

NEW PRODUCT CATEGORY

INNOVATION

BRAND LEADERSHIP

**A REVOLUTION
IN FAST-CASUAL
DINING AND A
CALL TO
EMBRACE
INNOVATION**



**BREAD
ZEPPELIN™**
SALADS ELEVATED





DINING TRANSFORMED: THE RISE OF FAST-CASUAL EXCELLENCE

The fast-casual dining industry is at the forefront of a transformative shift redefining the U.S. quick service restaurant (QSR) market landscape. In an era where dining preferences are evolving, the fast-casual segment has emerged as a driving force behind the industry's growth.

Fast-casual restaurants offer a compelling blend of quality and convenience that resonates with modern consumers. They provide an enticing alternative within the QSR market, attracting diners seeking healthier, customizable, and higher-quality meal options. With this dynamic shift, fast-casual dining is poised to further enrich the U.S. fast food market, setting the stage for continued expansion and culinary excellence.

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CONCEPT INTRODUCTION

With its blend of vision, experience, and agility, the leadership team positions Bread Zeppelin as a prime partner for franchisees. Such hands-on leadership and collaborative investment strategy emphasize Bread Zeppelin's role as a category leader, setting a high standard for operational excellence and franchisee support in the fast-casual sector.



BRAND LEADERSHIP

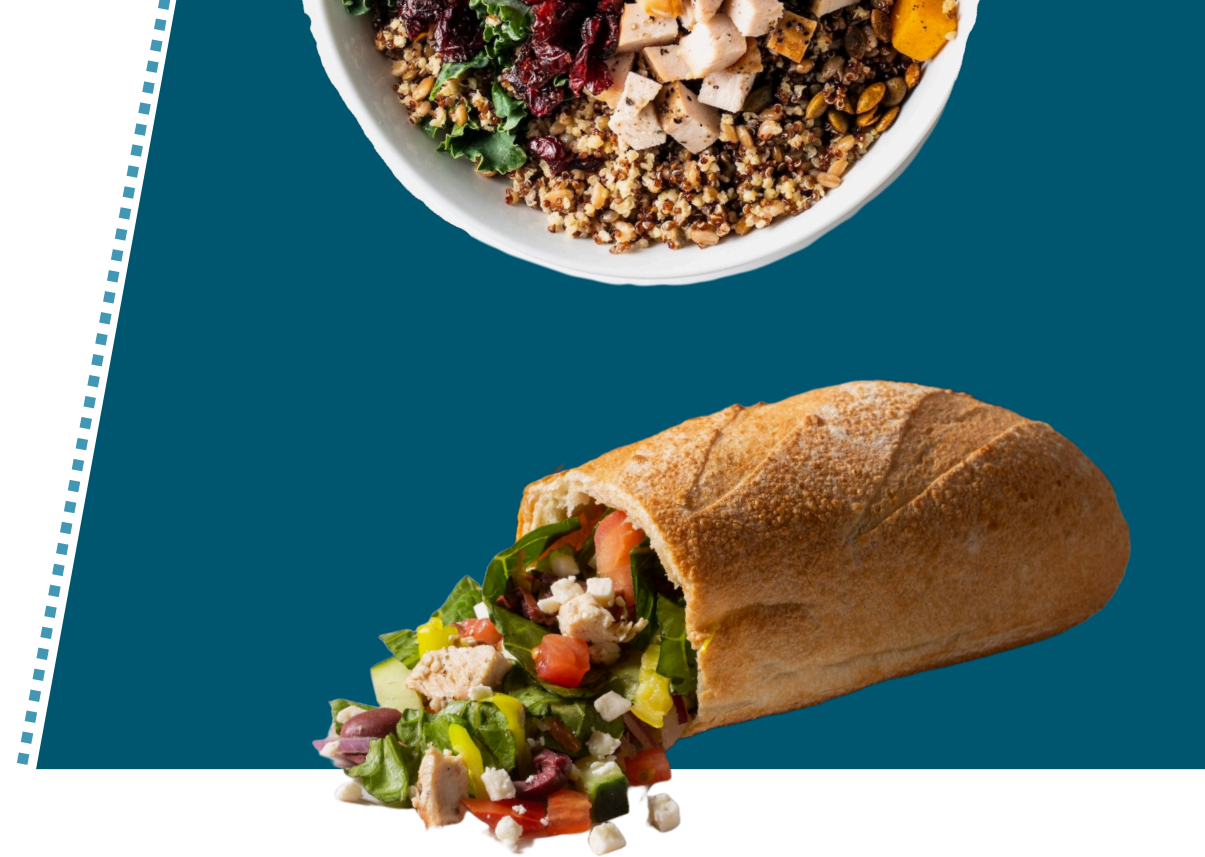
In the fast-casual industry, true brand leadership goes beyond culinary innovation to include strategic brand evolution. Bread Zeppelin demonstrates this by being not just a creator of a unique dining concept but also an experienced operator, committed to long term multi unit development, and actively shaping the evolution of its business model and unit economics.

CONCEPT INTRODUCTION

NEW PRODUCT CATEGORY

The fast-casual dining scene thrives on creativity, where uniqueness distinguishes a brand in a crowded market. Today's consumers demand meals that are both convenient and distinctive, pushing restaurants to create offerings that blend various culinary elements in novel ways. In this context, Bread Zeppelin introduces the Zeppelin, a unique blend of gourmet salads and artisanal bread, **redefining the intersection of salads and sandwiches** and setting a new standard for what fast-casual dining can offer.

"As consumers prioritize healthier, freshly prepared meals, the fast-casual dining sector is booming, with health-conscious and innovative restaurants becoming the preferred choice for those seeking both flavor and wellness."



INNOVATION

Innovation drives the ever-evolving US fast-casual dining sector, shaping the way customers interact with food brands. The industry thrives on technological advancements and new service models, offering personalized experiences that go beyond traditional dining. This evolution encourages brands to adopt novel approaches to engage with customers, from digital ordering systems to dynamic customer service strategies. Within this innovative landscape, **Bread Zeppelin stands out by leveraging technology and unique service models to enhance the dining experience.**

INDUSTRY INSIGHTS



\$978.4B

2023 QSR industry



THE FAST CASUAL-SALAD INDUSTRY

The fast-casual salad restaurant sector represents a **vibrant and continually evolving segment** of the broader dining industry in the United States.

As consumers increasingly prioritize **health-conscious choices** and the **demand for freshly prepared, minimally processed food** surges, fast-casual salad restaurants are capitalizing on this trend, positioning themselves as favored choices among diners seeking both **flavor and wellness.**



200,859

2022 US quick-service
restaurants



\$45.2B

2023 US Sandwich and Sub
Restaurant Industry

The Global Sandwich Market

\$41.15B

between
2022 and 2027

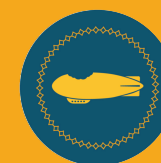
4.9%
CAGR

INDUSTRY INSIGHTS



3 in 5 Americans consider healthy eating to be important, reflecting changing dietary preferences.

Bread Zeppelin stands out with enticing investment opportunities and transparent cost structures within the fast-casual franchise sector of the QSR industry, promising a compelling choice for entrepreneurs.



ADVANTAGES OF FRANCHISING

BECOMING A BREAD ZEPPELIN FRANCHISE OWNER

The prospect of owning a modern fast-casual salad franchise can be incredibly appealing. While the concept of a salad franchise might appear simple, there are crucial business factors to consider, which frequently carry more weight than the initial appeal.

Elements such as inventory management, tax considerations, territory selection, networking, restaurant design, staff training, and marketing strategies are major areas of concern that new owners need to stay ahead of. These and other considerations can make owning a salad franchise with Bread Zeppelin a wise decision, as our team of franchise development experts will be available to support you throughout your journey.

FRANCHISE SUPPORT

In the modern world of business-oriented franchising, franchisees can expect comprehensive support from their franchisors. This support encompasses a blueprint for restaurant operations, extensive training, and access to a wealth of resources. These resources can range from proprietary recipes and equipment to cutting-edge technology and marketing tools.

STEPS TO BECOMING A FRANCHISE OWNER:

- 1 Complete an initial inquiry form
- 2 Have an introductory call
- 3 Review the Franchise Disclosure Document (FDD) with our team
- 4 Download and review the FDD in detail
- 5 Meet the Bread Zeppelin franchise support team for Discovery Day and have a behind-the-scenes tour of a restaurant
- 6 Finalize your territory, number of units and opening schedule
- 7 Sign the Development Agreement and first Franchise Agreement
- 8 Work with the development team to find your site and build it into a Bread Zeppelin
- 9 Conduct the comprehensive initial training
- 10 Prepare for the grand opening of your franchise!

THE BREAD ZEPPELIN FRANCHISE OPPORTUNITY

Bread Zeppelin is ready to take you on a culinary journey like you've never experienced before. We're rewriting the fast-casual dining narrative, introducing the **Zeppelin**—a hollowed baguette filled with fresh, chopped salad, seamlessly bridging the gap between hearty sandwiches and wholesome salads.

Our guiding principle, “**Consistently Excite Our Guests with Innovative Food Prepared and Served by Engaged Employees,**” has driven our success in the restaurant industry, earning respect from guests, team members, and the community. Bread Zeppelin offers a unique experience, delivering high-quality, fresh, and naturally sourced meals for those who refuse to compromise between taste and nutritious dining. Each visit isn't just a meal; it's a step toward a healthier, tastier tomorrow, underscoring our commitment to redefining fast-casual dining.

Our culture, based on core values — **Ownership, Respect, Active Engagement, and Teamwork,** influences all aspects of our operations and relationships with franchise partners, fostering collective success.



Our journey from concept to beloved brand rests on three pillars of excellence:



New Product Category: Our innovative twist on a classic meal appeals to a broad audience, catering to both salad and sandwich enthusiasts.



Brand Leadership: Our visionary, experienced, and agile leadership team propels the brand forward, ensuring constant growth and innovation.



Innovation: We aim for ambitious expansion, forging dynamic partnerships with franchise owners beyond our home territory.

The Bread Zeppelin franchise model is a remarkable partnership where potential owners collaborate with our brand to achieve significant growth, backed by our commitment and operational expertise in the fast-casual dining industry.

THE SUMMARY

Here's why investing in a Bread Zeppelin franchise is a savory business venture:



The Brand: Bread Zeppelin offers an immersive salad experience, serving salads in freshly baked, hollowed-out artisan baguettes, creating a memorable dining venture. This unique concept sets us apart, defining our presence in the fast-casual industry.



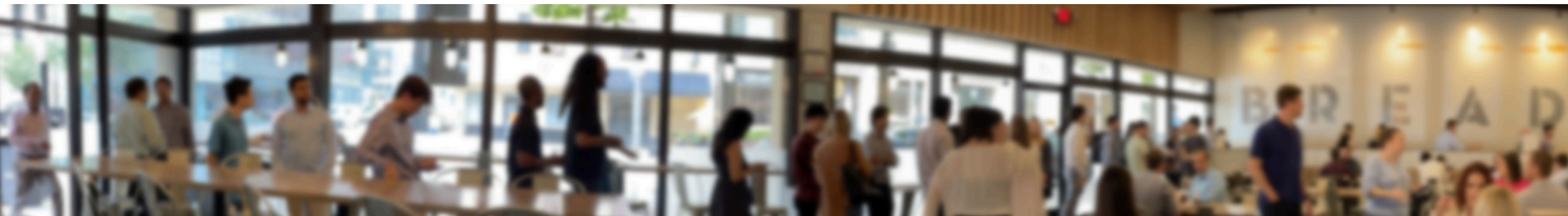
The Market: Positioned at the forefront of the health and wellness trend, Bread Zeppelin caters to a diverse clientele seeking quality, freshness, and nutritious meals. Our menu appeals to health-conscious individuals, corporate professionals, and food enthusiasts, ensuring a balance between health and flavor without compromise.



The Menu and Proposition: Bread Zeppelin presents a range of signature Zeppelins and Bowls, offering chopped salads in versatile formats alongside soups, sides, desserts, and catering services. This culinary variety caters to diverse dietary preferences, anchored in our commitment to high-quality, tasty meals, transforming the fast-casual dining experience.



How We Support Our Franchise Owners: Bread Zeppelin provides comprehensive support to franchise owners, assisting with territory selection, site setup, staff recruitment, and ongoing operational guidance to ensure success from Grand Opening and beyond.



JOIN THE BREAD ZEPPELIN FRANCHISE REVOLUTION!

- ✓ Predictability in opening a Bread Zeppelin franchise means reduced risk, thanks to our proven processes, procedures, and ongoing support.
- ✓ Exclusive training to ensure you and your staff are well-equipped to operate the Bread Zeppelin way.
- ✓ Experienced franchise team for a successful launch and ongoing support
- ✓ Supply Chain/Distribution ensures streamlined service for all restaurants through our collective buying power and established vendor network.

To learn more about how to become a Bread Zeppelin Franchise Owner, Contact us today.



BREAD ZEPPELIN

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