



For more information
on the Rachel's Kitchen franchise program,
fill out and mail the attached reply card,
or contact us:



Rachel's KITCHEN™

WHOLESOME FOOD DELICIOUS RECIPES

First opened in September 2006,
Rachel's Kitchen is inspired by my industry
background, as well as creative, collaborative
efforts with my husband, Jon. Named for our
own daughter, Rachel, it is a unique bistro
café that has truly become our pride and joy –
and can be yours, too!

I have always had a passion for good food and
cooking. I got my start in the restaurant industry
at age 21, when I opened my first café in Beverly
Hills. My goal has been to serve fresh, high
quality and delicious food with a gourmet touch
at very affordable prices.

It wasn't long before I'd opened and operated
seven locations in the Los Angeles area. During
that time, I also started to develop restaurant
concepts and I acted as a consultant on new
ventures in the foodservice industry.

When I relocated with my family to Summerlin,
Nevada – a suburb of Las Vegas – I of course
brought with me my undying interests and plans,
and soon created and opened Rachel's Kitchen.

Now, we're looking for dedicated,
enthusiastic individuals like you who will share
in the passion for quality and unforgettable
dining experiences. Grow with Rachel's Kitchen –
and let's provide fresh, delicious food
to more and more customers!

THANK YOU FOR YOUR INTEREST
IN RACHEL'S KITCHEN!

– Debbie Sofer Roxarzade

FRANCHISE OPPORTUNITY



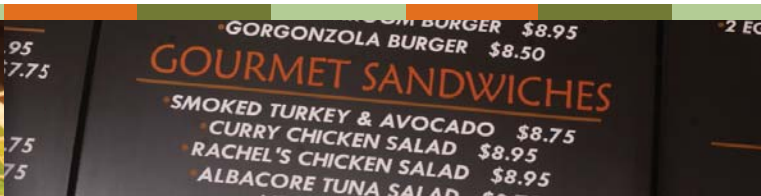
WHOLESOME FOOD • DELICIOUS RECIPES

Rachel's KITCHEN™

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prospectus filed first with appropriate agencies of the respective filing states.
Such filing does not constitute approval by such agencies



CASUAL CALIFORNIA CUISINE

Rachel's Kitchen serves casual, reasonably priced bistro fare in a quaint café-style setting.

There is something on the menu to suit every palate:

- ▶ Fresh crispy salads with homemade dressings.
- ▶ Mouth watering wraps and gourmet sandwiches.
- ▶ Signature pastas with creative, savory sauces.
- ▶ Breakfast items, including custom omelets, French toast and pancakes, freshly baked muffins, scones, and more.
- ▶ Fresh juices and fruit-filled smoothies.

Everything is fresh!

Produce is shipped in daily, and all menu items are made to order, using fresh ingredients. Each selection follows our own unique recipe and there are even proprietary products and ingredients exclusive to Rachel's Kitchen.



JOIN RACHEL'S KITCHEN AND SEE WHAT THE EXCITEMENT IS ALL ABOUT!

Rachel's Kitchen is appealing to a wide variety of customers: from singles to families, young and old, everyone can find something to enjoy.

And, Rachel's Kitchen's delectable selections are available throughout the day, meaning multiple dayparts and potential revenue streams for franchise owners:

*From hearty breakfasts...
... to tasty lunches
... to satisfying casual dinners.*

There are plenty of dining options, too:

- ▶ Eat-in, take-out, pick-up.
- ▶ Indoor or outdoor seating.
- ▶ Catering services may also be an option franchise owners offer.

“Rachel's Kitchen is a wonderful café with a unique and varied menu. The food is delicious and the service and staff are great. A surprising departure from other cafés.”

— Loyal customer Bob Donovan, Las Vegas

You can set up your Rachel's Kitchen restaurant in about 1500 - 1800 square feet of comfortable, inviting space.

And, rest assured – with experience in foodservice and multi-unit operations to back us up – Rachel's Kitchen franchisor staff will be there to support you at every step along the way, from site selection, to restaurant décor, to your Grand Opening and beyond.

Here are just some of the support services you'll get when you become part of the Rachel's Kitchen family:

- ▶ Guidance on restaurant set-up, build-out, and décor.
- ▶ Comprehensive training covering all important aspects of running your café.
- ▶ Advice on initial orders for equipment, supplies, inventory, and ingredients from approved vendors.
- ▶ Access to our exclusive recipes and proprietary branded items, such as salad dressings, pasta sauces, and others.
- ▶ Branded apparel for your staff and customers, including Rachel's Kitchen shirts and caps, and other promotional apparel and merchandising items.
- ▶ Established procedures, standards, and recipes all documented in a confidential operations manual.
- ▶ On-site start-up assistance and periodic field visits.
- ▶ Assistance with the development of initial and ongoing local marketing campaigns.