably high, and 2020 looks like spending should remain steady throughout the year. In the restaurant industry specifically, things are expected to at least stay on the same level as they were in 2019.

For 2019, 25% of American adults are actively trying to manage their health by being very meticulous with what they eat or drink. 45% of younger adults—those between 18 to 24—are more determined to healthy food consumption. The Great Greek can satisfy this new consumer trend with the well-known Mediterranean Diet that has been endorsed by many health professionals.

As the economy continually improves, IBISWorld reports that consumer confidence will grow and they'll budget increasing amounts of money for eating out. The major increase in spending projected for 2018 is being driven by the fast-casual industry. Consumers are shifting their spending toward quicker; more convenience-oriented options and sales will be up another 2.5 percent to around \$234 billion this year. The growth rates in the fast casual business are doubling those of full-service restaurants, "millennials have turned increasingly to fast-casual restaurants to satisfy their hunger when dining out."

Operations Plan

The West Palm Beach, Florida Great Greek Mediterranean Grill General Manager will be 100% present, working and involved in the day-to-day operations of the restaurant managing staff, supplier relationships, customers, inventory, and daily task. Although it may take extra resources, time, and money ± excellent customer service generates positive word-of-mouth for our business, keeps guests happy and encourages them to keep coming back again.

The general operation of the business will follow the recommended process of the franchisor. While adopting the process is not required, it just makes good business sense to follow the proven plan.

9 Our restaurant will be open 7 days a week for lunch and dinner requiring multiple shifts and will also provide cater options.

9 To achieve optimal labor cost control, the staffing schedules will be written in a manner that enables management to increase or decrease the hourly labor needed based on sales volume.

9 We will also implement proper rotation and labeling techniques to ensure high quality products are available to support peak demand and business hours. During off-peak hours, we will gear activities toward replenishment and ongoing preparation.

9 We will manage receiving, inventory maintenance and ordering and ensure there is alignment with customer demand and schedules for ordering will be set up to ensure maximum freshness, such as ordering several times each week. Using this method, standard supply and grocery foodservice orders will arrive with lower frequency, according to a schedule that considers storage capacity and the needs of the restaurant.

9 The layout of the front of the house and back of the house will be designed for flexibility and efficiency.

Personal experiences provide qualities that we can draw on to manage and run the business and grow it steadily. The bottom line is that we aim to run a tight ship and empower our staff to be the best and deliver the best customer service experience.

Products

We are committed to serving flavorful chef-driven menu and made-to-order signature menu items made from high-quality and/or local, and healthy ingredients. Our proprietary signature menu item The Great Greek Gyro is sliced to order from a cone, the grilled souvlaki chicken, steak, lamb, and shrimp, are seasoned and marinated with our proprietary spices and blends and cooked to order, salads, tzatziki, hummus, soups, and desserts are all *freshly prepare in our store ± every day*. We put the ³HDW'LQWR great food.

APPETIZERS

AVGOLEMONO SOUP

3.95

Chicken - Lemon Juice - Rice
Pita Bread

TZATZIKI 4.95

Greek Yogurt - Labne -
Cucumber - Garlic - Dill
Pita Bread

HUMMUS 4.95

Garbanzo Beans - Garlic -
Tahini - Lemon Juice
Pita Bread

TIROKAFTERI 4.95

Cream Cheese - Feta
Roasted Peppers - Pita Bread

MELITZANOSALATA

4.95

Roasted Eggplant - Olive Oil
Lemon Juice - Garlic
Pita Bread

FOUR DIP COMBO

11.95

Tzatziki - Hummus -
Tirokafteri - Melitzanosalata
Pita Bread

DOLMADES 5.95

Grape Leaves - Rice
Lemon Juice - Herbs

SPANAKOPITA

3.95

Spinach - Feta - Puff Pastry

SALADS

CLASSIC GREEK SALAD

LARGE 7.95 | SMALL 5.95

Romaine Lettuce - Tomatoes -
Cucumbers - Red Onions - Feta
Kalamata Olives - Pita Bread
Housemade Greek Vinaigrette

MAKE IT YOUR OWN
WITH AN ADD-ON >

GREAT GREEK RICE BOWL 8.95

Rice Pilaf - Romaine Lettuce
Tomatoes - Red Onions
Cucumbers - Garbanzo Beans
Kalamata Olives - Feta - Tzatziki

MAKE IT YOUR OWN
WITH AN ADD-ON >

ADD-ONS

CHICKEN BREAST
+3.95

JUMBO SHRIMP
+4.95

ATLANTIC SALMON
+6.75

GYRO MEAT*
+3.95

STEAK TENDERLOIN*
+4.95

AUSTRALIAN LAMB*
+4.95

FALAFEL
+3.00

DOLMADES
+3.95

SANDWICHES



FALAFEL PITA

GREAT GREEK GYRO 8.95

Beef & Lamb or Chicken Breast
Romaine Lettuce - Tomatoes
Red Onions - Tzatziki - Feta

TRADITIONAL GYRO 7.95

Beef & Lamb or Chicken Breast
Tomatoes - Red Onions - Tzatziki

FALAFEL PITA 7.95

Housemade Chickpea Fritters - Romaine Lettuce - Tomatoes
Red Onions - Tzatziki - Hummus

ATHENIAN BURGER 8.95

Certified Angus Beef* - Romaine Lettuce - Tomatoes -
Red Onions - Tzatziki - Feta

GREEK SALAD WRAP 5.95

Romaine Lettuce - Tomatoes - Red Onions - Garbanzo Beans
Cucumbers - Kalamata Olives - Feta - Hummus - Tzatziki
Flour Tortilla

MAKE IT YOUR OWN WITH AN ADD-ON >

GYRO MEAT* +3.95, FALAFEL +3.00, CHICKEN BREAST +3.95,
+SHRIMP 4.95

ENTREES

SOUVLAKI PLATE

CHOOSE A SKEWER >

CHICKEN BREAST 12.95
STEAK TENDERLOIN* 15.95
AUSTRALIAN LAMB* 15.95
JUMBO SHRIMP 15.95

Served with Side Salad,
Tzatziki and Pita plus
your choice of Rice Pilaf,
French Fries or
Feta Fries (+.50)

GREAT GREEK PLATE

GYRO MEAT* 12.95
FALAFEL 10.95

Served with Side Salad,
Tzatziki and Pita plus
your choice of Rice Pilaf,
French Fries or
Feta Fries (+.50)

MEZZE PLATE 11.95

Dolmades, Falafel, Spanakopita,
Hummus, Side Salad, Tzatziki & Pita



STEAK TENDERLOIN SOUVLAKI PLATE

SIDES

FETA FRIES 2.95

FRENCH FRIES 2.50

RICE PILAF 2.50

SIDE SALAD 3.95

MAKE IT A
COMBO

INCLUDES A FOUNTAIN DRINK
OR BOTTLED WATER

+

YOUR CHOICE OF:

FRENCH FRIES +3.50 • FETA FRIES +3.95
RICE PILAF +3.50 • SIDE SALAD +4.50
AVGOLEMONO SOUP +4.50

GREAT GREEK
FAVORITE

GLUTEN FREE

VEGETARIAN

DAIRY FREE

*Cooked to order. Consuming raw or undercooked meats, poultry, seafood, shell stock or eggs may increase your risk of foodborne illness, especially in case of certain medical conditions.

Customers

One of the favorite things our customers will love about *The Great Greek Mediterranean Grill* is its “fine fast-casual” style – the perfect style for a Mediterranean restaurant. Our restaurant will combine the convenience and speed of a fast-casual restaurant with a food and service fine dining quality. Each guest or group will place their order at the counter, sit down at a table, and have their made-to-order meal delivered to them in 7-9 minutes. When the meal is complete, we will clear and clean the table just like a full-service experience.

The typical customer will fall into one of the following categories:

- ✓ Individuals seeking high-quality foods and an improved dining experience.
- ✓ Workers, families requiring a quick and affordable option, without sacrificing a high-quality food.
- ✓ Young adults, foodies and those willing to spend a few more dollars for fresh, flavorful, and healthy food options.



Competition

There are many national chains competing in the fast-casual dining restaurant industry. Our competitors include:

Zoes Kitchen

CAVA

Chipotle Mexican Grill

Pei Wei

Jets Pizza

Little Greek

Simple Greek

Panera

Windy City Grille

Blue Ginger Asian Kitchen

Our restaurant will strongly differentiate itself from the competition and has a strategy to penetrate our target market by delivering a premium hospitality experience. 1) flavorful made-to-order menu items 2) high-quality and/or local, and healthy ingredients. 3) authentic Mediterranean hospitality where everyone's welcome and comfortable.

Marketing Plan

As a *The Great Greek Mediterranean Grill* franchisee, we have access to innovative marketing plans which include a multi- channel approach focusing on our local market. We will employ several strategies simultaneously to reach customers, which includes a mix of traditional marketing, online exposure, and special promotions. Our traditional marketing strategies include:

As a franchisee we will also receive a grand opening took kit, public relations campaigns, online marketing solutions, printed materials, mailers and point-of-purchase displays created by the *Great Greek Mediterranean Grill* inhouse marketing team. Printed marketing materials will be created by the franchisor for use in the store, which includes flyers, trifold, business cards, letterhead, envelopes, shipping labels and store forms. A start-up supply will be provided and an easy online ordering system will allow purchase of additional supplies as needed. These will be personalized with the local store’s contact information.

Store visibility is key, and we realize that **location** and **drive-by visibility** are one of the main way’s customers find dining establishments. In addition to window graphics and standard store signs, our visibility will be enhanced with stake signs, banners, or flags that the franchisor will provide.

After the first 90 days, we will fall into a consistent marketing calendar. As a *The Great Greek Mediterranean Grill* franchisee, we are required to spend 3% of gross sales to national marketing as well as spend 1% of sales locally to promote *The Great Greek Mediterranean Grill*. This fund collectively makes decisions that benefit the *Great Greek Mediterranean Grill* franchise system, subsequently driving additional traffic to each individual location. Catering will be an important component of annual revenue from Year 1.



The collage features several marketing materials:

- Menu:** A menu titled "EXPERIENCE THE UNIQUE FLAVORS OF AUTHENTIC GREEK CUISINE!" listing various categories such as APPETIZERS, CLASSIC GREEK SALAD, SIDES, ENTREES, and DESSERTS. It includes items like "Agionissimo Steak", "Greek Salad", "Pita Bread", "Meatballs", and "Honey Lemon Chicken".
- Promotional Flyer:** A blue flyer with the text "FREE DESSERT ***GEEK SWEET***" and "20% OFF YOUR ORDER ***GEEK SWEET***".
- Another Flyer:** A blue flyer with the text "FREE HUMMUS ***GEEK HUMMUS***".
- Business Card:** A pink business card with the text "THE GREAT GREEK Mediterranean Grill" and "1000 New Independence Hwy, Suite 100, Winter Garden, FL 34787".

Management Team and Key Staff

Executive Directors responsibilities include oversight of all operations, sales, marketing, legal and accounting team members.

Key Staff – Key staff who have already been identified will be hired as the restaurant is closer to opening. Staff of 20 qualified individuals will include:

- General Manager
- Sales Director
- Catering Director
- Assistant Manager
- Kitchen Manager
- Line Cook
- Prep Cook
- Dishwasher
- Busser
- Cashiers
- Servers

Maps of

Florida

West Palm Beach

Palm Beach County



Florida

Florida is a state in the Southeastern region of the United States, bordered to the west by the Gulf of Mexico; Alabama to the northwest; Georgia to the north; the Bahamas and Atlantic Ocean to the east; and the Straits of Florida and Cuba to the south. It is the only state that borders both the Gulf of Mexico and the Atlantic Ocean. With a population exceeding 21 million, it is the third-most populous state in the nation and ranks 8th in population density as of 2020. It spans 65,758 square miles (170,310 km²), ranking 22nd in area among the 50 states. The Miami metropolitan area, anchored by the cities of Miami, Fort Lauderdale, and West Palm Beach, is the state's largest metropolitan area with a population of 6.138 million, and the state's most-populous city is Jacksonville with a population of 949,611. Florida's other major population centers include Tampa Bay, Orlando, Cape Coral, and the state capital of Tallahassee.



West Palm Beach

West Palm Beach is a city in and the county seat of Palm Beach County, Florida, United States. It is located immediately to the west of the adjacent Palm Beach, which is situated on a barrier island across the Lake Worth Lagoon.

It is the largest city in Palm Beach County, and at the time of the 2020 census, its population was 117,415.[5] West Palm Beach is a principal city of the Miami metropolitan area, which was home to 6.14 million people in 2020.[9] It is the oldest incorporated municipality in the South Florida area, incorporated as a city two years before Miami in November 1894. West Palm Beach is located approximately 68 miles (109 km) north of Downtown Miami.



Palm Beach County

Palm Beach County is a county in the southeastern part of Florida, located in the Miami metropolitan area. It is Florida's third-most populous county after Miami-Dade County and Broward County and the 26th-most populous in the United States, with 1,492,191 residents as of the 2020 census.[2] Its county seat and largest city is West Palm Beach, which had a population of 117,415 as of 2020. The largest city and county seat is West Palm Beach.[4] Named after one of its oldest settlements, Palm Beach, the county was established in 1909, after being split from Dade County. The county's modern-day boundaries were established in 1963.

Market Area Photos

West Palm Beach



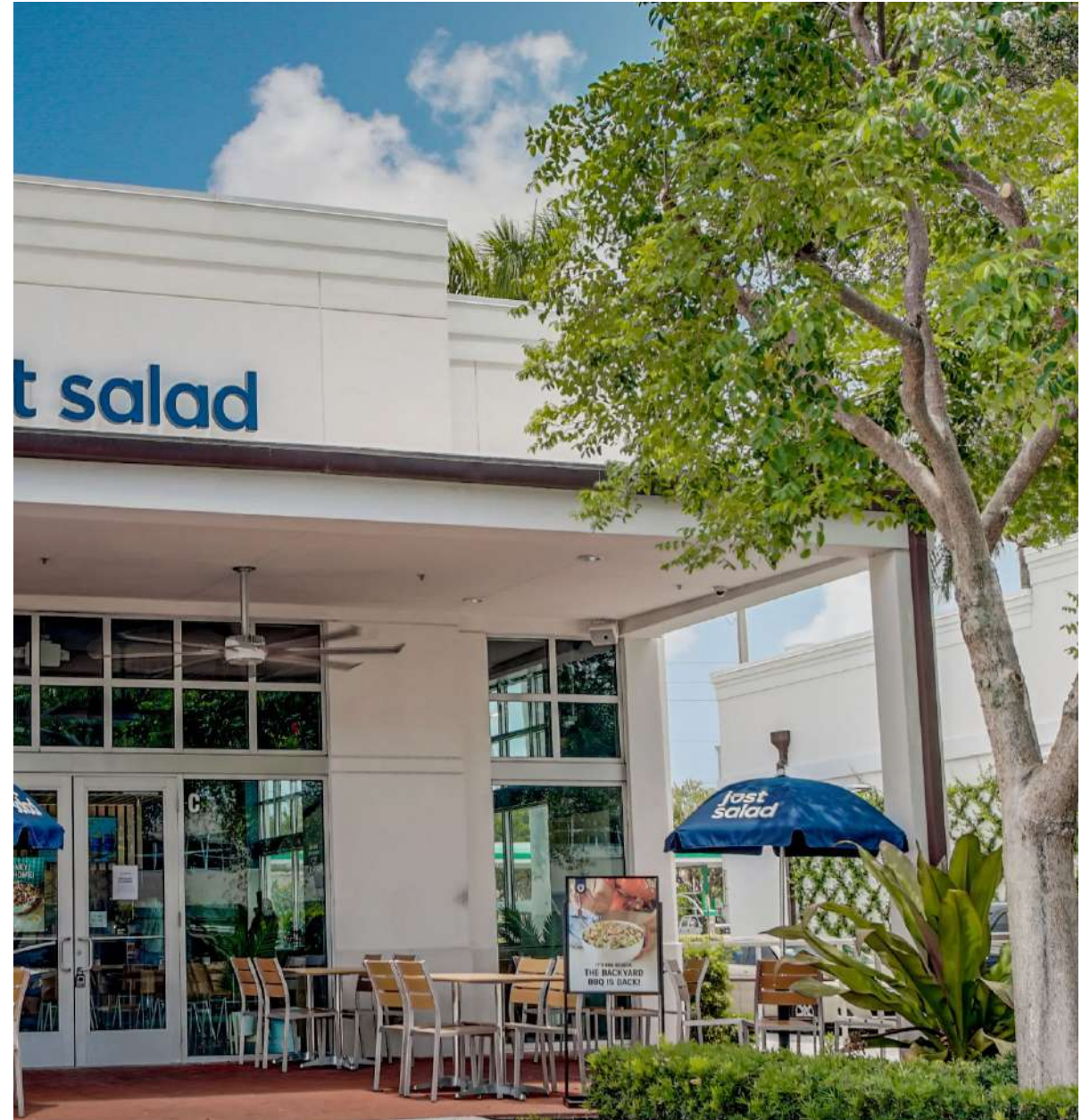






Trade Area Restaurants

West Palm Beach











Market Survey Gallery

West Palm Beach













The Preserve at Ironhorse



Palm Beach Golf Course



The Florida Club



Osprey Point Golf Club -
Falcon/Raven Course



Lost Lake Golf Club



Wellington National Golf Club



Heron/Eagle at
Okechee Golf Course



PGA National Resort &
Spa - Estates Course



Boca Delray Golf & Country Club



Palm Beach National Golf Course

United Franchise Group Site Approval

Customer Review

The Great Greek Mediterranean Grill Customer Reviews

Florida

Lake Nona

Staff were friendly. The gyros were fresh and tasty. There is wide selection on the menu but for a first visit I decided to go with a classic gyro. Definitely get the baklava ice cream for dessert! (Lake Nona)

I fell in love with this place! It was so customizable, fresh & delicious! They have vegan options available which made me happy and the staff was so friendly. I would totally come back here again!"

West Palm Beach

Yumo! This is our second time to this location and every time we go there the place is clean the people are friendly food comes out quickly and it taste delicious let alone very affordable.

Delicious food friendly staff.

The Greek salad was very good and the humus with pita was very delicious

Great service, great food, and great prices. The food was very fresh. All the veggies were crisp and the pitas tasted like they were freshly baked. Even the kids chicken fingers came with a small salad. I will definitely go back.

The whole experience was wonderful. Large portions, tasty food, price & service. If you like the true taste of Greece this is a must.

Port St. Lucie

We did not know what to expect but was surprised at the service and the food. We both had the gyros with fries and it was plenty of food. I will try the lamb chops next time; they did look good.

If you are looking for a quick casual meal this place is very good. The food and the staff were both great.

We love this spot. It's not fancy, but the food is great and won't break the bank. Anything we have ordered -- from gyros to Greek Salad -- has been delicious and is always served with a smile. Give it a try!

Orlando Skyhouse

Had the great Greek gyro with grilled chicken. The pita was soft, the chicken was moist and tender, the tomatoes were fresh and the red onion diced up to the right size with an almost crunch that brought that extra zest of flavor. The Tzatziki brought it all together in a blend that was very balanced. Added the Feta fries and it made for a solid lunch. Staff was very warm and welcoming as well. Would have taken a picture of the food, but dove in and didn't stop eating once the food arrived.

I love this place. Let's start off by saying- it's very clean restaurant, inside and out.- the staff is kind, knowledgeable and personable- parking

My son and husband went with me to lunch one day, and we were glad that we did. The gyros were excellent, the Greek salad nearly incomparable. Very safe environment during the Coronavirus! Staff did a great job with distancing , masks, and service.

is tough but you can always park in the sky house apt garage- Hummus and bread - so smooth and fresh with hints of garlic- Lamb Skewer - made to order, soo many flavors tender and juicy5/5 will return!!!

Great presentation of the gyro. Not sloppily thrown together like a few other places ive been in central Florida. Fast and accurate service, and the taste is exactly what it should be. It's my first time and i definitely am adding this place to my go-to list.

Winter Garden

Great food and service! This place is always slammed when I get my to go order, but the food and service is always spot on and consistent. Cant pick a favorite. salmon, steak tips are my to go, also the rice bowl with a protein. Food is fresh and great when you don't want to cook and don't want to consume fast food. Repeat customer for life Customer service is always great and prompt, very pleasant hard working staff!

very nice place, honest price and the food is excellent! Despite not having service at the tables, the servers are very polite and attentive.

This is the second time that I have eaten here and it's delicious. I went here with my fiancé for lunch. The gyro is really loaded and we got the great Greek Gyro which also includes feta cheese. My fiancé and I eat got a beer, an order of Greek fries, and a great Greek Gyro. We tried a pilsner and a lager. It was the first time that either of us had a Greek beer and they had a sharp bite at the end so they weren't our favorites. The Greek fries were AMAZING! They're crispy, flavorful, cheesy, and hot. The employees are friendly and the food is delivered quickly. I would recommend this restaurant if you like Greek food.

Do you like Greek food? I love Greek food! This place was amazing. Went with my gal pals while on a weekend trip in Orlando. The food was

made fresh so it did take a little bit for our food to be ready and the portion size was quite large. We enjoyed the gyros and chicken souvlaki. It's a little on the pricier end but..... It's worth it! 10/10 recommend!

South Carolina

Charleston

I am so impressed with this cafe! We enjoyed a Mezze Plate and a Falafel in a pita along with Dolmides (stuffed grape leaves) . We expected to have the standard fare- pre made dips, etc and what we got was absolutely delicious, fresh made, chef quality food. Prices are very reasonable and quality is super. The cafe was very clean, service was friendly and prompt and the plates were attractively arranged. The quality of the food far exceeds "fast food". Portions are appropriate to pricing and variety of offerings mean everyone can find something they like.

We just had delivery from The Great Greek and we all loved our meals. If the gyros and chicken kabobs were this good with delivery, I imagine they would be fantastic fresh to table. Good, fresh food- hummus, falafel, salads! Well done, thanks.

My wife and I stopped in for lunch. We each had Greek Salads...mine with gyro meat and my wife with falafel. The salads each came with pita bread and tzatziki sauce on the side. With a soft drink, the total was less than \$25 and the salads were substantial. The service was excellent and friendly and the menu was varied enough that i am confident everyone will find something tasty to order.

This new Greek restaurant is both welcoming and delicious. A welcome addition to Legacy Place, there is a nice though not extensive variety of Greek options. All are prepared well. Service is with a big smile.

Mt Pleasant

One of the best gyro's ive had!! I missed eating them and enjoyed one from the northwest location near my house, definitely coming back!!

I just ordered this soup and I can't agree more with others. This soup is fantastic. I had a favorite before, but I think this one just moved to the top of my list! So good and hot just like I like my food!

food was amazing, chicken was fresh and tasty will come back again!

Best Greek food ever! The portions are huge, and the food is always super fresh and delicious. Highly recommend!

Virginia

Falls Church

It was amazing and I've tasted several Greek restaurants but none compare to the ones from this restaurant!

This place is AMAZING!

Amazing taste and service! The food is always so delicious and fresh always hot when receiving it! The employees are very welcoming and hospitable! 10/10 on every aspect for this place!

Texas

Friendswood

My wife and I always come here for a quick bite. The gyros are absolutely delicious and everything tastes, and is 100% fresh.

Food was excellent. Blake was all over. Greeted us. Took our order. Made a great suggestion (Tirolafteri) Cleared plates in entire dining room. Great service BLAKE!!

This place doesn't miss. My favorite is the rice pilaf bowl with medium rare lamb (no tomatoes). My family and I order from here at least 1 or 2 times a week

San Antonio

This was our 1st time visiting and won't be our last. The service was great and the food tasted delicious. I appreciate that they offered tables,

booths and also outdoor seating. We'll definitely be back soon!
I had a gyro and feta fries, and it was really good.
Awesome soda fountain, good sweet and unsweetened tea.
The inside is nice too.
The place

promotes hienz ketchup but use off brand... not impressed by that.
Back here for a gyro though!

All of the food was terrific. The gyros were great, both chicken and lamb.
Souvlaki was excellent and salads fresh. The pita bread is so soft I couldn't
stop eating it. We sat outside and it was a little breezy but comfortable with
a nice view. Definitely a place to try if you like Greek food. Oh yeah, the
feta fries!!

The Colony

Great job. Please keep up the good work!!!

Soooo good! I can't believe the portions that they give! We ordered extra
taziki not realizing every meal comes with pita and taziki. We literally have
pita bread for the full summer !! The Greek salad was great and so was
everything else. All 6 of us enjoyed our meal! We easily ordered online and
the order was ready by the time it said it would be on the website. All in all
great experience!!!

What a great Greek restaurant. The service is great and fast!

Ohio

Middleburg Heights

Ordered take out. Easy handoff- but the feta fries?! That's the real star.
Even to-go they were amazing. Love the food quality here.

Delicious! Very clean and has outside seating.

The staff is ALWAYS kind and friendly. Food is phenomenal every-time I have been here. I have tried everything on the menu and it never fails to amaze me. I would highly recommend them 1000 times over.

Nice new casual dining restaurant in Tradition. Had the lamb souvlaki, feta fries with an order of baklava for desert and I would recommend them all.

New Jersey

Florham Park

I have love this place. Beautiful staff and clean facilities. And the food is top notch.

I have worked for various Greek places over the years, and I can honestly say this is the best Greek food I've ever had

The food here is delicious. I've gotten the lamb beef gyro and feta fries, both delish.

Nevada

Nellis

We love it here. We eat here at least twice a week. Great food, amazing staff and the cookies on the bottom row are my weakness! Fabulous addition to Tradition!!

Great restaurant find in Tradition! Staff is warm and welcoming and very willing to explain the food options.

Gyro and Feta Fries and a Small Greek Salad. Yum!

Love this place! Weekly coupons are the bomb. Good food, great service and amazing prices. We keep coming and bringing new customers.

St Rose Parkway

Adorable in every way. A local restaurant where everything is made in house.

I have been here multiple times and have never been disappointed. The food is delicious.

We went there for the first time about 2 weeks ago and really enjoyed it all. The food was really good and the service was excellent.



Hospitality Management

GG Hospitality, a subsidiary of East West Investments USA, will be responsible for day to day operations. The team initially selected to oversee the General Manager, front and back of the house staff, training, and marketing and sales of the Okeechobee Store include-

Justin Mitchell - 20 years as Territory Manager and President of JHM Restaurants / Boarded member of Colton's Restaurant Group.

Edwin Perez - 15 years of experience as Territory Manager and General Manager with Chipotle, Starbucks and ROSS

Mychal Armstrong - 10 years of experience with Firemen's Subs / US Veteran

Alexia Budko - 10 years of experience in omni marketing, technology for US and European clients with East West USA.

Victoria Cooke - 7 years of experience in human relations and employee training with WeWork and East West USA.

Valentina Fernandez – 3 years of experience in public relations, and social media marketing with Chilis and East West USA.

*Edwin and Mychal have completed 6 weeks of on site Level 2 UFG training in the store.

Annual Proformas



***Please refer to the Business Proforma
which is being submitted separately as
an excel document.***

East⊕West