Pride resonates throughout the Samuel Mancino’s family. Once you taste our products, hear our customers, and see our systems in operation you’ll understand why.

Our established success is rooted in three cornerstones that we uphold with the same devotion we have used to craft our secret recipes and blend our homemade dough for more than two decades.

These three cornerstones are:

1. Aim to maximize our franchisees’ return on investment
2. Support and value our franchisees to optimize their ability to succeed
3. Keep our customers enthusiastically saying “I love Samuel Mancino’s!” by offering quality and care at affordable prices

Years of development, planning, and perfection have gone into creating our famous grinder sandwiches, gourmet pizzas, and other Italian-inspired cuisine made only from the finest products. Our preparation techniques involve precisely weighing, portioning, and blending ingredients to our customers’ satisfaction. The food is then served in a comfortable, fast-casual environment that welcomes our customers as family.

Since 1994, we have built a strong family of successful and committed franchisees with numerous locations throughout the Midwest and beyond. As we grow stronger, we continue to look for new owners who share our passion for delivering quality and care to customers.

However, our intention is not to be the largest franchise that seeks fast growth and profit at the expense of its people. Our intention, instead, is to cultivate a franchise that achieves discerning quality and care, so we may be proud of its every aspect. A key part of upholding such a culture is selecting the absolute best franchisees who will invest in our system with a spirit of desire and enthusiasm.

As you read on, I hope that you, too, can envision yourself achieving pride, passion, and profit as a Samuel Mancino’s franchise owner.

Sincerely,

Samuel Mancino Jr.
President and Founder
Maximizing Your Return

For you to reap the largest reward from your investment, we offer an effective, streamlined, and consumer-oriented system, while providing the means for you to manage your financial, operational, and strategic responsibilities with greater ease.

Minimizing Costs

We continually seek avenues to improve your operational efficiencies and minimize costs without sacrificing customer satisfaction, including:

- Comprehensive systems and operational manuals to guide a smooth, profitable operation
- Personal operational and strategic guidance to avoid costly mistakes as a result of poor decision-making or inexperience
- Supplies from major food and beverage distributors at competitive prices through volume purchasing power with vendors and national account arrangements at the corporate level
- Maximized product usage with minimized waste and storage requirements by using ingredients in more than one menu item

Your Financial Responsibilities

Startup cost projections to obtain a franchise:*  

<table>
<thead>
<tr>
<th>Location Size</th>
<th>800 to 1,600 ft²</th>
<th>1,600 to 2,100 ft²</th>
<th>2,200 to 2,600 ft²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location Type</td>
<td>Kiosk</td>
<td>Strip Mall</td>
<td>Freestanding</td>
</tr>
<tr>
<td>Franchise Fee</td>
<td>$25,000 to $40,000</td>
<td>$25,000 to $40,000</td>
<td>$25,000 to $40,000</td>
</tr>
<tr>
<td>Build Out</td>
<td>$23,000 to $60,000</td>
<td>$80,000 to $125,000</td>
<td>$100,000 to $150,000</td>
</tr>
<tr>
<td>Equipment</td>
<td>$35,000 to $70,000</td>
<td>$60,000 to $85,000</td>
<td>$70,000 to $90,000</td>
</tr>
<tr>
<td>Signage</td>
<td>$3,000 to $6,000</td>
<td>$6,000 to $8,000</td>
<td>$8,000 to $12,000</td>
</tr>
<tr>
<td>Inventory</td>
<td>$5,000 to $7,000</td>
<td>$7,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>Marketing</td>
<td>$12,500</td>
<td>$12,500</td>
<td>$12,500</td>
</tr>
<tr>
<td>Computer</td>
<td>$20,000</td>
<td>$20,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Total</td>
<td>$133,500 to $205,500</td>
<td>$215,500 to $287,500</td>
<td>$247,500 to $321,500</td>
</tr>
</tbody>
</table>

Ongoing Fees

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Royalty</td>
<td>5%</td>
</tr>
<tr>
<td>Marketing (recommended)</td>
<td>3% to 4%</td>
</tr>
</tbody>
</table>

Nu-Ventures, Inc.—the Samuel Mancino’s corporate headquarters—does not directly provide financing, but can assist you in applying to the financial institution of your choice and will provide a business plan to streamline this process.**

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* The above figures are estimates for the initial cost of opening a Samuel Mancino’s unit—strip mall locations are the most common type, but freestanding and kiosk models are permitted. Expenses will vary from site to site and are subject to local labor markets. Architectural fees, legal fees, permits, licenses, insurance, lease deposits, utilities, and working capital are not included. The franchise circular will expand on these expenses in more detail.

** Financing is not guaranteed, as each financial institution’s lending criteria vary.
As a Samuel Mancino’s franchisee, you will have access to our proven systems and methods of managing and monitoring a profitable business model including:

- Inventory control
- Purchasing
- Sales reporting
- Product preparation and presentation
- Personal guidance and training

To optimize unit performance, however, there are certain operational responsibilities you must adhere to:

- Follow the operational manuals and systems established by the franchisor
- Hire and train employees per franchise guidelines
- Track and report finances timely and accurately
- Market through advertising, public relations, and other means to increase awareness

The franchise agreement is for an initial term of 10 years, with 10-year renewal terms at the then current franchise terms. There are no renewal fees or additional franchise fees required to renew your contract.

Owning multiple units will also amplify your return on investment through improved economies of scale. Understand that we do not seek franchisees who are interested in buying a job in a “mom-and-pop” type establishment. Rather, we seek those who are interested in building a profitable enterprise by investing in multiple units up front.
Supporting & Valuing You

We believe that successful business and restaurant managers, regardless of previous professional experience, must feel valued and be supported with the right resources to succeed. As a result, we provide training, guidance, appreciation, and other support mechanisms to prompt mutual growth.

We establish your success during startup

- Two days of “shadowing” a current owner
- Four weeks of onsite training under the supervision of our field staff
- Comprehensive operational manuals serve as a valuable reference library for you, your managers, and your employees
- Site selection guidance through real estate and demographic analysis
- Lease negotiation assistance
- Build out and store design support

We encourage your success as a franchisee

- Direct support
  - A franchise liaison serves as a contact for questions and support
  - Our field staff provides onsite assistance for quality assurance, productivity optimization, and other support needs
- Franchise Advisory Board
  - A committee of franchisee representatives advises corporate and voices the wants and needs of our owners/operators
- Online message board
  - An internal feature of our website to promote convenient communication with the corporate office and fellow franchisees
- Ongoing research and development to maintain prominence in the ever-evolving foodservice industry
  - The franchisor, Nu-Ventures, Inc., continually conducts research into industry, market, and economic trends, in addition to working with food industry experts and advisors on a monthly basis
  - Developing new and creative forms of brand marketing to increase visibility and drive revenue

We stay proactive toward your success through an approach to leadership that emphasizes openness to new ideas, a thirst for knowledge, and continual improvement.
Keeping Customers Loving Us

The Samuel Mancino’s name is well-known throughout communities as a reliable source of quality and value, particularly noted by our famous oven-baked grinders and a welcoming environment that combine to create a memorable dining experience.

A recent study that surveyed the opinion of over 600 of our customers confirmed the outward loyalty of our customers and their love for our food. The majority of customers said they:

- Eat at Samuel Mancino’s because of our superior food quality
- Visit several times per month or more
- First frequented a Samuel Mancino’s due to positive word of mouth

In addition to that, emerging research shines a promising light on Samuel Mancino’s continued success. It shows that faster-paced lifestyles and more sophisticated, nutritious eating habits will greatly impact the foodservice industry in the coming years.

**Here is how we will benefit:**

- According to a recent USDA projection, fast-casual restaurants will outpace fast food and full service establishments
  * Samuel Mancino’s fits into the fast-casual niche, allowing the customer to have the value of fast food and the amenities of full service
- Industry specialists maintain that quick-serve restaurant chains are making efforts to increase dinnertime sales through new advertisement campaigns and product offerings such as pizza
  * Samuel Mancino’s, with its niche in both the sandwich and pizza segments, has already established itself as a destination for both lunch and dinner
- Evidence suggests that restaurant patrons desire greater variety and control
  * Your customers will certainly find their personal favorite among a variety of grinder and pizza offerings with numerous topping, bread, and sauce choices
- Consumer trends show that gourmet and ethnic flavors are growing in popularity
  * Our menu items are derived from Old World Italian cooking, which offers an exotic, gourmet flair and inspires our tagline: “Gourmet Your Way”

We stay proactive toward your success through an approach to leadership that emphasizes openness to new ideas, a thirst for knowledge, and continual improvement.
Succeeding as a Samuel Mancino’s Franchisee

At Samuel Mancino’s, we choose our franchisees with the same care we devote to the rest of our company. We consider each candidate individually to assess if they have the right desire and drive to carry on our culture of discerning quality and care.

The following checklists are designed to help you assess if you embody that desire and drive we are looking for. Carefully review each item, and then honestly decide whether or not YOU can succeed as a Samuel Mancino’s franchisee.

Are you?
- Achievement-oriented and success-driven
- Motivated and reliable
- Forward-thinking and optimistic
- Positive and enthusiastic
- Skilled in managing people, time, and money
- Interested in working on a business, rather than in it

Can you?
- Share in our philosophy of discerning quality and care
- Operate multiple units
- Maintain compliance and standards set by the franchisor
- Be creative within the boundaries of the franchise system
- Communicate and work well with others

Experts agree that Americans’ healthier eating habits are favoring fresh, natural ingredients
- We cook with fresh breads and vegetables to promote good health and better-tasting food

Research indicates that high-quality, artisan breads are in great demand
- We feature an innovative improvement to the traditional sub sandwich called the “grinder” that uses top-quality bread baked fresh daily, permeating an appetizing, home-like aroma throughout the restaurant

Industry developments reveal that consumers are preferring a home away from home when eating out
- We feature a standardized décor and layout that is accommodating, appealing, comfortable, and complementary to our warm service
Achieving Pride, Passion and Profit in the Samuel Mancino’s Family

1. Apply
   • Fill out and mail the enclosed interest form. Or you may complete the form online at samuelmancinos.com/franchise_interest.
   • You will then receive a phone call to obtain further information and a prospect questionnaire

2. Educate Yourself
   • Read through this brochure thoroughly
   • Dine at a Samuel Mancino’s location near you
   • Meet with one of our franchise consultants to discuss your future as a Samuel Mancino’s franchisee
   • Carefully review our Uniform Franchise Offering Circular to familiarize yourself with our company and system
   • Research other franchise concepts to make sure Samuel Mancino’s is the right fit for you

3. Achieve Pride, Passion and Profit in the Samuel Mancino’s Family
   • Once you have received approval to operate multiple units, you may begin work toward achieving your success in the Samuel Mancino’s family by building an enterprise that brings you pride, passion and profit

Please contact us with further questions:
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Website: www.samuelmancinos.com