

THE FRANCHISE OPPORTUNITY

The Lunch Lady

Founded in 1993, The Lunch Lady prepares and delivers individually catered hot and cold lunches, to children at school.



There are no cafeterias in most elementary schools.

Parents must provide a home packed lunch for them each day. In today's fast-paced society, time is a precious commodity. For busy parents, the time to plan and prepare a nutritious lunch for children on a daily basis becomes one more tedious chore on a long list of "things-to-do". When the Lunch Lady delivers to their child's school, parents get a welcome break.

With childhood obesity on the rise, parents are becoming more concerned about what their children eat and how much. Our lunches are portion controlled, tasty, good for you, fun and reasonably priced.

Studies have shown that a hot nutritious lunch at noontime stimulates learning in the afternoon, and all parents want their children to succeed at school.

We are sure you can see why the Lunch Lady concept is a recipe for a successful business.

Kids love the Lunch Lady, but not only because of our good food. We treat the children we serve like individuals. Ordering from our menu is fun, like going to a restaurant. We provide lots of variety, ordering flexibility, treats for coloring menus, and always a smile. The Lunch Lady becomes a known and cherished visitor in every School she serves.

Schools also appreciate us. We create no extra work for the Office Staff and operate entirely independently from the School Administration. We even offer monthly contributions to the School, aiding them in their Fundraising efforts.

We are the largest provider of this service in Canada, serving thousands of children every school day and we are the only franchised system. We do have competitors and believe that competition keeps everyone working hard to provide a better product. However, the Lunch Lady has the advantage of a head start. Since 1993 we have been improving the service we deliver, and nurturing our relationships with the various School Boards and associated School related Organizations to enhance our reputation in the communities we serve.

Our program is effective, flexible and transferable to Franchisees. We have spent years developing a successful system and we have successful franchisees participating in it. JOIN US! We have done all the groundwork for you.

Our Business is Growing

Like most businesses, the Lunch Lady started from humble beginnings. The first Lunch Lady, a busy mom named Ruthie Burd, made lunches in her home kitchen. The business grew bite by bite and today the Lunch Lady is welcomed in hundreds of Elementary Schools across Ontario and Western Canada. Demand for our service continues to grow.

The Lunch Lady Group Inc. is a branded icon, known and respected in the Communities where it operates. The business has grown through referrals, from one Principal to the next, families moving from one school to another, and now through Media attention. It is our goal to make The Lunch Lady a household name all across Canada

There is a huge market for our business. We cannot serve all the schools that would like to participate in our Hot Lunch programs, and as the business expands and the network widens, we expect that the demand for our service will keep on growing. We are looking for Franchisees to meet this demand! The training, support, systems and procedures are all in-place to allow you to step into a proven business that offers a balance between family responsibilities and a rewarding career.

Could You Be Our Next Lunch Lady (or Lunch Guy)?

This business was created originally by the Founder to allow her to enjoy time with her growing family. A Lunch Lady Franchise is ideal for someone who is looking for a lifestyle change, Being a Lunch Lady is a vocation and a commitment to the well being of children in the school community. It is so much more than a “job”. The Lunch Lady offers a unique, meaningful and flexible lifestyle for Franchisees.



What does it mean to be a Lunch Lady?

- Self-employment – you have the independence of owning your own business as well as the stability of a tried and true system
- Good earnings – an above average income
- Keep the same hours as your children, a “teacher lifestyle” – when they have School holidays, and summer vacation, so do you!

We are looking for interested candidates who love working with kids and parents, have wonderful interpersonal and communication skills, and enjoy Community involvement. All our Lunch Ladies (and Guys) work and manage a kitchen, creating a fun and friendly workplace for other moms and some dads. Teamwork is an essential part of being successful in this business. A sense of humour never hurts either!

Financial Obligation

Potential Franchisees must have adequate financial means to open a Lunch Lady franchise.

Our initial Franchise Fee requires a Capital investment of \$25,000 CDN plus GST plus the cost of setting up a commercial kitchen and operating capital.

The Lunch Lady Group Inc. also collects Royalty fees, paid monthly at a rate of 8.0% of Gross Sales plus GST. Fees for our Marketing Fund are also paid monthly at the rate of 1.0% of Gross Sales plus GST. This Fund covers all corporate marketing and promotion activities in support of The Lunch Lady Group.

The Franchise Offering

The Lunch Lady Franchise includes the following features and benefits:

- Use of The Lunch Lady name, trademarks and stellar reputation
- Our experience and business know-how
- Site selection and lease negotiation
- Kitchen set-up
- Training assistance at The Lunch Lady School to ensure new Franchisees are familiar with the menu items, our concept and administration
- Use of custom software to run the Operation
- Access to approved, high quality and cost-effective suppliers
- A hardworking team focused on School acquisitions and in-school marketing
- An on-line comprehensive Operations Manual
- On-line ordering for busy parents

Franchisees are expected to complete the extensive training program at a designated training center to familiarize themselves with the kitchen operations as well as with issues such as cost control, inventory management, purchasing, administration, business and sales training. Once the Franchisee's kitchen is ready, we will offer on-going guidance in employee management and daily kitchen operations to ensure a smooth start-up.

Our kitchen locations are monitored and appropriate assistance is provided as required to continually improve service and performance.

The Franchise Process

Initially we ask all interested Candidates to fill out a Pre-Application form, as an expression of interest. If the information that the Applicant provides is in accordance with our pre-determined profile, a meeting is arranged. During the meeting, if an Applicant has confirmed both definite interest in The Lunch Lady franchise as well as his/her ability to meet the financial obligations, a Confidential Application Report is provided, later completed and forwarded to the office.

Finally, a follow-up meeting is arranged and the completed Confidential Application Report is reviewed. Once a mutual agreement for an appropriate territory for the new Franchise has been established, a kitchen visit is arranged. The Disclosure Package is issued, allowing 14 days for study, the Franchise Agreement is signed and the Franchise Fee is paid. A new Franchisee will then join the Lunch Lady Family.

Contact Info

Thank you for taking the time to read our Franchise Information.
We look forward to hearing from you.

The Lunch Lady Group Inc.

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www.thelunchlady.ca



the
Lunch
Lady