

Rare Quality.



Well Done Service.

New York Butcher Franchising Opportunities



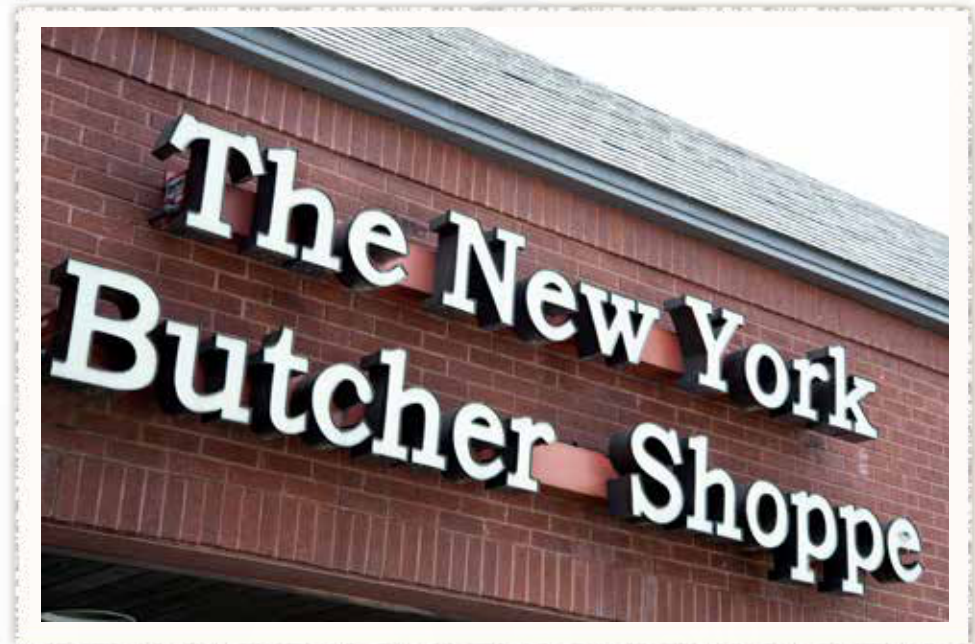
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NYB: “A Cut Above” the rest?

- ➔ Low start up investment
- ➔ High sales to investment ratio
- ➔ Unique concept - Not a copy cat!
- ➔ Systems based operating model
- ➔ Broad demand for products
- ➔ Better hours than restaurant concepts
- ➔ Able to operate with a small staff
- ➔ Expansion opportunities
- ➔ A committed support team



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The New York Butcher Shoppe Concept

- ➔ A full service butcher shop offering Certified Angus Beef, fresh chicken, pork, lamb and veal.
- ➔ A full line of prepared entrees, side dishes, dips and salads.
- ➔ Frozen gourmet pastas, raviolis, vegetables, and hard to find meats and sausages.
- ➔ A great selection of fine wines, cheeses, and imported grocery items.
- ➔ Everyday superior customer service including special cuts and cooking instructions.



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The New York Butcher Shoppe History

Founded in 1999 in Mt. Pleasant SC, by the D'Elia family. The D'Elia's were from Brooklyn, NY where the father worked in the meat business his whole life. After moving to the Charleston area they saw a need for a "local" butcher shop and opened a store. Popularity of the concept grew quickly so franchise locations were offered in the Charleston area. In 2006 the company was acquired by Butcher Shoppes International, LLC of Greenville SC.



Butcher Shoppes International, LLC is owned and operated by Jim Tindal and Todd Prochaska who were originally multi unit franchisees of NYB. Since taking over the franchise system, new locations have been developed across South Carolina, North Carolina, Georgia, Alabama, and Florida.

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The Power of Attraction

- We carry only the Highest Quality products.
- Great food at reasonable prices.
- Impeccable Customer Service!
- Hard to find items.
- Convenience of prepared meals.
- A clean and inviting atmosphere.
- Fresh cut, high quality meats are not available in most grocery stores.
- Prices are competitive with grocery store “premium” products.
- Consumers demand convenient options for meal replacement that taste good.
- All prepared food is made from fresh ingredients and is “homemade”!
- Total meal at a one stop shop.
- Proven cooking methods to share with customers.
- **You cannot beat a Certified Angus Steak on your grill!**
- All for a fraction of the cost of going out to dinner!!!

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Investing In Your Future



| | |
|-------------------------|------------------------------|
| Franchise Fee | \$35,000 |
| Travel and Living | \$3,000 - \$5,000 |
| Leasehold Improvements | \$30,000 - \$120,000 |
| Equipment & Signage | \$70,000 - \$125,000 |
| Opening Inventory | \$20,000 - \$25,000 |
| Opening Advertising | \$9,000 |
| Permits, LISC, Deposits | \$2,000 - \$3,500 |
| Uniform & Decorations | \$500 - \$1,500 |
| POS System | \$8,000 - \$10,000 |
| Working Capital | \$10,000 - \$20,000 |
| Misc Expense | \$1,500 - \$3,000 |
| Total Investment | \$205,500 - \$379,000 |

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Your Support System

- ➔ Hands on training in store
 - ➔ Owner / Operator
 - ➔ Meat Cutter
 - ➔ Prepared Food preparation
 - ➔ Deli / Grocery Associate
- ➔ Detailed training plan
- ➔ Detailed Operations Manual
- ➔ Training check off guidelines to follow
- ➔ Assistance with site selection
- ➔ Assistance with hiring
- ➔ Assistance with construction / equipment
- ➔ Assistance with opening order
- ➔ On-site assistance 1 week prior to open
- ➔ On-site assistance for opening week
- ➔ Regular on site visits and support ongoing

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Our Expansion Plans

- ➡ Growth through single unit and multi-unit operators
- ➡ New franchisees will be given first right of refusal for any new stores within 10 miles
- ➡ Territories can be held with deposit and specific growth plans
- ➡ Area Developer opportunities



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Franchise Agreement

- ➔ \$35,000 Franchise Fee
- ➔ 10 year term with renewal options
- ➔ Renewal fee 25% of then franchise fee
- ➔ 1.5% of sales spent on local marketing by you in your market
- ➔ Advertising Co-Ops as units increase

Royalty Paid on Weekly Sales

Year 1 0%

Year 2 2%

Year 3 and after 4%

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Challenges you must be ready to tackle.

- ➔ While hours are better than restaurant - retail hours are long as well.
- ➔ Making your business successful requires hands on ownership and dedication.
- ➔ Margin control is the key to profitability and can be specific to each store.
- ➔ Are you ready to take control of your own destiny and “Be your own Boss”?
- ➔ How will your franchise be structured? Who will be involved and what is each persons responsibility?



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So, where do we go from here?

- ➔ Complete application
- ➔ Visit Greenville stores and observe
- ➔ Sign Disclosure Document
- ➔ Set up financing
- ➔ Execute Franchise Agreement
- ➔ Complete site selection
- ➔ Begin training



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Rare opportunity. Well done business.



- ➔ Become a part of a new chain that is not a copy cat!
- ➔ Be in charge of your own future!
- ➔ Have fun making customers happy by providing the products they want with exceptional service!
- ➔ The rest of your career starts today - make it what you want it to be!