

THE SKINNY KITCHEN

PANCAKES WEIGHTS
AND PROTEIN SHAKES

A HEALTHY APPETITE FOR BUSINESS

HELLO!

The Skinny Kitchen is a restaurant focusing on bringing fresh, healthy food to meet the needs of people with specific diets or just those that want to stay healthy. We serve anything from muscle building shakes and high protein lunches to animal friendly, vegan meals and low calorie cocktails.

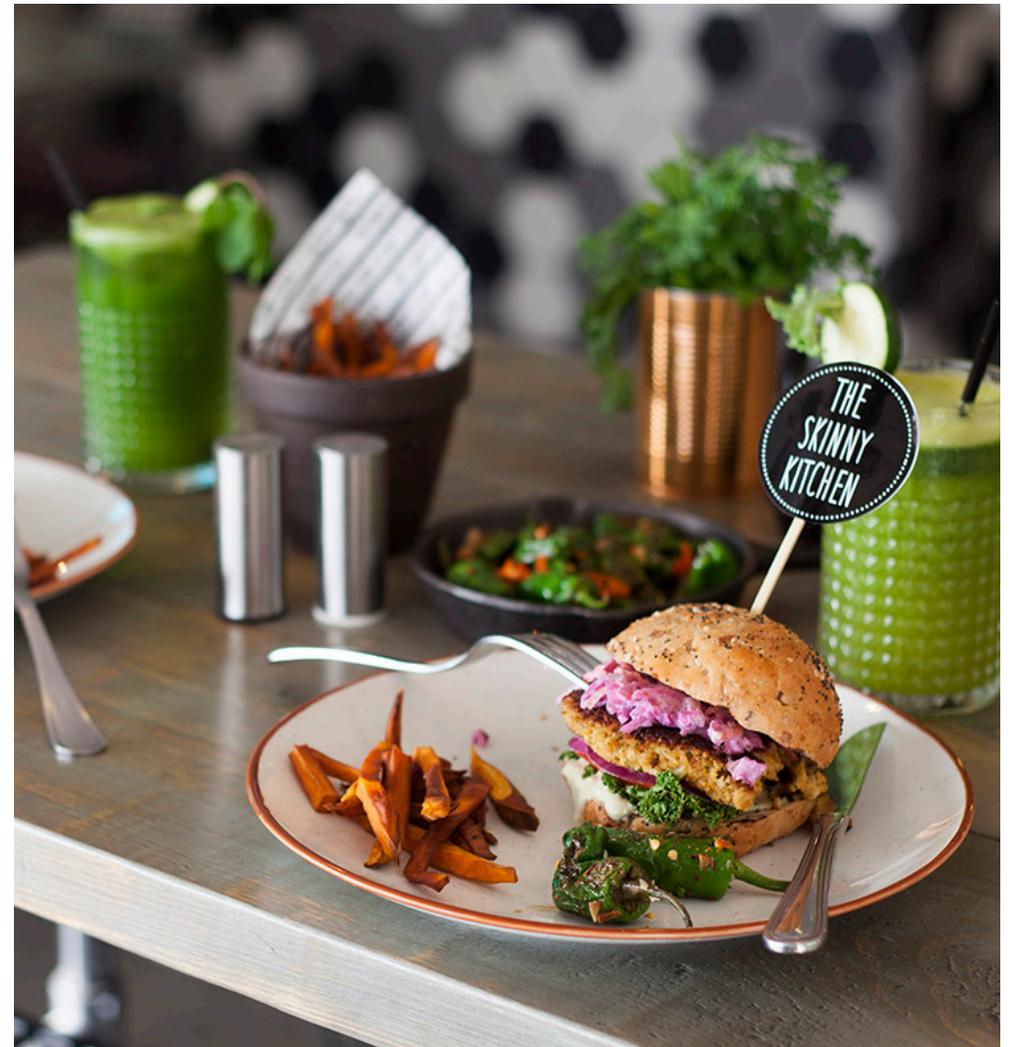
Most people's choice of diet is based on their health or fitness goals so our menu is tailored to make it easy when eating out. We break everything down on each page detailing the macro nutrient content, allergens and even what the meal is good for in gym terms (muscle building, burning fat etc)

It is rare to find a truly clean meal on most restaurants menus. Many places will try but none fully commit to a 100% healthy and clean menu, until The Skinny Kitchen. That's why we want to work in partnership with franchisees to grow the brand, become a chain and take fitness focused food to every high street in the UK.

The Skinny Kitchen are the leaders in their field, spanning across two countries and rapidly expanding into more, our goal is to be on every high street across the UK, Europe and the beyond

#eatcleanravedirty

The Skinny Kitchen Team



HELLO!

WHY A SKINNY KITCHEN FRANCHISE?

JOIN AN ESTABLISHED BRAND

Be part of a brand with a proven track record, let us worry about the creative aspect while you focus on making sure your business is running smoothly and efficiently. You don't have to worry about finding suppliers with the best rates or creating company procedures, we'll do all of that for you.

Finding the right location can be one of the hardest elements of running a successful restaurant, especially as a new business. With the backing of The Skinny Kitchen you will gain the trust of landlords opening up a wider range of locations to choose from.

SUPPORT

Join a pre-built network of forward thinking individuals like yourself, giving you access to fellow franchisees and the founders for support and advice at all times. Receive independent unbiased advice from a the franchise owners panel.

MARKETING

Access to predetermined marketing strategies and unique Skinny Kitchen artwork which are both regularly updated, saving you thousands on designers and marketing consultants.

SOCIAL MEDIA

Social media is a powerful tool for business and can take years to develop. The Skinny Kitchen have a reach of 60,000 people across Facebook, Instagram and Twitter. These platforms are managed in-house by an experienced team and each location will be controlled from a central brand page, saving you time and money.

BUSINESS FORMAT FRANCHISE

Everything is ready to go, brand guidelines, interior and visual guides, operations manuals and menus. The hard work is done so you don't have to worry.

TRAINING

The Skinny kitchen provides ongoing training for staff members, keeping them in line with the high standards of the brand. You will even receive training from our partners PhD, giving your staff an in depth knowledge of nutrition and their products.

WHY A SKINNY KITCHEN FRANCHISE?

HISTORY

APRIL 2014

The Skinny Kitchen was established and opens first location in Ibiza.

JUNE 2015

Attracted investment from high profile and well established operators leading to the development of a wider growth strategy.

APRIL 2016

Second Ibiza location opens in San Antonio, on the sunset strip alongside Cafe Del Mar and Cafe Mambo.

AUGUST 2016

Established organisation infrastructure with by appointing CEO, Creative Director, Marketing Manager, Operations Manager and Executive Chef.

JANUARY 2017

First franchise in Belfast opens and achieves 150% of projected figures in week 1

2014

2015

2016

2017

OCTOBER 2014

Begin pop ups in London and South East to test the market in the UK

FEBRUARY 2016

1st UK permanent location opens on Bournemouth high street.

JUNE 2016

Second UK location opens on Canterbury high street

SEPTEMBER 2016

Completed development agreement with franchisee in Belfast for three sites over the next 24 months. First to open in January 2017.

HISTORY

INDUSTRY ANALYSIS

"UK GYM MEMBERSHIP SPENDING UP BY 44%"

The Guardian

"THE UKS POPULATION OF PEOPLE FOLLOWING A VEGETARIAN DIET HAS DOUBLED IN THE PAST 20 YEARS."

Britishcouncil.org

"NUMBER OF UK FITNESS MEMBERS EXCEEDS 9 MILLION FOR THE FIRST TIME"

Leisredb.com

TOTAL MARKET VALUE (FITNESS INDUSTRY) NOW ESTIMATED TO BE £4.4 BILLION"

Leisredb.com

"UK SALES OF GLUTEN-FREE PRODUCTS REACHED £184M, UP 15% FROM 2013"

The guardian

"THERE ARE OVER HALF A MILLION VEGANS IN BRITAIN - AT LEAST 1.05% OF THE 15 AND OVER POPULATION"

The Vegan Society

"IN THE UK THERE ARE ONLY 3 FITNESS FOCUSED RESTAURANT BRANDS ATTEMPTING TO REACH PEOPLE WITH THESE SPECIFIC DIETS. THE SKINNY KITCHEN ARE ALREADY THE LARGEST"

The Skinny Kitchen

INDUSTRY ANALYSIS

THE MENU

Our menu is filled with fitness focused food which aims to satisfy the needs of various diets, from high protein/low carb to vegan and veggie meals. We use natural ingredients such as free range eggs and meat and freshly cook your food to order. Everyday food with a clean, healthy twist!



PROTEIN PANCAKES



HEALTHY BURGERS



SKINNY KITCHEN TAKEAWAYS



SUPERFOOD COCKTAILS



HIGH PROTEIN/LOW CARB MEALS



BREAKFAST AND BRUNCH



LOW CARB PIZZAS



GUILT FREE DESSERTS



FRESH JUICES

OBJECTIVE AND STRATEGY

OBJECTIVE

Be the leading brand choice for fitness focused food and be the first national chain, available on most high streets in the UK

STRATEGIES

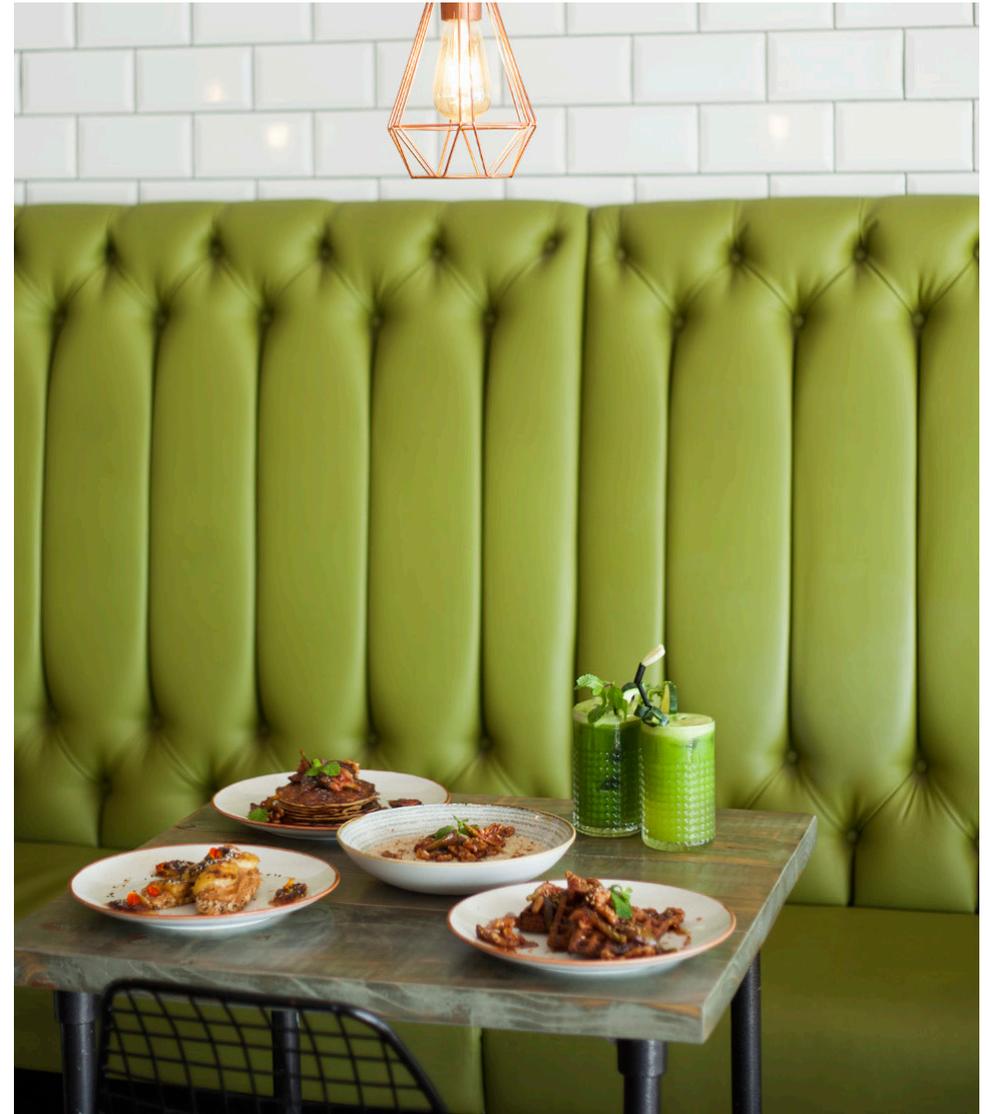
- Expand the brands capabilities to producing pre-prepared food available in supermarkets nationally.
- Grow brand presence through a mix of franchises and company owned locations
- Continue growing the brand in Ibiza to reach the whole of the UK population



OBJECTIVE AND STRATEGY

THE SKINNY KITCHEN EXPERIENCE

- Fitness focused food with dine in and take out options
- Grab and go from a deli fridge
- Nutritional breakdown on every meal on the menu
- Meals targeted to specific diets including gluten free, high protein, high carb, vegetarian and vegan
- Unique and engaging experience due to food, interior design and service
- Everyday food with a clean, healthy twist



THE SKINNY KITCHEN EXPERIENCE

FAQ'S

What is the cost of investing in a Skinny Kitchen franchise?

Typically between £100,000-£300,000. The price can be above or below this range depending on the location. Some factors which may vary the amount include; any rip-out required, level flooring, shop frontage, if there's water and electric utilities in-situ, if the premises currently has heating and A/C or commercial extraction.

Once a unit is found a survey can be completed by The Skinny Kitchen and a technical drawing by our architect will help breakdown potential costs and avoid unforeseen additions.

What 'Management Service Fee' does The Skinny Kitchen charge?

There is a one-time franchise license fee: £15,000 +VAT

Ongoing costs:

5% of turnover

Marketing fee of 2% of total turnover (net off VAT)

What do I receive for my investment?

Once a franchise agreement is in place, there will be an initial fee payable for each unit. This will give you the right to use The Skinny Kitchen trademark. Included in the indicated license fee there is allowance for marketing support prior to opening and for staff training

Purchasing additional franchise territories

We actively encourage our Franchisees to purchase additional franchises.

When you complete your initial Franchise application please indicate if you are interested in opening a single restaurant, or multiple outlets.

I already have a premises I would like to use, is that possible?

You can put forward the location as somewhere you would like to have a Skinny Kitchen and the appropriate research will be done on the area and location to check for suitability. The Skinny Kitchen would need to know the full postal address, the size, the use classification, the annual rates and rent as well as lease terms.

How long does it take to open a Skinny Kitchen?

The typical time scale is 8 weeks from signing the lease and getting the keys to opening the premises. The Skinny Kitchen will help with this process by bringing in our build teams for the fit out and ensuring the premises adheres to brand standards.

What are the average trading hours?

The Skinny Kitchen serves breakfast lunch and dinner so hours can be anything from 8am-midnight, 7 days a week. This varies depending on footfall in locations at certain times.

I am interested in franchising outside of the UK, is that possible?

The Skinny Kitchen has had a lot of interest from potential franchise owners outside of the UK, from the Middle East to America. If you have valuable experience and connections in locations outside of the UK, we welcome discussions.

TYPICAL COSTS

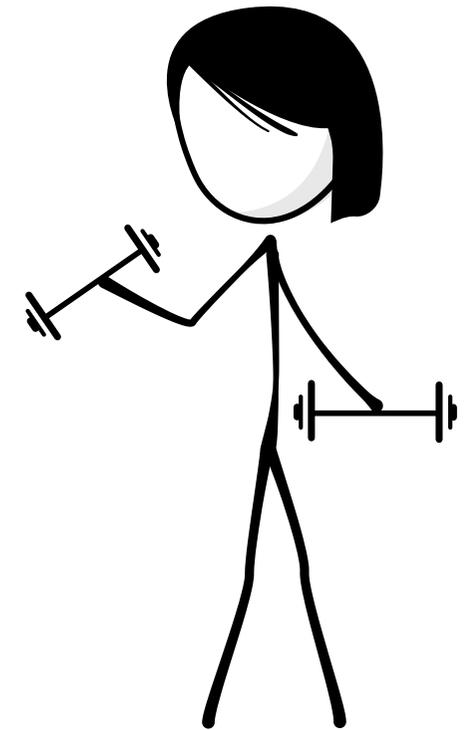
Fees	
Franchise fee	£15,000

Construction	Low range	High range
Restaurant fit (building work, furniture)	£50,000	£100,000
Signage (internal and external)	£4,000	£10,000
Opening stock	£3000	£6000
Kitchen and bar equipment	£30,000	£50,000
Architect fees	£1500	£4000
Property and legal fees	£3000	£20,000
Security	£1000	£6000
TOTAL	£92,500	£196,000

TYPICAL TURNOVER

Typical monthly turnover	Low range	High range
60 covers	£50,000	£90,000
100+ covers	£80,000	£120,000

Please note: These fees have not made an allowance for property premiums. The figures are for guidance only. These figures are subject to change and should not be relied upon when deciding to franchise The Skinny Kitchen, but be used for guidance based on the experience.



TYPICAL COSTS

PROPERTY CRITERIA

Our goal is to find properties in areas with a strong demographic of 21-38 men and women who are health and fitness focused.

- Catchment area of 100,000+
- Demographic where population of young professional is higher than the national average
- Frontage minimum width 4metres
- Minimum area 2000 sqft
- Good footfall
- High visibility for the general public (either from cars or pedestrians)
- A3 use, or with the opportunity to change from A1 to A3
- Close to gyms or fitness clubs
- Car parking near the premises
- High street locations



BRAND ASSOCIATION

THE BRAND INTERIOR



SUPPORT FOR FRANCHISES

Before you open

- Help with finding a site
- Full interior design guide
- Training for all staff
- Marketing collateral
- Operations manuals for interior design, food and drink
- Training from PhD
- Assistance with recruiting senior members of staff

Ongoing support

- Continuous training for staff
- Site visits for audits
- Advice on operations
- Marketing support
- Seasonal menu updates
- Mystery shoppers
- Dedicated supply chain



The Skinny Kitchen work in an exclusive partnership with PhD, providing The Skinny Kitchen franchises with ongoing training, support and promotional material.



SUPPORT FOR FRANCHISES

THANK YOU!

Thank you for your interest in The Skinny Kitchen franchise.

For any more information please contact

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t: 07432021082

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The Skinny Kitchen Team



THANK YOU!