



We look on the  
BRIGHT SIDE OF  
EVERYTHING



# MaHANA

FRESH



Positively FRESH  
POSITIVELY Delicious

# *Company Overview*



# BRAND FOUNDATION



**Dave Wood**  
CEO

Dave has been in the restaurant business for 38 years and is known across the industry as a great operator and innovator. He has been successful as both the franchisor and the franchisee, so he understands the full scope of operations.

Dave started with Domino's Pizza, opening his first restaurant at the age of 23. Soon after, he owned 17 franchises across Northern Virginia, and was in the top 1% of all Domino's franchisees for 28 years.

*Why  
Mahana*



- Fast casual growth
- Demand for healthy options
- Menu flexibility with consumer trends



# The Concept

- Ability to adjust based on consumer food trends
- Efficient design for front of house and back of house operations
- Brand focus on customer experience
- Chef inspired cost effective menu







# Build Your Own Bowl

## BIG MAHANA

2 BASES, 2 VEGGIES  
2 PROTEINS, SAUCE IT UP

## MAHANA

1 BASE, 2 VEGGIES  
1 PROTEIN, SAUCE IT UP

## LIL MAHANA

1 BASE, 1 VEGGIE  
1 PROTEIN, SAUCE IT UP

*We believe healthy choices  
ARE GOOD CHOICES.*

That's why our menu is gluten friendly and made from fresh, high quality ingredients. No artificial flavors. No antibiotics. No hormones. No additives. No nonsense. Everything is made from scratch, making it positively fresh and positively delicious.

## 1 BASES

- BASMATI RICE BLEND **V GF**
- COCONUT RICE **V GF**
- FORBIDDEN RICE **V GF**
- CAULIFLOWER RICE **V GF**
- SPINACH SALAD **V GF GF**
- KALE CRUNCH SALAD **V GF GF**
- SWEET POTATO NOODLES **V GF GF**

## 2 VEGGIES

- BUFFALO CAULIFLOWER **V GF**
- GARLICKY CILANTRO GREEN BEANS **V GF**
- HONEY SRIRACHA BRUSSELS SPROUTS **GF**
- ROASTED MUSHROOMS **V GF**
- SESAME GINGER BROCCOLI **V GF**
- ROASTED SWEET POTATOES **V GF**

## 3 PROTEIN

- BBQ CHICKEN **GF**
- GRILLED STEAK **GF GF**
- KEY WEST CHICKEN **GF**
- ROASTED TOFU **V GF**
- SPICY AHI TUNA **GF GF GF**
- TERIYAKI CHICKEN **GF**

**V** Vegan Friendly   **GF** Chilled   **GF** Gluten Friendly   **GF** Premium

## 4 ADD-ONS

- AVOCADO SMASH **V GF**
- ROASTED ALMONDS **V GF**
- FETA CHEESE **GF**
- MEDITERRANEAN TOMATOES **V GF**
- PARMESAN CHEESE **GF**

## 5 SAUCE IT UP

- CILANTRO VINAIGRETTE **GF**
- CITRUS GINGER **GF**
- COCONUT SWEET POTATO **V GF**
- CREAMY WASABI **GF**

## DESSERTS

- CHOCOLATE CHIP COOKIES **GF**
- SNICKERDOODLES **GF**
- ZUCCHINI BROWNIES **GF**  
\*contains peanuts

## BEVERAGES

- FRESCAS
- FRESH BREWED TEAS
- KOMBUCHA
- FOUNTAIN SODAS
- BEER AND WINE



*Real Estate*





- Morrow Hill, a Dallas based tenant rep company with national presence
- Currently represents a number of national franchise brands
- National leader in implementation of data and technology to drive results



FRESH



### IDENTIFY TRADE AREAS

- High level demographic analysis
- Determine best possible trade areas in market

### Analyze Market

- Site specific demographics
- Site specific economics

### Landlord Negotiations

- Letter of Intent
- Lease Terms
- Finalization

### Site Criteria – Preferred

- 1800 – 2400 Square Feet – 30' Width preferred
- Demographics
- Office Space
- Exposure on high traffic road
- Co-tenancy



# *Construction Management*

# CONSULTING AND SUPPORT THROUGH CONSTRUCTION PROCESS

Pre-Lease



Design / Bid



Construction



Post  
Construction







*Operations*

# TRAINING PROCESS

overview  
training



franchisee  
training



opening  
training



ongoing  
support







*Marketing*

## STRATEGY AND MARKETING PLAN DEVELOPMENT

Your customized initial marketing plan and will introduce the community to your new restaurant. It will help to attract new customers, generate buzz, gain media attention and create goodwill with neighboring businesses. The on going marketing plan will continue to generate new customers and increase frequency of current customers.

soft  
opening



grand  
opening



post  
opening







## ON GOING SUPPORT

- National Marketing Calendar
- Materials Portal
- Bi Weekly Support Calls
- Direct Mail & Digital Display (Geo Fence)
- Social & Digital Media Support
  - Facebook Ads and Facebook Marketing certified team
- Integrate Database Loyalty Program



**MaHANA**  
FRESH



*Investment*



## LICENSE FEES

- Single License - \$49,500
- Three Licenses - \$125,000
- Five Licenses - \$200,000

## INITIAL INVESTMENT SINGLE LOCATION

- \$213,200 - \$657,500
- Traditional Development Locations
- 1,800 SQ FT - 2,400 SQ FT

## ON-GOING FEES

- 6% Royalty (3% First 6 Months)
- 1.5% National Advertising Fund

### FEES & EXPENSES

Initial franchise fee	\$49,500
Travel and living expenses while training	\$1,000-\$4,000
Real estate/rent and deposit	\$5,000-\$20,000
Leasehold improvements	\$20,000-\$240,000
Build-out management	\$0-\$15,000
Equipment and small wares	\$50,000-\$150,000
Mill works and furniture	\$8,000-\$42,000
Signage	\$5,000-\$20,000
Computer systems	\$7,000-\$9,500
Office	\$500-\$2,000
Licenses and permits	\$500-\$5,000
Legal and accounting	\$1,000-\$5,000
Dues and subscriptions	\$200-500
Utility deposits	\$0-\$5,000
Insurance	\$500-\$3,000
Initial inventory	\$5,000-\$7,000
Grand opening marketing	\$20,000
Onsite training	\$10,000
Additional funds- 3 months	\$30,000-\$50,000
<b>TOTAL</b>	<b>\$213,200-\$657,500</b>

# Growing Across the Country

New Tampa FL - Open!

Charlottesville VA - Open!

Charlotte NC - Open!

Idaho Falls ID - Open!

Brandon FL - Open!

Toms River NJ - Open!

Boca Raton FL - Coming Soon

Fargo ND - Coming Soon

Georgetown TX - Coming Soon

Denver CO - Site Selection

Atlanta GA - Site Selection

Northville MI - Site Selection

Charlotte NC - Site Selection

Sarasota - Site Selection







*Live Mahana*