



Dear Prospective Franchisee:

Thank you for your interest in a Sobik's Subs franchise and being part of one of the fastest growing restaurant chains in the country. Quality Restaurant Ventures, Inc. is the exclusive licensee and Franchisor of Sobik's Subs.

Sobik's Subs represents an excellent business investment opportunity for you – whether you are seeking just one shop, which you can own and operate yourselves, or building a larger company of multiple Sobik's Subs restaurants in a protected geographic area.

Please complete the enclosed application and return it to *Quality Restaurant Ventures, Inc.*, at the address below.

**THIS IS NOT AN OFFER TO SELL YOU A FRANCHISE. AN OFFER TO SELL CAN ONLY BE MADE BY PROSPECTUS IN THE FORM OF A UNIFORM FRANCHISE OFFERING CIRCULAR (UFOC). THIS WILL BE PRESENTED TO YOU AT A PERSONAL MEETING TO BE SCHEDULED AT YOUR CONVENIENCE.**

I look forward to meeting you personally in the near future. Should you have any questions in the interim, please feel free to call me directly. Again, thank you for your interest in Sobik's Subs.

Sincerely,  
*Jodi Kobrin*

Jodi Kobrin  
President

**1515 International Parkway  
Suite 2013  
Heathrow, FL 32746  
407-333-8998 1-877-655-4300  
Fax 407-333-8852**

# THE MAIN INGREDIENTS

Submarine sandwiches are America's alternative fast food. Sub shop franchises are one of the fastest growing franchise concepts today. This growth trend is driven by consumers wanting more "fresh" and "nutritious" food - fast!

1969, Altamonte Springs, Florida. A city on the verge of an economic explosion; John and Beverley Sobik open the original Sobik's Sandwich Shop. Sobik's receives rave reviews from the very beginning for its great tasting sandwiches, fast, friendly service, and affordable prices.

1972, Orlando, Florida. The city is fast becoming America's #1 tourist destination. Witnessing their success, customers and savvy business people inquire about the possibility of owning and operating their own Sobik's Sub Shop. The Sobik's System is carefully developed and offered to a limited group of entrepreneurs.

1981, Orlando, Florida. Orlando is growing and so is Sobik's Subs. The Sobik's System - the main ingredients for our success - is perfected! Five very successful and prosperous franchises expand into forty over the next decade.

1997, Longwood, Florida. Jreck Subs Group, Inc. purchases the right to SBK Franchise Systems and the licensee rights to Sobik's Subs. Sobiks quickly becomes a Division of one of the fastest-growing QSR chains in the country.

2001, Heathrow, Florida. Ultimate Franchise Systems, Inc., the franchise management company that operates the Sobik's Subs chain, spins off Sobik's into a public company, Sobik's International Franchising, Inc..

2004, Heathrow, Florida. Sobik's International becomes Quality Restaurant Ventures, Inc. opening the door to continued expansion with multiple co-branding opportunities.

## SOBIK'S SUBS MISSION STATEMENT

Sobik's Subs mission is to be a predominant retailer of high quality submarine sandwiches in every market that we serve. Our goal for the future is to be a recognized and respected name throughout each market in our product category. Through teamwork, outstanding customer service, consistent quality and improvement, we can achieve our mission.

# THE RIGHT MEASUREMENTS

<u>CAPITAL REQUIREMENTS</u>	<u>MINIMUM/MAXIMUM</u>
<b>INITIAL FRANCHISE FEE</b> See attached for details	\$ 15,000 - \$ 20,000
<b>EQUIPMENT</b> Includes: chairs, tables, small wares, cash registers, music system, Kitchen equipment, etc. List of suppliers provided.	\$ 55,000 - \$ 75,000
<b>LEASEHOLD IMPROVEMENT</b> Requirements to convert interior of rented property To Sobik's Subs specifications.	\$ 45,000- \$ 125,000
<b>SIGNS</b> Painting and/or installation of exterior and interior signage; Menu boards and artwork	\$ 7,500 - \$ 20,000
<b>SUB TOTAL</b>	<u>\$ 122,500-\$240,000</u>
<b>CASH ALLOCATIONS</b>	
<b>OPENING INVENTORY</b> Merchandise and supplies	\$ 3,500 - \$ 4,000
<b>TRAINING</b>	\$ 500 - \$500
<b>ADVERTISING/GRAND OPENING</b> Newspaper inserts, flyers, give-away prizes, etc.	\$ 3,000 - \$ 3,000
<b>PRE- OPENING EXPENSES</b> Incorporation, legal & accounting fees, utility deposits, Minimum bank deposit, Lease deposit, Impact fees	\$ 6,000 - \$ 16,000
<b>SUB TOTAL</b>	<u>\$13,000 - \$23,500</u>
<b>WORKING CAPITAL</b>	\$ 10,000 - \$15,000
<b>TOTAL PACKAGE</b>	<b>\$145,500- \$278,500</b>

The above cost format is used to derive the Total Package price of a Sobik's Sub shop. Because store costs vary from location to location, the actual figures for a specific shop are determined by written estimates from selected contractors.

# WHAT DOES THE FRANCHISE FEE COVER?

## THE SOBIK'S SUBS NAME

License to use the Sobik's Subs name and logo creates immediate brand name recognition.

## THE SOBIK'S SUBS OPERATING SYSTEM

License to use the Sobik's Subs System - Your Recipe For Success! This system is an established & proven network of purchasing & centralized distribution; proprietary recipes, preparation and presentation; quality control and business systems & practices.

## THE SOBIK'S SUBS TRAINING SYSTEM

Your complete, detailed Operations Manual will assist you after your training is completed. It all begins with an intensive, hands-on training program managed by our Director of Operations in one of our Sobik's Sub shops. Additional training and support from our corporate operations personnel continues through the life of your contract.

## THE SOBIK'S SUBS MARKETING SUPPORT

Our Marketing Team will provide you with a Marketing Manual, which covers goals, plans and strategies for the chain and explains the methods used to achieve them. In addition, advertising, merchandising, public relations, customer service & canvassing materials and programs are reviewed with you for your individual local store marketing efforts.

## THE SOBIK'S SUBS DESIGN

One of the ingredients of the Sobik's Subs Recipe for Success is location & design. A location is reviewed and selected with mutual approval of the franchiser and the franchisee. SIF will provide a complete interior/exterior layout & design package to fit your location. A list of approved contractors, as well as approved suppliers & vendors is provided for construction, renovation, & equipping your shop.

## ON-GOING SUPPORT

Sobik's will continue to assist, suggest and advise you with on-going support in the above areas as long as you are a Sobik's Subs Franchisee.

**AS YOU CAN SEE, THE FRANCHISE FEE COVERS ALL THE INGREDIENTS IN YOUR RECIPE FOR SUCCESS. AS A FRANCHISEE YOU BECOME PART OF A SYSTEM SPECIFICALLY DESIGNED TO SUPPORT EVERY FACET OF YOUR BUSINESS AND JOIN A GROUP OF LIKE-MINDED ENTREPRENEURS INTENT ON SUCCESS.**

# THE PERFECT MIX

The appropriate blend of all the right ingredients is your Recipe for Success. Since the opening of the first Sobik's Subs shop nearly three decades ago, the mix has been perfected to a unique blend of teamwork, product consistency and customer service.

**Communication** - A key element to the success of any venture is continuous/consistent communication. Inclusion and input from Franchisees at every level is an integral part of our business process and we encourage it. Through groups like our Franchisee Advisory Council, or New Product Development teams, you have access to the exchange of information and ideas. In addition, you are kept informed of what's happening through newsletters and quarterly marketing reports.

**Marketing, Advertising, Sales Promotion & Public Relations** - The Marketing Team develops chain wide and local marketing plans. Their goal is to improve customer satisfaction and increase sales through New Product Development, Local store marketing, Advertising/Sales Promotion, Public Relations, & Marketing Research.

New Product Development enhances existing products and tests new ones. Advertising/Sales Promotions market the brand and product through various media such as television, radio, outdoor and print advertising. A member of the Marketing Team shares local store marketing ideas with franchisees. This effort complements the marketing mix while promoting your individual location. With the assistance of the Marketing Team, a local marketing plan budget is approved and implemented by the Franchisee. You will receive a complete Marketing Manual for you to refer to. However, the Marketing team is always available to give you advice when you need it.

**Operations** - The Operations Team will provide the necessary training, procedures, techniques and methods required to operate a successful Sobik's Subs franchise. From product preparation, inventory & food cost to employee recruitment, training & administration; this training is extensive and on going.

You will receive a complete Operations Manual for you to refer to in the daily operation of your shop. However, Sobik's Subs operations personnel are always available to give you practical advice when you need it.

We pride ourselves on consistent/continuous training and support as technologies and food service operations change to meet the demands of the consumer.

# PREPARING FOR SUCCESS

## Answers to your questions...

### Is previous restaurant experience required?

No, of course it helps, but everyone has designed the Sobik's System for ease of operation. The training course provided as a part of your franchise package will provide you the foundation necessary to successfully operate your franchise. Additionally, follow-up and on-going assistance will be provided. Your training really never ends. It's all up to you.

### Can I franchise more than one unit?

**YES.** We welcome development of multiple units by those franchisees that demonstrate their ability to successfully operate a Sobik's Subs Shop and have the financial resources required for multiple operations.

### What is the term of the franchise agreement?

The initial term is ten (10) years. The agreement is renewable, subject to your performance during the initial term. There will be a renewal fee of 25% of the original franchise fee at that time.

### Where do I obtain financing?

The most common source for financing is your local bank. Sobik's International Franchising does not provide direct financing. We will provide you a list of potential lending and equipment leasing sources. The Company does provide for payment of the Franchise Fee in two installments. The initial payment of \$7,500.00 is due at the time of signing the Preliminary Agreement and the balance of \$7,500.00 for a Sobik's Express or \$20,000.00 for a Sobik's Traditional Store can be paid when the Franchise Agreement is executed.

### How long does it take to open a Sobik's Sandwich Shop?

In general, you can expect a 90 to 120 day time frame, once a lease and contractor have been secured.

### Where do I purchase equipment, food and supplies?

A list of approved equipment; food and supplies will be provided after you sign your franchise agreement. Certain vendors have been approved to supply all Sobik's restaurants. "Owner-operator"?

While the Company does not require that you personally operate your restaurant on a daily basis, experience has shown the best run; the owner actively manages most profitable restaurants. The owner of a single unit should be prepared to commit considerable personal time to on-premise management.

### What is a Sobik's Subs Express?

An Express unit has a limited menu and occupies a reduced space. The express units are designed for convenience stores; universities food courts, the start up costs associated with an Express unit is minimal. The Franchise fee is \$15,000. The total investment ranges from \$50,000-\$65,000.

# THE NEXT STEP

-Fill out and return the Confidential Franchise Development Application in the enclosed envelope. (This does not commit you or Quality Restaurant Ventures, Inc. to anything)

-Call the Authorized Franchise Sales Agent and set up a meeting to review any additional questions you have, discuss the geographical preference for your site and the UFOC - Uniform Franchise Offering Circular. This document is mandated by the Federal Trade Commission and explains our business opportunity in depth.

-Once you have reviewed the UFOC and research has been completed by you and QRVI, a determination will be made and a Preliminary Agreement will be signed.

-Upon receipt of your executed Preliminary Agreement, site selection and analysis will be our primary goal as well as the negotiation of the lease with the landlord. When the site is selected and is approved to meet the Standards for a Sobik's Subs restaurant the Franchise Agreement will be signed.

-After this process, your training and build-out will be scheduled.

# TAKE A BITE

Sobik's Subs can be your Recipe For Success. We're committed to providing our Franchisees with all the necessary ingredients to profitability - proven products, systems, training, marketing, purchasing, management tools, and communication - to generate and increase customer awareness and satisfaction.

It has taken nearly thirty years and many hard-working, devoted people to get us where we are today . . . and we hope you will consider joining our team and become a part of the exciting future and growth for the next thirty plus years with Sobik's Subs.