



TASTE THE DIFFERENCE

Great bagel. Great place.

Breakfast & Lunch

Dine-In • Take-Out • Catering



NEW YORK'S MOST FAMOUS BAGELS CAN NOW BE ENJOYED BY THE REST OF THE COUNTRY!

Looking for a food franchise that has incredible growth potential and over 15 years of proven success? Well look no further. New York Bagel Cafe' & Deli, the #1 bagel franchise in the country could be the opportunity you have been looking for!

At New York Bagel Cafe' & Deli we take great pride in our food and our exceptional franchise opportunity. We strive to provide our franchisees with the best tools and knowledge to run a successful local business, and we encourage owners to learn the skills that will allow them to own multiple units.

There's a World of Opportunity with New York Bagel Cafe' & Deli

New York Bagel Cafe' & Deli is the brainchild of Joe Smith, an enterprising upstate New Yorker who saw the opportunities back in 1994 for making inroads in the franchise fast-food market:

Take a proven commodity - everyone's favorite "light" meal, the bagel - and then take it one step further. Offer the original New York bagel, and create a cornerstone for a bagel franchise ... without the typical franchise bagel taste.

Then structure the business for ease of investment and operation, and "spread the wealth" with other motivated self-starters ... like you, perhaps?

Joe points out that New York Bagel Cafe' & Deli is "an easy, workable system that's simple to learn and train for. And because the bagels are delivered to the store par-baked, preparing the bagels is - pardon the expression - a piece of cake!"

As a New York Bagel Cafe' & Deli franchisee, you'll receive complete training and counsel every step of the way. Everything from recommendations with site selection and lease negotiations to help with staff selection and marketing development is built into your support.

Taste a Great Bagel and Taste Success! According to recent studies, the percentage of food dollars spent away from home is 44 percent, expected to grow to 50 percent by 2010. Plus, since 1995, U.S. bagel sales have increased 500% - thanks to Americans' desires for convenience, taste, and lower-fat alternatives to typical franchises. New York Bagel Cafe' & Deli invites you to take a bite out of this growth.



Why is
New York
Bagel Cafe'
& Deli

the Top
Bagel
Franchise?

the
Original NY Bagel

You'll find that New York Bagel Cafe' & Deli runs rings around other bagel shops with a delicious array of complementary foods. Like popular Boar's Head deli meats, the smoothest flavored creamed and quality hard cheeses; succulent smoked salmon and richly brewed gourmet coffees.

And how about super-sized heroes, popular wrap sandwiches, freshly prepared salads, baked fresh muffins and tantalizing cookies? Combine any or all of these items, and New York Bagel Cafe' & Deli can bring you a brisk catering business: business meetings, breakfasts, luncheons and parties of all kind.

just sample the menu

So Come Join Us...

We're looking to
Spread the Wealth.

- Plain, Sesame, Poppy, Garlic, Onion, Whole Wheat, Salt, Cinnamon Raisin, Pumpernickel, Egg, French Toast, Blueberry, Everything, "Energy" Bagels and Bialys
- Plain Cream Cheese, Fat Free, Scallion, Vegetable, Jalapeno, Olive Pimiento, Fat Free Vegetable, Walnut Raisin, Lox Spread
- Fresh Sliced Nova Lox
- Breakfast Items of a Bagel - Eggs, Sausage, Bacon, Ham and Cheese
- Cappucino & Espresso
- Freshly Ground Gourmet Coffees and Six Specialty Flavored Coffees
- Deli Sliced Meats and Cheeses on Bagel, Roll or Hero
- Egg, Tuna, Chicken, and Whitefish Salads
- Catering Platters - Continental Breakfasts, Sandwich Buffets, Meat Salad and Wrap Platters
- Eat In or Take Out ... with Phone Ahead
- Open 7 Days a Week for Everyone's Convenience





Why are the bagels so great?

No other bagel can compare to our original New York bagel.

- Bagels are delivered to your store par baked so you don't have to make them, just bake them!
- Fresh Baked Bagels: Each store bakes the bagels fresh daily so you always have that fresh baked hot bagel!

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We at New York Bagel Cafe' & Deli also take great pride in our people, especially our growing team of franchise owners. Here's why franchisees join New York Bagel:

- Great Food
- Location Flexibility
- Low Investment
- Proven Operational and Control Systems



Estimated Initial Investment

Building Improvements	\$40,000	to	\$95,000
Equipment	\$35,000	to	\$50,000
Signage	\$6,000	to	\$8,000
Architectural Fees	\$5,000	to	\$5,000
Furniture & Fixtures	\$5,000	to	\$6,000
Insurance	\$2,000	to	\$3,000
Opening Inventory	\$4,000	to	\$5,000
Utility Deposits	\$1,500	to	\$1,500
Lease Deposits	\$5,500	to	\$8,000
Additional Funds	\$3,000	to	\$5,000
Professional Fees	\$2,000	to	\$3,000
Training	\$0	to	\$1,500
Grand Opening	\$3,500	to	\$3,500
Total	\$112,500	to	\$194,500

The above estimated opening costs are for comparison purposes and the actual numbers other than the Franchise Fee will vary based on your unique location. In some cases selected refurbished equipment may be used at your option and with our approval in order to help minimize your initial investment. Local ordinances will dictate such items as allowable signage and necessary permits.

NOTE: You should budget enough funds for operating expenses and your personal living costs if applicable.



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Great Bagel. Great Place.

Common Questions

Q: What does a N.Y. Bagel Cafe' & Deli franchise cost?

A: The initial franchise fee for your first N.Y. Bagel Cafe' & Deli franchise is \$29,500.

Q: How much is the investment in a N.Y. Bagel Cafe' & Deli franchise?

A: The capital requirements for a N.Y. Bagel Cafe' & Deli franchise are approximately \$112,500 to \$194,500. This is based on a variety of factors, such as building improvements, lease deposits, insurance, equipment choices, square footage, etc.

Q: What is the royalty and advertising fee?

A: The royalty payment is 5% of gross sales. All advertising is done on a store by store basis by the operator. You are required to spend at least \$500 a month on advertising your location. In the future we will have a national advertising fund that would include advertising on a national and local level.

Q: What type of net worth is necessary for a N.Y. Bagel Cafe' & Deli franchisee?

A: A net worth of \$300,000 and liquidity of \$75,000.

Q: Does N.Y. Bagel Cafe' & Deli provide financing?

A: N.Y. Bagel Cafe' & Deli does not provide direct financing. However, N.Y. Bagel Cafe' & Deli works with several financing organizations that may be able to assist you in securing the financing for your franchise.

Q: What types of franchises are available?

A: N.Y. Bagel Cafe' & Deli grants individual and multi-unit franchises.

Q: What is the size of a typical N.Y. Bagel Cafe' & Deli operation?

A: Your N.Y. Bagel Cafe' & Deli will typically be located in a 1,100 to 2,000 sf space.

Q: How do I find a location?

A: It is the franchisee's responsibility to locate a suitable location. However, we are ready to assist you in this through the use of our experienced Real Estate Department along with our network of brokers throughout our area. We can also provide you with direction on site analysis, including obtaining demographic and traffic information. N.Y. Bagel Cafe' & Deli must give final approval on all locations.



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More Questions

the
BLT

Q: Is prior experience required and do I receive training by N.Y. Bagel Cafe' & Deli?

A: Prior experience is not required. N.Y. Bagel Cafe' & Deli will provide you with both pre-opening and operations training to run your store and to train others to assist you. This training will take place both in an existing N.Y. Bagel Cafe' & Deli location and "hands-on" in your store.

Q: Do I receive guidance on the purchase of inventory and supplies?

A: Yes. We evaluate suppliers based on their ability to provide products that are equal to or exceed our specifications and high quality standards, in sufficient quantities and at competitive prices.

Q: What supplies must be purchased as a N.Y. Bagel Cafe' & Deli franchise?

A: All proprietary items and food products from our approved vendor list must be used in order to maintain consistency throughout the chain and remain competitive.

Q: Who decides what prices I will charge for menu items?

A: You set your own prices. However, we provide you with detailed pricing listings based on our experience to help you maintain consistency throughout the chain and remain competitive.

Q: Does N.Y. Bagel Cafe' & Deli have business forms and marketing materials I can use?

A: Yes. We have a variety of useful forms and controls that will aid you in running an efficient operation. You will receive ads, flyers and other marketing materials that have been professionally prepared to promote your business within your local market.

Q: What is the term of the franchise agreement?

A: The initial term of the agreement is ten years with renewable options.

Q: Can I "sell" my N.Y. Bagel Cafe' & Deli franchise?

A: Yes. Like any other business, your franchise license and business may be sold to a buyer approved by the company. However, the company has the right of first refusal. There is a transfer fee for administrative, legal, and training expenses covered in the Uniform Franchise Offering Circular and Franchise Agreements.

Q: How long will it take to open my first N.Y. Bagel Cafe' & Deli?

A: The time to open your N.Y. Bagel Cafe' & Deli depends on a number of variables, including selecting a desirable location. It is our desire to get you up and running as quickly as possible. You may be able to arrange financing, complete training, and have construction completed in as little as 90 to 120 days from the point a site has been secured and a lease executed.



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THANK YOU



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The Legal Stuff

1. Notice Regarding Franchise Offers and Sales

a. This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. There are approximately 14 countries and 15 US states that regulate the offer and sale of franchises. The countries are Australia, Brazil, Belgium, Canada (provinces of Alberta and Ontario), China, France, Indonesia, Italy, Japan, Malaysia, Mexico, Russia, South Korea, Spain, and the United States of America. The US states are California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states or countries, are receiving this message in one of these states or countries, or intend to operate a franchise in any of these states or countries, we will not offer you a franchise unless and until we have complied with any applicable pre-sale registration and/or disclosure requirements in the applicable jurisdiction.

b. This offering is not an offering of a franchise. In New York (USA), an offering of a franchise can only be made by a prospectus that has been previously filed and registered with the Department of Law of the State of New York. The application for registration of an offering prospectus or the acceptance and filing thereof by the Department of Law as required by the New York law does not constitute approval of the offering or the sale of such franchise by the Department of Law or the attorney general of New York.

