



# Fresh & Healthy brands

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**THE WHOLESOME FRANCHISOR**

## Our Brands

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The logo for Pure Health is displayed within a yellow circle. It features the word "pure" in a bold, lowercase, sans-serif font, with "health" in a smaller, lowercase, sans-serif font directly beneath it. Below the text is a thin green horizontal line.

pure  
health

The logo for Go-Grill is shown inside a black circle. The text "Go-Grill" is written in a white, casual, handwritten-style font. A small red flame icon is positioned above the letter "i" in "Grill".

Go-Grill

The logo for Juice Zone is located within an orange circle. The words "JUICE ZONE" are written in a bold, red, uppercase, sans-serif font. A green swirl icon is placed to the right of the word "ZONE".

JUICE ZONE

The logo for Yo-Good is presented in a red circle. It includes a white icon of a flame or a stylized "Y" shape above the text "yo-good" in a white, lowercase, sans-serif font.

yo-good

The logo for Fresh & Healthy brands is located in the top right corner. The words "Fresh & Healthy" are in a green, sans-serif font, with a green leaf icon replacing the ampersand. The word "brands" is in a smaller, green, sans-serif font below it.

Fresh &  
Healthy  
brands

For over a decade, Fresh & Healthy has been bringing consumers around the world dining choices that offer healthy alternatives to fast food. Now with food franchises operating around the world, Fresh & Healthy's (four) distinct concepts – Go-Grill, Pure Health, Yo-Good, and Juice Zone are leading the way in creating fresh, tasty meals, beverages, and snacks that are convenient, delicious, and fun.

At the same time, Fresh & Healthy continues to create new franchise opportunities for sharp business people who want to turn their passion for healthy foods into a profitable business. Our franchise partners are realizing their dreams of business ownership, with the strong support of our development team of business advisers, marketing specialists, foodservice experts, store designers, and financial experts.

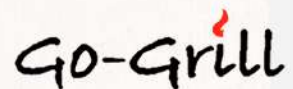
FRESH &  
HEALTHY  
brands

# Go-Grill

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The Healthy Alternative to Fast Food





A healthy grilled food franchise like Go-Grill is undoubtedly one of the better, healthier choices for any fast-food franchise. Go-Grill extends the nutritious and health-conscious menu offered across the Fresh & Healthy Brands family with a whole new approach to grilled items. Healthy fast food is simply one of the most in-demand restaurant choices throughout North America, South America, the Middle East, Europe, Asia, and the Pacific Rim.

Go-Grill features a full line of vegetables, beef, fish & poultry, noodles, soups, sauces, and more. Everything is selected carefully to be nutritious and delicious, and local fare is taken into account when forming the menu. If you appreciate the taste of fresh grill food and want to bring a more unique, healthier option than just the typical food choices, we invite you to explore the stimulating franchise opportunity represented by Go-Grill.

## The Healthy Alternative

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Fresh  
Ingredients



Healthy  
Restaurants



Franchising  
Opportunity



Growth  
Opportunity



Freshly  
Grilled

# Our Delicious Menu!

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Go-Grill





# Our Restaurants

**FRESH &  
HEALTHY**  
brands



*GoGrill Bar*



*GoGrill Lounge*

## **GoGrill Bar**

300 to 600 square feet or 30 to 60 square meters.

Ideal for food courts, shopping centers, commercial areas, airports, colleges, and universities and capable of offering take-away, delivery, catering, and meal programs.

## **GoGrill Lounge**

600 to 2500 square feet or 60 to 250 square meters.

Our lounge model has ample seating and designed to offer a full menu for dine-in, take-out, delivery, catering, and meal programs.

It is suitable for posh up-market localities, shopping, residential and commercial districts.

Everything we do at Fresh & Healthy Brands is directed and focused on one thing: providing our customers with the finest experience in healthy, nutritious dining.

Our efforts to provide the most wholesome natural ingredients, perfectly prepared and presented in a friendly way are all aimed at delighting the person standing on the other side of the counter.

We're finding that our customers are of all ages and backgrounds.

The common link among all of our customers is that they're tired of the same old food choices, typically from larger chains offering unhealthy meals made up of fats or additives.

## Our Customers

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Fit and  
Healthy



Balanced  
Diet



Rich  
Nutrition



Fresh  
Menu

# Our Marketing

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Digital  
Presence



Social  
Media



Email  
Marketing



Loyalty  
Program



Exclusive  
Deals



Contests &  
Giveaways

## Go-Grill

As a healthy restaurant, our brand is also committed to providing our customers with a love for healthy products and fresh foods.

Our Restaurant GoGrill displays a professional, eye-catcher, and social Digital Presence for our customers and followers.

Our Marketing Team helps boost the presence of our GoGrills Brand with consistent social media posting, food photography, aesthetic modern design, a branded mix of colors, loyalty programs, exclusive deals, email marketing, food delivery app management, and digital strategies.

Everything **digital** to ensure your success!



# Executive Program

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FRESH &  
HEALTHY  
brands

Go-Grill

We cover the spectrum in dining and also in-store design, offering the flexibility of bar and kiosk footprints. This presents each franchisee with additional opportunities to deliver the GoGrill concept when and where customers are most receptive.

We know there are many people like you who want to get involved in the food industry, but don't have the time or background to manage it yourselves, so we have created an in-house **EXECUTIVE MODEL** program.

Our team will help you find the best General Manager for your business, and we will manage them for you, so you can relax and enjoy growing your Fresh & Healthy business until you are ready to take it over full-time.

# The Ideal Candidate



Management



Marketing



Communication



Motivation



Dedication



Support

## What Makes a Successful Franchise Partner?

Many first-time franchisees worry that they will not succeed. They wonder if they have the background and drive necessary to run a business.

Over the years, we have worked with a very wide variety of individuals, families and partnerships, and have identified several attributes we feel are important for success in franchise ownership:

**Management:** A sound understanding of business principles, including budgeting and cash management.

**Marketing:** Commitment to investing in marketing and promoting their location(s).

**Communication:** An ability to communicate clearly with customers, employees & vendors.

**Motivation:** The ability to successfully motivate employees, and a willingness to reward their efforts.

**Support:** Support of family, friends and partners.

**Dedication:** A dedication to work directly on the business – a key indicator of future success.



The franchising process of Fresh & Healthy is designed to be transparent and hassle-free. Our training, operations manual, and ongoing support services offer a strong network to help encourage your new business. Your success is our success. By assisting you in selecting the best location for your business, we help to ensure that our mission of bringing healthy and nutritious food to customers will be fulfilled.

Franchisees leave our sessions with much more knowledge of running a health food franchise restaurant, market characteristics, consumer behavior, food safety, and why our menu offerings are unique. Our sessions include a variety of Business management topics like - Inventory management, Cash management, Customer marketing data, and managing daily, weekly, and monthly sales reports.

Our goal is to provide you with the tools you need to successfully market and promote your franchise location. We want you to become a successful and profitable franchise as part of the Fresh & Healthy family!

## Your Road To Success

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*Love For  
Healthy Food*



*Find The  
Right Location*



*Train Your  
Crew*



*Launch And  
Market*



*Ongoing  
Support*



*Earning  
Potential*



*Freedom!*



# Your Hidden Benefits



Master  
Franchise  
Operator



Franchise  
Rights



Brand  
Synergy



Flexible  
Store  
Configuration



Reduced  
Entry  
Cost

Master Franchise partners will own the franchise rights for their market, country, or region and receive franchise fees and royalties from each franchise operating in their exclusive territory. The master franchisee has a right to open additional franchise locations, seek candidates looking for new franchise opportunities, or grant a franchise license to applicants in his or her designated region.

Reap extra profits thanks to our brand's synergy. Combining two or more in a single location gives you instant access to a much wider and deeper menu, making your operation more attractive to customers. A cool, refreshing smoothie or frozen yogurt can be an added treat to someone who is ordering a hot sandwich.

The owners can also plan on an intelligent roll-out of new locations that make the most sense, as they come to understand consumer behavior, traffic patterns, and more. Multi-unit franchise owners learn many things at their first location, so that future store operations can be predictable.

## F.A.Qs.

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*Got Questions?*  
*We've got answers!*



### **How do I find out if a franchise is available in my market?**

Contact our franchise office with your location and we will be able to pinpoint opportunities in your area.

### **How much do I need to invest to start up my franchise?**

Initial franchise fees and investment costs in equipment and inventory vary widely from location to location, and between our brands. However, Fresh & Healthy entry costs are among the most affordable in the franchise industry, starting at about \$50,000.

### **How much money can I expect to make?**

Your earning potential is unlimited! While past results are no guarantee of future performance, many of our franchise partners report making healthy annual profits of 20% or more of sales.

### **Does Fresh & Healthy franchise to partnerships or investor groups?**

Yes. Our franchise coordinator can provide the details necessary for a partnership or investor group to become a franchise partner.

### **What are the ongoing franchise fees?**

After the initial franchise fee, fees range from 3% to 6%, depending on which Fresh & Healthy brand and franchise opportunity.

### **Agreement Term**

10 years with renewal terms

### **Franchise Fee**

\$35,000

### **Monthly Royalty**

6% of sales from each franchise operating

### **Renewal Fee**

25% of the Franchise Fee paid after the initial 10 year term

All-Inclusive Capital Costs for each Franchise is from **\$200,000** to **\$275,000** and will vary depending on the franchise model and specific location. Small Business Loan financing may be available to you and you will need a minimum of **25%-35%** as a down payment. We have a system for Site Selection and provide Budget Estimates and Sales Projections.

# Unit Franchise Terms



# What Our Partners Have To Say

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"We do not dictate what people eat but rather they choose their own ingredients and size of their meals. From a wide variety of fresh daily prepped food, our customers choose their own meals grilled on the spot. We pride ourselves on this unique concept and our customers value our effort in bringing Calgary a healthy and fresh brand. This unique experience with GoGrill has made me value fresh and healthy food and I look forward to years to come operating GoGrill franchise and serving our valued customers."

**El Orbany, Franchisee Owner**  
**The Shopping Centre Calgary, Alberta, Canada**

"As a franchisee owner of Go-Grill Saskatoon, I feel proud to write that Go-Grill is one of the finest franchises available in the market. In today's world, people are looking for more and more healthy options of food where they can dine in. Go-grill is one of the best concepts of fresh, healthy, and delicious food which has all the value of nutritional food and at the same time food is fresh and tasty. I thank the team of Go-Grill and wish them all success."

**Manoj Prasad, Franchisee Owner**  
**GoGrill, Saskatoon, Canada**

# Go-Grill

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*Ready to launch your business?*

Download, fill in, and submit your Franchise Application at  
**franchising@freshandhealthybrands.com**



SCAN ME

Desktop URL

<https://qrco.de/gogrill-franchise-application>