

A close-up photograph of a bowl of fresh food salad in a brown paper container. The salad includes green edamame, guacamole, yellow corn, purple basil, red strawberries, and orange tomatoes. A white plastic fork is stuck into the salad. In the background, a black circular object is visible on a white marble surface.

SALUS
FRESH FOODS

FRANCHISE
BROCHURE

ABOUT SALUS

Adam Spagnuolo created Salus because he felt that there was a large disconnect between healthy food prepared at home and healthy food being served in a quick service restaurant setting. Fresh and simple yet delicious ingredients are what make up every item on the menu

Fresh, simple, and delicious is the motto driving the Salus brand. At Salus, our team is slicing, dicing, roasting, and cooking fresh proteins every day. All ingredients are prepared in-house daily which allows us to guarantee quality and freshness to our customers. Our menu delivers the highest value of nutrition and quality which is why Salus averages between 75%-85% repeat customers.



OUR CUSTOMERS

Fresh, simple, and delicious is our Motto and that is what we guarantee our customers. Whether you are a busy parent on the go, looking for a healthy meal after a workout, or looking for some fuel in between classes, Salus will be your go to spot. We target high traffic urban centers and universities as well as busy suburban plazas with gyms and shopping centers to remain close to our target customer.

“The Best Spot to Grab a Salad in Toronto” —TASTETORONTO



OUR SUPPORT

The support of the Salus franchise is the priority of the organization and we plan on executing this promise through:

1) Purchasing Power: Salus prides itself on providing every guest the highest quality of ingredients and this promise begins with supplier relationships. Since inception, we have been working with our excellent suppliers on ensuring top quality, timely and frequent deliveries, local when possible, and strategic pricing. Our supply network will guarantee our franchisee's top product and very competitive pricing.

2) Training: All of our franchisees will be trained in store for a up to 4 week period ensuring that the operational excellence that we deliver in our stores can be quickly translated into the launch of the new business.

3) Social Media: Salus keeps a constant relationship with our customers through social media. Through daily reminders of products, promotions, and how we prepare our foods, we make sure that our customers can feel with us every step of the way.

4) Brand Recognition: Since day 1, Salus has spent time promoting the Salus brand throughout various media streams and office buildings. From front page articles in local newspapers to features in top food blogs, we have made it a priority for Salus to become a household name.

5) Management Checking: In order to make sure that all store operations are run with ease we will have an area manager check into each store on a regular basis. This manager will be responsible in making sure that the franchisee is having no issues and that local customers are being greeted with a smile.



6) Product: Development and Trends: Food trends change quickly along with health trends and that is why Salus has a team in place to make sure that our salad bar reflects these trends. From seasonal produce to trendy new vegetables, our salads will always include these nutrient rich, trendy products.

7) Lease negotiations/locations: Location! Location! Location! Our real estate team will assist you with the entire process. This will allow you to locate a premium location and ensure that you will achieve the finest agreement with the LL. Our goal is to position you for success.

8) Financing available: Salus Franchise establishes great relationships with financial institutions across North America and the UK to assist you in financing your upcoming Salus Fine Food restaurant.

9) Construction design guidelines & support: Salus design team will work with you and your contractors to ensure the design and construction process is simple as possible while following.



PRESS RELEASE

Adam Spagnuolo, 25, is a strapping guy who works long hours and frequents the gym. Since university — he did a degree in business at Laurier — he's been hungry. "I struggled to find healthy food on the go that made me feel good after."

Fast food burgers and pre-made sandwiches didn't cut it. He wanted the kind of massive salad you make for yourself at home, when you have the time. A big pile of greens loaded up with vegetables and a sizable piece of chicken, steak or salmon.

<https://www.thestar.com/business/2017/02/16/salus-fresh-foods-owner-talks-about-his-salad-days.html>

This hidden gem has 3 locations in Toronto and is perfect for the busy Torontonians on-the-go. Salus is a bit more budget conscious than the rest, which is a refreshing change for the city. Salus Fresh Foods features 6 salads on their menu but the options for customization are endless.

<https://www.tastetoronto.com/guides/best-salads-toronto>

SOCIAL MEDIA



Salus Fresh Foods



@salusfreshfoods

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