



the Lunch Lady

Welcome:

We are very excited about your interest in joining The Lunch Lady family! This kit will answer many of the questions you may have about becoming a franchise owner.

The Lunch Lady is a fun, unique and meaningful business concept. We bring healthy and delicious meals to children at their schools – a dedicated, trusted and fun service, all wrapped into one!

Since our inception in 1995, our company has grown every year and today serves hundreds of thousands of school lunches to children across the country. We are also the largest and most recognized franchise of our type in Canada. Our proven system and support team is focused on making our franchise partners successful and our brand strong.

The Lunch Lady thrives in two of the fastest growing segments in Canada; the prepared food and children services franchise sectors. These are trending areas because families live busy lives and they are looking for attractive options. Through The Lunch Lady they have the opportunity to select from an expansive menu of warm, nutritious lunches at a cost similar to what they would spend preparing these meals at home. Parents get a break and kids get a delicious, healthy meal that encourages a successful afternoon of learning.

A well-known advantage about franchise ownership is that you are in business for yourself but not by yourself. This is certainly the case with The Lunch Lady. We operate with integrity, demonstrated by the sincerity and enthusiasm of our franchise partners. When you join The Lunch Lady family, our team of experts will work to help you become an effective operator and achieve your own personal goals.

The Lunch Lady would love to welcome new franchise partners who want to be part of our brand and support healthier food choices in schools across Canada. Our goal is to expand our brand to every major Canadian city by 2018, in time for our 25th anniversary.

Thank you so much for your interest.

Sincerely,

Ruthie Burd

Ruthie Burd,
Founder of The Lunch Lady

STEP BY STEP

1 Completion of a Pre-Application Form

Fill out our online pre-application form so we can get to know you better!

2 Meeting or Phone Call with Director of Franchise Development

Attend a meeting at our Head Office in Vaughan, Ontario to ask questions and learn more about our franchise. For those outside of Ontario, we can arrange a phone or Skype call.

3 Completion of Full Application Form and Credit Check

Complete our full application form and credit check form. Screening and reference checks take one week to finalize.

4 Day in the Life of a Lunch Lady / Discovery Day

Experience our world by participating in a "Day in the Life of a Lunch Lady." Observe and participate in a typical day for a Lunch Lady franchise owner to better understand how we work.

5 Meet with Our Team

Take another opportunity to ask us everything and get different perspectives of our business from our team members. We also want to make sure that we are all a good fit for the franchise!

6 Disclosure Document Review with Legal Counsel (Minimum of 14 days)

We will send you a Disclosure Document package. The document outlines the obligations of franchisee and franchisor and provides contact information for all our current franchise partners. Review this document with your legal counsel. After 14 days or more, you can make the decision to sign the Franchise Agreement and pay your initial franchise fees.

7 Franchise Agreement Signed / Fees Paid

Congratulations! Welcome to The Lunch Lady family!



A close-up photograph of a variety of fresh produce. On the left, several bright orange carrots are stacked vertically. In the center, a large green bell pepper and a smaller yellow bell pepper are prominent. To the right, there are purple onions, a whole eggplant, and a red chili pepper. At the bottom, a green apple and a yellow lemon are visible. The background is filled with other vegetables like mushrooms, Brussels sprouts, and a head of cabbage.

“It makes me very happy to be part of a brand that is focused on helping families and offering healthy choices when it comes to food.”

– Lunch Lady Xhandre

ADVANTAGES



The Lunch Lady franchise is unique, meaningful and offers a flexible schedule allowing for a work-life balance.



Proven:

Founded over 20 years ago, with over 40+ franchise partners that have expanded our hot lunch service throughout Canada. Our service is offered in over 1,300 schools.



Flexibility:

Choose your work schedule. Flexibility available around summer and school holidays, weekends and evenings.



Fun:

Work with kids, parents and the school community.



Meaningful:

Make a difference in the lives of children and parents by providing a valuable and affordable service.



Low Cost:

Typically between \$50,000 - \$100,000 depending on kitchen set-up / format and including the franchise fee with set-up.



Growth Potential:

Other service options to daycares, seniors, workplaces and camps. We help you grow!





“With my passion being food and kids this made a perfect fit to join The Lunch Lady.”

– Lunch Lady Chantelle

INVESTMENT



Candidates should have minimum \$300,000 net worth and approximately \$50,000 readily available to support the business.

Initial Franchise Fee:

\$25,000 CDN plus HST

Royalties:

8% of Total Gross Sales

Commercial Kitchen Set-up:

\$50,000 – \$100,000

Marketing Fund:

1% of Total Gross Sales





“We treat every meal as if we are cooking for our own children.”

– Lunch Guy Amin

FAQ



What does the franchise fee include?

The franchise fee includes an approximate two week training program, start-up support, assistance with lease/site selection and kitchen set-up, network training as well as use of the Lunch Lady name and all associated branding and operating systems.

Does the Lunch Lady provide financing?

We do not have a corporate financing program available. However the Lunch Lady Group supports Industry Canada's Small Business Financing Program.

Are there other start-up expenses?

Franchisees are responsible for all expenses related to outfitting a functional, commercial kitchen and start-up cash flow.

Do you need food service experience to succeed?

While experience in the hospitality industry is helpful, it is not essential. Creating a successful franchise depends on effort, good organization, effective management skills and attention to customer service.

Can you operate this business from your home?

No. Food delivered to schools must be prepared in an inspected commercial kitchen facility.

What is the daily time commitment?

A franchisee operates five days a week, Monday to Friday. As the lunch break at individual elementary schools can range from 11 a.m. to 1 p.m., working hours and daily start times vary. After the lunches are delivered, there are administrative tasks, preparations for the next day, marketing and community involvement but many of these activities can be managed conveniently according to the franchisee's own personal schedule outside of the kitchen.

How many schools does each Franchisee service?

Since school size varies from region to region, there is no set number of schools although a full franchise typically services 30-35 schools. A new Lunch Lady begins gradually servicing one or two schools, and then builds the business month by month, year by year.

What if I would live in a smaller community and would still like to be a Lunch Lady?

Each community will be looked at on an individual basis and Lunch Lady will consider and explore all potential opportunities with a candidate.

What is the term of the Franchise Agreement?

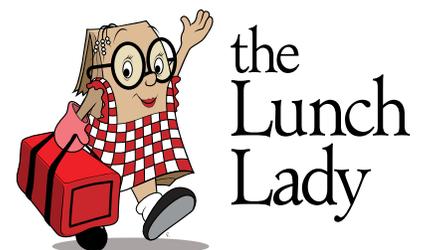
The initial term is 10 years, with the option to renew for an additional five year term.

Can a franchisee sell their franchise?

Yes, upon approval of the Lunch Lady Group.

Is this business for me?

This business is ideal for someone with previous business and managerial experience who enjoys working with kids, parents and the community. It is well suited for someone who would like a more flexible lifestyle, has an outgoing personality and a drive to succeed.



“I wanted to find something that I could feel good about and give back to the community.”

– Lunch Lady Nicole



UNMATCHED



The Lunch Lady Experience is an unmatched opportunity in Canada because of these unique Differentiators:



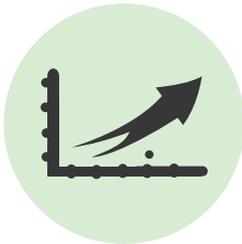
Meaningful and fun work



Choice of flexible hours allows for an attractive work-life balance



Cost of start-up including franchise fee is typically less than \$100,000



Streamlined operation to maximize your investment

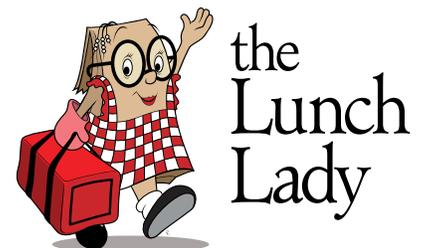


Dedicated and passionate support team

Thank you again for expressing interest in joining The Lunch Lady family.

Our franchise sales team will be in touch shortly, but if you're anxious to get started please feel free to contact Nancy Criconet:

1-800-603-6656 | 905.660.5994
nancy.criconet@thelunchlady.ca



thelunchlady.ca • 1-800-603-6656 • info@thelunchlady.ca



Healthy
children =
Happy,
productive
children.