

THE SIMPLE GREEK

AUTHENTIC GREEK CUISINE

FRANCHISE OPPORTUNITY



EAT SIMPLE.
EAT FRESH.
EAT GREEK!

*Open
Your Own!*



What is THE SIMPLE GREEK?

The Simple Greek is a restaurant concept that serves authentic recipes straight from Ancient Greece. Our delicious food is made with fresh, premium ingredients in an open kitchen format with a build-your-own interactive ordering process. Our people are dedicated to using a simple process to serve our guests only superior products.



PEOPLE

PROCESS

PRODUCT

SETTING A HIGHER STANDARD
WITHIN THE RESTAURANT INDUSTRY.

THE PEOPLE ARE READY

The Simple Greek team is ready to listen, learn and perform within a business model that has structure, discipline and most importantly, leadership.

"100% of success is attributed to the people you surround yourself with."

- MARCUS LEMONIS

THE PROCESS IS SIMPLE

Our build-your-own ordering process means that making your own, one-of-a-kind Greek bowl or gyro creation has never been easier.

THE PRODUCT IS AUTHENTIC

Our real Greek food is made with fresh and imported premium ingredients cooked right in front of our guests with authentic family recipes.



MEDITERRANEAN
GOOD
- for you -
FOOD
AUTHENTIC GREEK
CUISINE

THE PEOPLE

Inspired by a restaurant concept from his CNBC reality television show, *The Profit*, The Simple Greek was founded by Marcus Lemonis in 2015. Marcus had always wanted to find an opportunity to share his love of Greek food with the world and The Simple Greek was an instant success!

The Simple Greek concept was franchised in 2016. Three short years later, we have opened locations across the country and our current plans call for rapid expansion.

"I believe in the product and the process, but I especially believe in the people."

- MARCUS LEMONIS



THE PROCESS

At The Simple Greek, each bowl or gyro is made right before your eyes. Our guests step through the service line to assemble delicious Greek creations using a variety of fresh meats, veggies, sauces and spices.



"The support that we have received from corporate has been fantastic. From the beginning, they answered every question and they guided us through the business while allowing us to still own our business and make decisions."

- EMILY CHAMNESS



THE PRODUCT

We are passionate about our products and put a great emphasis on quality and taste, utilizing homemade recipes without preservatives, additives or MSG. Our food is prepared using old, traditional Greek recipes with only the best raw ingredients at the highest production standards in a modern, fast-casual environment.

We offer a choice of proteins – traditional gyro, chicken gyro, grilled chicken, grilled steak and Mediterranean shrimp – placed on hand-stretched pitas that are warmed up on our grill. Imported red wine vinegar, honey, kalamata olives and spices are used to add the most authentic Greek flavors. Our famous Greek Fries use fresh cut potatoes topped with feta cheese, red wine vinegar, oregano and garlic salt.

Our delicious sauces, Avgolemono and Lentil soups, and Rizogalo (authentic Greek rice pudding) are all made fresh in-store from scratch with wholesome ingredients.



*"Would I franchise with TSG again?
Absolutely. We've already opened three stores in two years. With the quality of the food and the pride we have in the service, there's no question we would do this again. I wouldn't be surprised if we open more stores. If we had to do it over again we would probably do it even faster."*

- RON TAYLOR



DEVELOPING *our* GREEK CULTURE



We want our guests to experience The Simple Greek as if they were traveling to Greece for the first time. Our interactive ordering process allows the customer to ask questions about the food while being able to see the products being made right in front of them. The assembly line cuts down on ordering mistakes, along with reducing the ordering time and decreasing waste costs.

Our service model has several points of interaction between customers and our employees. Our employees take a great deal of pride in the food they prepare from scratch every day in our kitchens. They take even more pride in what they do when serving our freshly made, delicious food to our guests. This model makes The Simple Greek a special experience that you will never forget.



A HIGH GROWTH FAST-CASUAL BRAND

The Simple Greek was mentioned as a high growth, emerging concept to watch at the 2019 National Restaurant Show by Technomic, Inc., the nation's leading strategic research and analytics firm for the food industry. In three short years, we're now on the restaurant industry map and we are getting noticed!

It all starts with a great product and keeping our focus on what makes us different and better than the rest. Our build-your-own concept, made-from-scratch products and healthy food options are key differentiators in a cluttered world of mealtime options. Our brand messaging to consumers sums it up:

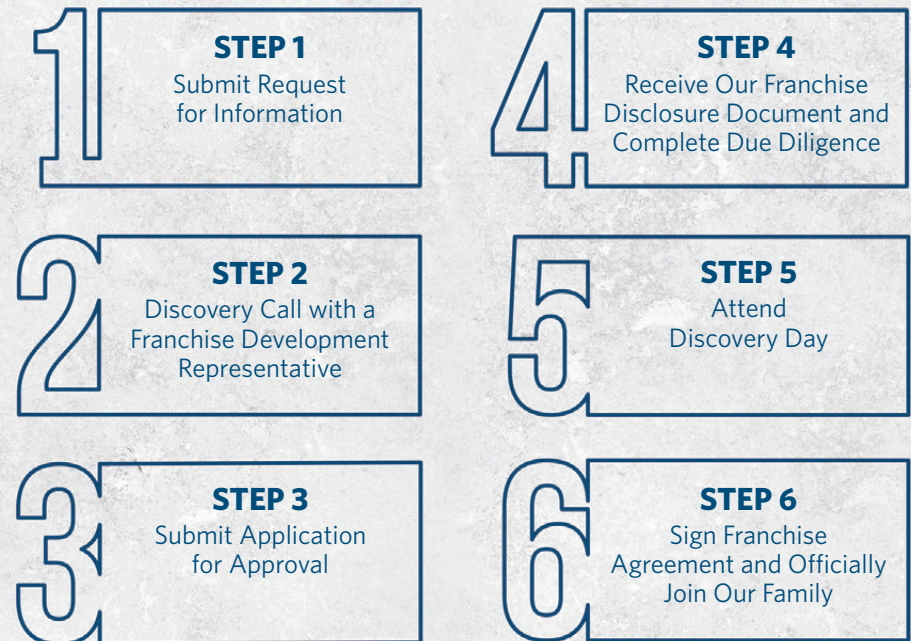
EAT SIMPLE. EAT FRESH. EAT GREEK!



WE HAVE OPA!

- O** - Outstanding Service!
- P** - Passion for the Brand!
- A** - Awesome Food!

OUR FRANCHISE PROCESS



OUR GROWTH STRATEGY

The Simple Greek is expanding quickly. We are partnering up with single and multi-unit franchisees who are interested in growing and developing this brand together across the country.



PREFERRED LOCATIONS

CENTER CRITERIA: Strong anchored centers or high-visibility convenience centers

MIXED USE PROJECTS: Retail, residential & office

EDUCATION: Near or located within universities or large schools

STRONG ACTIVITY AREAS: High traffic intersections, airports, schools, theaters, parks, child care, hospitals, large office parks and sports facilities

OTHER: Medical facilities, urban storefronts, lifestyle centers and entertainment centers

SITE CRITERIA

SIZE: 1800 - 2400 square feet

VISIBILITY: High visibility to street

PARKING: 20+ stall preferred near space

FRONTAGE: 20 feet minimum

TRAFFIC: 20,000 per day average

PATIO: Outdoor seating in appropriate markets



UTILITY REQUIREMENTS

HVAC: One ton of HVAC AC per 150 square feet of occupied lease space

GAS: 7.5-inch line must be available to the premises (varies by distance to the meter)

TELEPHONE: Service provided to a backboard in a common area of the building

ELECTRICAL: 400 amp service

WATER & SEWER: 4-inch sanitary sewer line and 1-inch water service line complete with city tap ready for tenant's connection with grease trap per local code

THE DETAILS

INITIAL FRANCHISE FEE: \$30K (veterans receive a 50% discount)

ESTIMATED TOTAL INVESTMENT: \$316K - \$586K

OVERALL NET WORTH REQUIREMENT: \$300K (\$100K LIQUID)

TRADE AREA			
	1 MILE	2 MILES	3 MILES
POPULATION	18K+	45K+	75K+
DAYTIME POPULATION	8K+	25K+	55K+
MEDIUM HH INCOME	\$60K+	\$60K+	\$60K+

JOIN OUR WINNING TEAM

The information presented in this overview provides you with a great starting point to determine if The Simple Greek is right for you and your family. We are redefining the traditional Greek restaurant with an interactive concept that combines high-quality ingredients, open kitchens and Greek atmosphere in a fast-casual setting.

My advice for any future The Simple Greek franchisee is simple:

**KNOW YOUR NUMBERS, TRUST THE PROCESS
AND LET'S WORK TOGETHER TO BUILD SOMETHING SPECIAL.**

The Simple Greek is a fun and engaging fast-casual restaurant franchise serving a wide variety of freshly prepared, made to order Greek foods. From the first bite into one of our signature pitas or bowls, to the last bite of our homemade, authentic Rizogalo (Greek rice pudding), our products are second to none.

The Simple Greek experience is certainly something you won't forget.



The Simple Greek is guided by a dedicated, highly-experienced management team, all of whom live by my legendary People/Product/Process formula. We are changing what it means to be a franchisee by following a very simple and logical business model using proven systems and procedures. We have a real passion for helping others and helping you surpass even your own business goals.

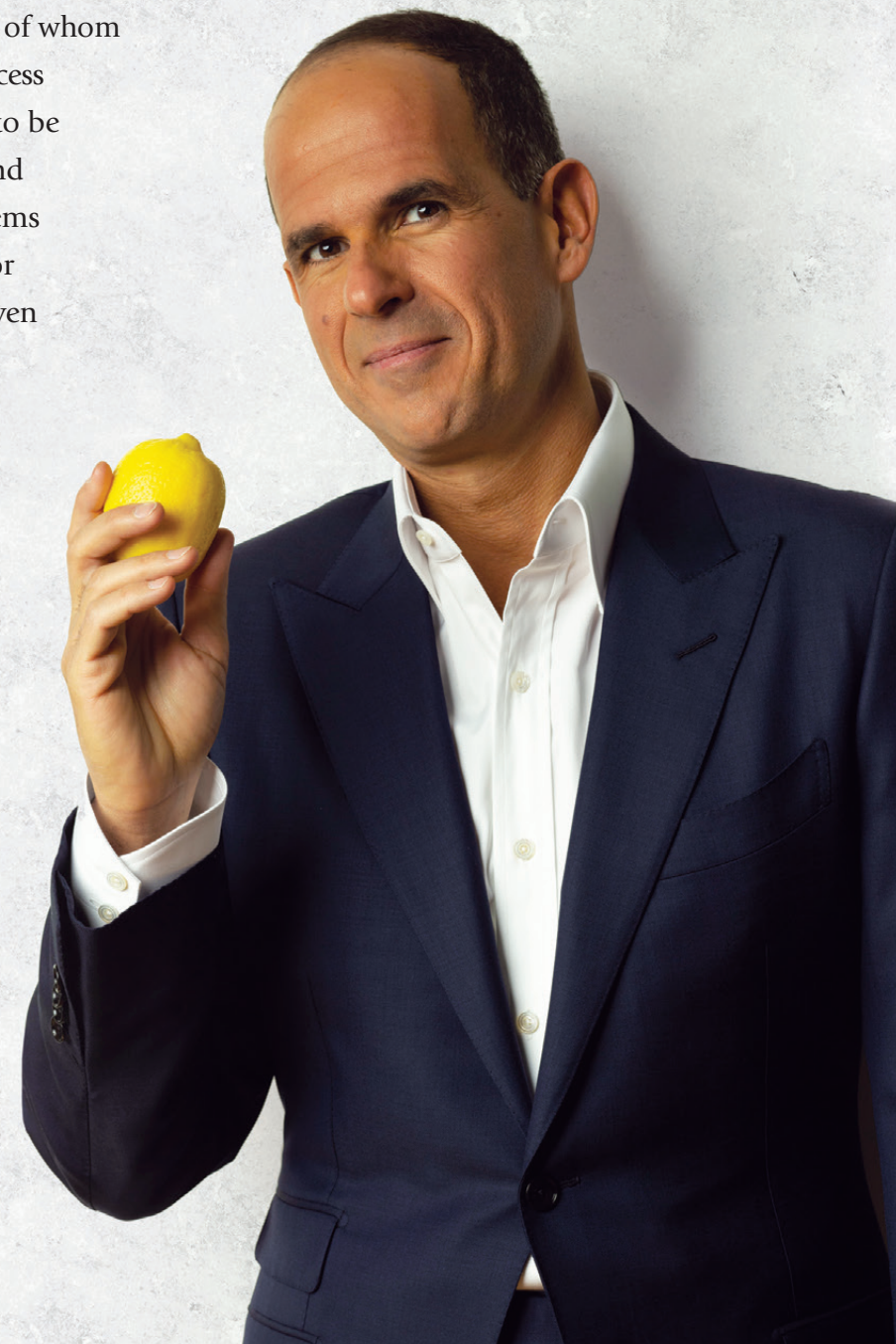
We are selecting the very best franchise partners to join The Simple Greek. When you become a TSG franchise owner, you aren't just joining our brand, you are joining my family. Our team of restaurant franchising experts will be ready to guide you through the process and help you every step of the way.

**THE PEOPLE ARE READY,
THE PROCESS IS SIMPLE, AND
THE PRODUCT IS FIRST-CLASS.**

We look forward to hearing from you.

A stylized, handwritten signature in black ink, likely belonging to Marcus Lemonis.

- Marcus Lemonis





To find out more,
email franchise@thesimplegreek.com
or call (844) 576- 6695

THE
SIMPLE  GREEK

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