



YAMPA™
SANDWICH CO



ADVENTUROUS SOULS
HEALTHIER EATING AND BUSINESS
GROWTH IN THE SANDWICH
FRANCHISING INDUSTRY



WHAT DO ALL OF THESE HAVE IN COMMON?

- ❖ Mountain bikers.
- ❖ Rock climbers.
- ❖ Backcountry skiers.

They're adventurous souls who need fuel that not only powers their outdoor pursuits but also actually tastes good.

Folks like these inspired Peter Boniface and David Pepin to open a local sandwich shop in Steamboat Springs, Colorado, which eventually evolved into the Yampa Sandwich Co. brand. They quickly realized that it wasn't just outdoor enthusiasts who craved the nutritious, hearty, delicious sandwiches the brand became known for. As everyone, from the mom looking to pick up a healthy lunch for the family, began flocking to their shop, the founders realized there was an opportunity to expand the brand through franchising to meet that demand.





THE RESTAURANT INDUSTRY – PLENTY OF ROOM FOR GROWTH

Restaurants, particularly those in the fast casual niche, are booming. In 2018, **fast casual restaurants saw \$42.2 billion in U.S. sales**, an 8% increase from the previous year. And the fast casual segment has outpaced all other types of restaurants in terms of unit growth.

Even during challenging times, people still look for tasty, high-quality food—especially at value-driven price points. This actually presents an opportunity for those looking to take some of the available market share. And as market conditions improve, well-positioned franchises will rise to the top.

Food takeout and delivery is also on the rise. Even before the shifting market dynamics of 2020, it was forecast that **food delivery would rise 20% worldwide by 2030**, up to \$365 billion. It's reasonable to expect those numbers to continue to increase as restaurants have found avenues to keep customers satisfied through pickup and delivery.

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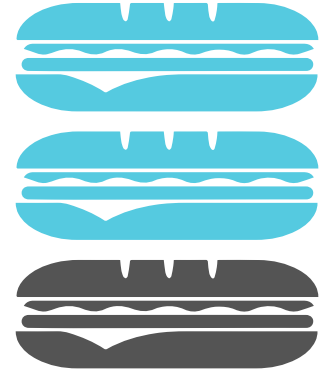




BUT WHAT ABOUT SANDWICHES?

The sandwich (and sub) genre of the restaurant industry is a stable one, with **3.4% annualized growth**. Why? In part because sandwiches are portable: **two out of three sandwiches purchased away from home are eaten in transit**, whether that's on a commute or on the trail.

But not just any old sandwich will do. With an increase in focus on healthier food and better quality ingredients, **25% of consumers would pay more for healthier bread**. And with an increasing number of vegetarians and vegans in the U.S., we're starting to see more meat-free (and tasty) sandwiches popping up on menus.



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MORE WAYS TO GROW YOUR YAMPA SANDWICH CO. FRANCHISE

In addition to dine-in and takeout or delivery services for our specialty sandwiches, soups, salads, sides, and beverages, our franchise locations also offer catering and delivery of breakfast items, sandwich trays, box lunches, and custom packages.

And our loyalty program and retail sales drive purchases, too: customers can purchase gift cards, use reward points on an order, and buy branded merchandise.



MULTIPLE DAY PARTS



CATERING & DELIVERY



REFINED MENU OPTIONS



LOYALTY PROGRAM & RETAIL SALES





WHAT MAKES YAMPA SANDWICH CO. UNIQUE

Besides the amazing growth potential in the sandwich franchise space, Yampa Sandwich Co. is uniquely positioned among its competitors like the larger, national and, frankly, repetitive sub, hoagie or grinder chains. With a focus on quality ingredients and sandwiches you can't get down the street, Yampa Sandwich Co. is more than a sandwich shop—it's a culture, a way of living. Franchises can thrive in cities and towns with a focus on the outdoor lifestyle because of the design of each store, which appeals to adventurous souls.

Yampa Sandwich Co. is launching its franchising efforts with great anticipation and excitement, and as a franchisee, you have the unique opportunity to be a part of developing its appealing brand.

But let's get back to the food, because that's what drives customers to come back—sometimes every single day—for their favorites, like the Hidden Valley sandwich, with artichoke hearts, chevre, oven roasted tomatoes, field greens, and balsamic vinaigrette. Or the Summit, with Black Forest ham, brie, applewood smoked bacon, cranberry chutney, romaine lettuce, and chipotle mayo. We're constantly experimenting with our chef-driven menu to deliver unique flavors and combinations you can't get anywhere else.



Another thing we're proud of is Yampa Sandwich Co.'s commitment to community. We support a variety of causes and events, from REI's Trail Maintenance Days to the Bike Town USA initiative. We encourage each franchisee to find causes that matter to them so that they can support their local community and also be a part of it.

Franchisees and employees alike feel like coming to work is fun. We dig that. Because when employees are having a good time, customers have a good time. And that's the vibe we want to put out at each and every Yampa Sandwich Co. location.

Our franchisees are our family. We want to help you grow, and we will be there throughout the onboarding process and beyond to ensure that you're getting the most out of your business.





YAMPA SANDWICH CO. IS AN EXPERIENCE.

If you're ready for your own adventure
in franchising, we'd love to chat.

CONTACT US TODAY!



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