

Squeeze In Franchising

## REVOLUTIONIZE BREAKFAST & BRUNCH OWN A SQUEEZE IN!





LUCRATIVE MARKET TRENDS



EGGS-CELLENT GUEST EXPERIENCE



DOUBLE DIGIT ALCOHOL SALES

CELEBRATING OUR 50TH ANNIVERSARY WITH 50% OFF OUR FRANCHISE FEE IN 2024

# **WELCOME TO SQUEEZE IN!**

### **BEST BREAKFAST & BRUNCH FRANCHISE OPPORTUNITY**

Our journey began in 1974 with a simple yet innovative concept: revolutionizing breakfast inside a smaller space while delivering high-quality, delicious breakfast/brunch. This approach not only enhanced our efficiency but also ensured a significant economic impact, proving that great things come in small packages.

After all, we like to say, "The Money's in The Morning!" Our family of franchisees have been instrumental in bringing our funky and unpretentious dining experience to communities nationwide, offering something truly unique to their hometowns. We are looking for entrepreneurs with a multi-unit mindset and a passion to provide eggs-cellent quest service every day in their hometowns.

BREAKFAST OLUNO



### **FRENCH TOAST & PANCAKES**

**The Queen Maggie!** Fit for royalty, personally inspired by Food Network chef David Adjey! Our signature French toast stuffed with cream cheese topped with strawberries and bananas.





### THE BEST OMELETTES!

**The Spanish Flay!** Our tribute to Bobby Flay! ... Diced red bell peppers, potatoes, chorizo, smoked paprika, butter, Monterey Jack cheese and parsley-sprinkled eggs.

"You come in to a Squeeze In and it feels unlike anything else you have ever experienced. "

NATE • Idaho Squeeze In Franchisee

### HANDCRAFTED COCKTAILS

**Mimosas!** Try a Mango Tajin Mimosa. Get down with fresh mango nectar & our signature champagne topped with a halo of Tajin! Or try a Blueberry Lemonade Mimosa, our best seller! Or our favorite, an Island Rum Mimosa.





### **BURRITOS & SANDWICHES**

**Eric's Breakfast Burrito!** The original ... Jumbo flour tortilla wrapped around scrambled eggs, Jack cheese, house made red salsa, avocado and your choice of protein, topped with fresh alfalfa sprouts, with a side of pico de gallo, sour cream.

4 Steps to Opening your Squeeze In

GETTING TO KNOW EACH OTHER
APPLICATION & FDD REVIEW
ATTEND OUR EGGS-PLORATION DAY
SIGN A FRANCHISE AGREEMENT



# **WHY SQUEEZE IN?**

### HAPPY OWNERS, EVERY DAY!

Our mission is about more than just serving up boozy brunch cocktails and crave-worthy food.

Our goal is to create a fun & funky, welcoming space, where everyone feels valued and happy, from our guests to our franchisees.

For our guests, this means serving up an eggs-ceptional experience with friendly service and eggs-cellent food.

For our franchisees, it means becoming a part of the Squeeze In family where we offer comprehensive training, ongoing support, and a genuine passion for helping our franchisees achieve their entrepreneurial dreams.

We're not just selling the best omelettes on the planet, we're building a community of happy people, one delicious bite at a time.



## Squeeze In's Breakfast & Brunch Franchise Training & Support

When you invest in a Squeeze In restaurant, we will provide you with eggs-cellent breakfast & brunch franchise training and ongoing support designed to have you eggs-pertly whisking up omelette batter and serving up the best brunch cocktails in town.

#### **Real Estate and Location Support**

We will collaborate with you and an experienced commercial real estate broker to find the best location in your area as well as being a resource for you during the construction phase.

#### **Training and Operations**

Our 4-week initial training program for you and your GM combined with our pre/post-opening staff training will ensure you are ready to crack eggs and serve guests with eggs-ceptional service.

#### Menu Innovation

With quarterly limited time offers and menu enhancements, we create crave-worthy items to keep things fresh and exciting for your guests while also making sure we are keeping things as simple as possible for your kitchen staff.

#### Local Marketing

Our cult-like following of Eggheads – our loyalty program, grand opening support and ongoing promotional materials will have Squeeze in top of mind when anyone in the community thinks of breakfast & brunch.





## WHAT IT TAKES

## Ready to bring the breakfast revolution to your hometown? What we are looking for in a Squeeze In owner:

### Passionate & Community-Driven:

Someone who is passionate about our brand and sharing it with their community.

### Servant Leadership:

Someone who can lead a team, recognize employee value and serve their community with eggs-ceptional guest service.

### Commitment to Eggs-cellence:

Someone willing to follow our proven franchise system to create an eggs-cellent environment for both employees and guests!

As we celebrate our 50th anniversary, we want to offer you, our potential franchise owner, 50% off our franchise fee in 2024! Contact us today.



# FRANCHISING REQUIREMENTS

## FINANCIAL REQUIREMENTS:

Liquid Assets: \$200,000 Minimum Net Worth of \$500,000

### **INVESTMENT REQUIREMENTS:**

Franchise Fee: \$40,000 Initial Investment Range: \$201,893 to \$521,870

\*excludes liquor license costs. See Item 7 in FDD.

### FEES:

Royalty Fee: 5% Marketing Fee: 2% Local Marketing Fee: 1%







Median Gross Sales Two strong day parts and one 6.5 hr labor shift



### 50 Years

Proven Success With eggs-ponential growth opportunities across the U.S.



Global Breakfast Industry Projected to reach \$49.72 Billion by 2028

# SITE SELECTION

Our flexible format can work in all types of spaces. Everything from endcap to freestanding locations and non-traditional – like airports or casinos and malls. We also have expertise in converting second generation sites to save you \$ and time.

Size 1,500sq. ft. – 2,500sq. ft. Space for Patio Co-Tenancy Location with Major Tenant Anchor – Regional /Neighborhood Shopping Centers In-line, Endcap or Free Standing Ample A.M. Parking Demographics – 10,000 Daytime / Residential – Population/ Sq Mile (3 Mile Radius) Household Income \$70K and Above

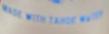




WE'RE GROWING FAST! Colorado Texas Arizona New Mexico Idaho Oregon







Antonio



## **"THE MONEY'S IN THE MORNING!"**

In celebration of our 50th year anniversary, we are giving potential franchise candidates 50% off our franchise fee in 2024.

With our 1.12 million + AUVS in only 6.5 hours and owner work/life balance (be home to pick up the kids or feed the pets every day) owning a Squeeze In is the perfect business opportunity for someone who is passionate about revolutionizing breakfast & brunch in their hometown.

> CONTACT US TODAY FOR MORE INFORMATION. MEREDETH S. JONES, CFE VP OF FRANCHISE DEVELOPMENT MEREDETH@SQUEEZEIN.COM