



MELTMOBILE

Take it Cheesy...



FRANCHISE REPORT 2017

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WHAT IS MELTMOBILE?

For the last few years, food trucks have been taking consumers, and business owners, by storm. Their popularity and profitability continue to surge, and now, the first true food truck franchise opportunity has arrived!

And what's best: this isn't your ordinary food truck. We're a gourmet grilled cheese truck specializing in creative, comforting sandwiches made with local artisanal bread, imported and local cheeses, and the highest quality fresh, all-natural meats and produce.

Since hitting the road in 2012, amazing opportunities have come from stuffing 2 pieces of bread with lots of great things, such as feeding the masses, giving back to the community, and growing a brand from the transmission up. The roadwork has been laid and now this tried and true business model that is Melt Mobile is available as a franchise opportunity.

Melt Mobile brings our food to the consumer in two ways: first, by situating our trucks in high-traffic, convenient, and safe locations; and second, by providing catering services for corporate events, home parties, picnics, weddings, and more.

We love to have fun in this business! There's nothing "cheesy" about our business model, or our product. In fact, we treat each sandwich like a piece of artwork and show that same respect to our customers.



OUR STORY

THE MELT MOBILE STORY

The Melt Mobile was launched in 2012 when Darlene and Diana, long time friends, purchased a paddy wagon.

Combining their culinary prowess and business savvy, along with a good amount of fearlessness, the duo took their dairy infatuation and grilled it between two slices of buttery artisanal bread and created the 'Original Melt'.

The canvas was set and the griddle was hot. Since that first ultimate grilled cheese sandwich, Melt Mobile has stuffed these scrumptious creations with everything from pulled pork, Angus burgers and slow braised short rib, to seasonal veggies, Diana's famous meatballs, cheeses from around the world, and even peanut butter, bananas and Fluff!



WHY MELTMOBILE?



Melt Mobile is one of the very few true food truck franchises out there, we have taken a model that has survived economics, and have spent years learning how to successfully replicate it into new markets. Don't join one of the thousands of restaurant brands with hopes that customers will come to you – get in on the revolution, and go to where your customers are.

At Melt Mobile we also approach marketing in a revolutionary way. Why risk wasting thousands of dollars a month in the hope that you'll attract customers. Rather, go to where the people are! When we arrive at a venue, and customers smell our delicious grilled cheese sandwiches, they come to us!

We know our Franchise Owners are focused on profitability and growing a highly successful business so why not use our simple model to do so? Melt Mobile requires a low overhead with minimal rent and employees. This business model allows you to go and earn significant revenue and keep a good chunk of that in your pocket.

INDUSTRY

Food Trucks are a completely untapped and growing market.

Met Mobile operates within the surging food truck industry which collectively outputs \$1.2 billion annually and is one of the best performing segments in the broader foodservice sector. The rise of the food truck industry miraculously took place in 2008, just as the recession hit when new vendors recognized changing consumer preferences favoring unique, gourmet cuisine at a budget-conscious price. Since then, this industry has consistently made strong year-over-year sales gains. According to IBISWorld, a market research firm, from 2011 to 2016 food truck industry revenue grew at an annual rate of 7.9%.

Food trucks have become especially popular due to the fact that they are much more economical compared to brick and mortar restaurants. Rent and overhead costs are much lower, and the average cost to serve a food truck meal is \$6.33 compared to the average cost of \$14.09 of a restaurant. Another advantage that makes food trucks more appealing, is that food trucks can be moved if one location does not generate enough business whereas a fixed restaurant must specifically plan on finding the correct real estate.



OUR AWARDS



Sure, being featured on The Food Network, and being voted the best food truck in Connecticut for the past 3 years is nice. But the only recognition that matters to us is that from our customers. Check out some of the awards we have won thanks to support from our loyal Hell Mobile fans!



2015



2016



2017

MENU

Mell Mobile is a modern approach to everyone's favorite comfort food, grilled cheese. We have taken an American classic and adapted it for how people are eating today: from scratch, creative, comforting sandwiches infused with originality, sustainability, and quality ingredients at its core.

SPECIALTY SANDWICHES

ORIGINAL MELT

Vermont Cheddar, Monterey Jack, Mozzarella and Gruyere on Country White Bread

THE BISMENWICH

A grilled 6oz Angus burger with Bacon, shredded Lettuce, chopped Tomatoes and Mell Sauce between 2 Originals

MEATBALL & CHEESE SQUEEZE

Diana's Meatballs in Marinara, Fresh Mozzarella, Pecorino Romano, Parmigiano Reggiano and Fresh Basil on Tuscan Bread

THE PORK-U-PINE

Tillamook Cheddar, bbq pulled Pork, caramelized Onions, and sliced Cili Pickles on buttery-grilled Country White

THE SVELT MELT

Low-fat Jarlsberg, oven roasted turkey, Roma Tomatoes, Whole Grain Honey Mustard grilled on a 7 Grain

JALAPENO PUPPER MELT

Jalapeños, Vermont Cheddar, Cream Cheese on Cheddar-Crusted Country White

THE CAPRESE

Fresh Mozzarella, Prosciutto di Parma, Fire Roasted Peppers, Tomato, Arugula and pesto aioli on Kalamata Olive Bread

DRINKS

Water
Soda

SIDES

Tomato Soup
Chips

ADD ON'S

Apple Wood
Smoked Bacon

Vine Ripe Tomatoes

Caramelized Onions

Wild Mushroom
Sauté

Jalapeños

DESSERT MELTS

THE FLUFFERNUTTER

Caramelized Bananas,
Marshmallow Fluff,
Belgian Chocolate
and Peanut Butter
on crunchy Tuscan
Bread dusted with
powdered sugar

CHEESECAKE MELT

Creamy NY
Cheesecake,
sandwiched between
grilled Marble
Pound Cake dusted
with powdered sugar



WHAT PEOPLE SAY

Our customers are typically "wowed" when they first try our product. Even though grilled cheese is a staple in American culture, Melt Mobile has perfected the gourmet sandwich and the added benefit of being conveniently located right where our customers are.



NOVEMBER 8TH, 2015



TAYLOR K.
GREENWICH, CT

"I WAS AT A GREENWICH FOOTBALL GAME AND WONDERING WHAT TO EAT WHEN THE MELT TRUCK PULLED UP. THE TRUCK STAFF IS AWESOME AND SUPER HELPFUL. I GOT A CAPRESE SANDWICH WITH MOZZ, PROSCIUTTO, OLIVES AND TIMATOES. IT WAS DELICIOUS AND HIT THE SPOT ON A CHILLY FALL NIGHT."



SEPTEMBER 5TH, 2015



LEE S.
New York, NY

"I HAD THE SHORT RIB MELT AND I SWEAR IT WAS ONE OF THE BEST THINGS I'VE EVER EATEN IN MY ENTIRE LIFE. THE INGREDIENTS WERE OBVIOUSLY FRESH THE SERVICE WAS FRIENDLY AND THE SANDWICH WAS UTTERLY OUT OF THIS WORLD."



JULY 31ST, 2015

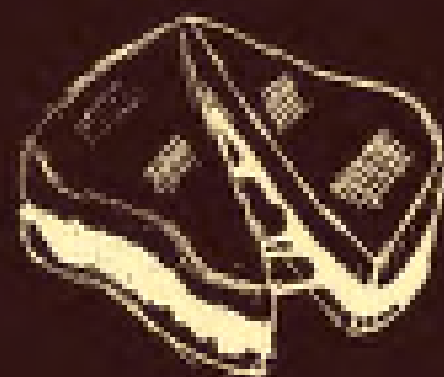


DEEDEE V.
STANFORD, CT

"EVERY SANDWICH AND DESSERT IS DELICIOUS. IT'S HARD NOT TO LIKE A GRILLED CHEESE SANDWICH, BUT IT IS IMPOSSIBLE NOT TO LOVE EVERY GOURMET VARIATION ON THE MENU."



WHY WE ARE UNIQUE



Quality Ingredients

By using local artisanal bread, imported and local cheeses, and the highest quality fresh all-natural meats and produce we have become recognized, and well-known in the food truck scene.

Mobility

We don't have to wait for the customers to come to us because we go to them! With a low overhead, and minimal rent and employees you get to enjoy high returns while traveling to different locations every day.

Multiple Revenue Streams

Whether it's operating in special events, securing ongoing locations, or catering a private party, having multiple revenue streams is the key to success of in this model.

Scalability

Start your business with one truck and scale to a fleet! The road has been paved with our proven business model that can be easily scaled to attain the success you've been dreaming about.



INVESTMENT

The initial investment for Mell Mobile is \$141,300 - \$231,195. The actual cost will be determined, in large part, by the type and condition of the truck(s) purchase and the particular market you are in.

The franchise fee for one truck is \$45,000.

Commitments to launch multiple trucks within a mutually agreed upon timeframe may earn a discounted franchise fee. Accordingly, our financial requirements are based on the availability of \$100K in liquid capital and a net worth of \$250K.



WHAT TO INVEST

AVERAGE INVESTMENT

\$186,247

INITIAL FRANCHISE FEE

\$45,000

ROYALTY

7%



TERRITORIES



Due to increased demand from markets across the country, and following a successful regional growth program, we are now offering franchise opportunities nationwide.



As a new Franchise Owner, you will be granted a protected territory for catering services based on the number of qualified event locations, the population of your market, area demographics, and estimated market demand.



Melt Mobile food trucks thrive at events such as farmers markets, sporting arenas, convention centers, art festivals, concerts and more. Primary markets are desirable due to higher foot traffic and more vending opportunities. Territories with universities, hospitals or strong corporate presence (office buildings) offer great potential locations for ongoing revenue generation.



WHO WE LOOK FOR

DESIRED BACKGROUND, SKILL SET & GOALS OF MELT MOBILE OWNERS

Dedicated
and hardworking

Adaptable,
Improvisational



Background in
customer service

Presence in
community

We are looking for like-minded individuals who share our vision for providing an industry-leading product, and who understand the importance that great service plays in success.

We want to partner with franchise owners who will be owner operators, are hungry to succeed, coachable, energetic, outgoing, and bring customers in their markets a quality product, unlike anything they've experienced before. Restaurant and sales backgrounds are a plus, but not required.

While it is important that you are hyper-focused on profitability and growing a successful business, we want our franchise partners to also be connected to their communities and understand the benefits that come from a business owner who is community-minded.

We are entrepreneurial in spirit and love working with people who think and dream big. We have built a successful business from the ground up, so we know what it takes and we are excited to help guide our Franchise Owners toward similar success.

A DAY IN THE LIFE



MORNING



A typical morning for a Mell Mobile Franchise Owner would begin by taking calls and booking future events for your food truck. This will also include scheduling your employees and handling the bills and payroll. Also, in the morning you will be shopping and ordering food.



AFTERNOON



This varies based on event hours, but typically the Franchise Owner will be serving food between 11:30- 2:30 pm. You will oversee food prep and truck loading. During your downtime, you will also manage social media and local marketing efforts.



EVENING



In the evening you will be hosting private catering events or holiday parties. You may also be planning and executing your growth into additional food trucks.



TRAINING

Before you open your Melt Mobile business you will be asked to attend our initial training program. Our program involves four hours of in-classroom training, a week of on-the-job training in our kitchen and trucks, as well as a Train-The-Trainer program so that franchisees will be able to train their own employees. We will also provide operations manuals that will allow the franchisees to operate their trucks while maintaining the high standards the Melt Mobile brand has established.



On-The-Job Training



Train-The-Trainer Program



In-Classroom Training



EDUCATION



Inquiry

Complete a Confidential Questionnaire providing us with more information about you so we can determine if you qualify to move into our education process.



Introductory Call

We schedule a call to get acquainted with each other and find what you want in a franchise. You will learn more about franchising, the industry and what makes HM thrive.



Clearance Call

You will speak with a member of our executive team and pending a successful call you will then be invited to meet us at Discovery Day.



FDD Review

The Franchise Disclosure Document provides all the nuts and bolts on the Hell Mobile franchise, including rules, investment levels, and detailed financial performance information.



Business Model Review

Join us for a webinar to start digging deeper into the brand, the business model, our support and marketing programs and much more. This webinar is 30 minutes in length.



Discovery Day

We invite you to connect out where you will meet the Support Team and see the business model in action.



Franchise Awarded!

CONGRATULATIONS! Within 24 hours of the Executive Interview, we will sign the franchise agreement together and officially welcome you as an Owner of Hell Mobile!

STEPS TO OPEN



Once we award the franchise there are four simple steps before you open your own Melt Mobile business.

1. FINDING A TRUCK

We help our new franchisees with the acquisition of their food truck. Based on your specific market and the goals you have for your business, we can find you a new or used truck.

2. OUTFITTING YOUR TRUCK

We also assist in outfitting your new truck for the specific needs of Melt Mobile. In order to create our culinary masterpiece sandwiches, we help you to configure and setup the necessary components of your new truck.

3. EVENTS & LEADS

Once your Melt Mobile truck is ready to go, our support team will help you find your initial events and catering leads making your job as a new franchisee that much easier.

4. EXTENSIVE TRAINING

Now that you are ready to start selling gourmet sandwiches, we will help you with initial training as well as excellent on-going support.



OPERATIONS

Operating a successful Melt Mobile is simple, but it is not easy. Simple because you only have to manage one thing: your truck. But that is not always easy to do! One of the benefits of being a Melt Mobile Franchise Owner is that we've got your back. We train you on our proprietary recipes, how to manage your employees, control payroll, and other aspects of owning a successful business. We've got the tools and systems to help you succeed.

We are committed to your success and provide support before, during, and after your opening. We help you to pick and fulfill your food truck, connect you with preferred vendors, and teach you best practices when it comes to day-to-day operations. You benefit from our experience of building this successful business from the ground up.



MARKETING

Our job as the Franchisor is to make sure you are fully prepared to execute the business model flawlessly so that you can enjoy the freedom, scalability, and financial performance you are looking for.

Whether it's social media and Yelp, reputation management and growing a customer following, or advertising online we are here to provide you with guidance and the tools to help you grow your business at your pace.



SOCIAL MEDIA



YELP



DIRECT MAILERS



WEBSITE



SEM

SUPPORT



TRAINING

Our initial training includes 4 hours of in-classroom training and a week with us in both our kitchen and the truck.



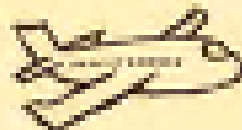
TRUCK PURCHASING AND WRAPPING

We will provide you with suggested design layouts and specifications for outfitting your food trucks, with the option to have Fleet Mobile or an approved vendor build it out for you.



PRE OPENING ADS

Build the excitement and your following before you even launch with our successful ad campaigns.



CORPORATE FIELD VISITS

Issues? Concerns? Or just want to show off how quickly your business has grown? We will fly out when you need us!



P & L MANAGEMENT

We will help you understand and analyze your P&L, and make intelligent, data driven decisions to grow your bottom line.



MELTMOBILE

Take it Cheesy...



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