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FRANCHISE
OPPORTUNITY



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NICK THE GREEK
Souvlaki & Gyro House

A Franchise Investment Opportunity from Nick, Just for You!

Nick the Greek is a quick service, family-friendly restaurant that offers authentic Greek street food suitable for all ages. The modern interpretation of convenience dining has filled a niche in Silicon Valley communities, and provides investors with the opportunity to introduce this model to their communities and portfolios.



Nick the Greek was born after Nick (Baby Nick), traveled home from Greece to San Jose, California in 2012 and realized that there was nowhere in the States where he could get quality gyros. As second generation restaurateurs, Nick and his two cousins, Nick (Big Nick) and yes, Nick, (Little Nick) decided to form their own modern restaurant concept, Nick the Greek.

Nick the Greek's first location opened in February of 2014 and featured flavorful rotisserie meats, charbroiled skewers, zesty sauces, and the freshest of vegetables. With the help of our loyal following, our company expanded to nine locations in the Silicon Valley Communities in just its first five years.



With each new restaurant we have refined our business operations, solidified our reputation for excellence and positioned the company for further expansion through a franchise program. This business is our pride, joy and passion and we are extremely excited about what the future holds.

Join us on our journey to grow our modern Greek concept backed by generations of industry experience. Together, we can provide the flavors and aromas of Greek cuisine to homes and communities across the United States ...and around the world. Soon enough you will be a Nick, just like us!

Sincerely,

Big Nick, Little Nick and Baby Nick
Founders

A Refined and Modern Concept that Brings Tastes of Athens to American Consumers

A Modern Greek Oasis

Greek street food is a staple across Europe, and we aim to make it a staple in communities across the United States. From our menu to our concept and restaurant design, you will see a streamlined operation built to provide consumers with the freshest and most delicious Greek street food as quickly and easily as possible.

As a Nick the Greek restaurant owner, your menu will feature:



Mouth-watering pitas and traditional plates: made with seasoned meats, grilled vegetables or falafel, warm, fluffy pita, flavorful sauces, fresh produce, and fresh-cut fries! Your customers can choose thinly sliced gyro meat, souvlaki (cubed & marinated skewers), or beefteki (ground beef with spices, charred to perfection).



Fresh salads and sides: traditional Greek salads and Avgolemono - "lemon soup" - will be a perfect complement to your flavorful menu. And then there's fries...including "Nick's Fries," which are smothered with feta, garlic, spicy yogurt, and any gyro meat or falafel. They just might spark a cult following in your market.



Delicious desserts: baklava, loukoumades (Greek beignets), and "Greek Style" frozen yogurt - essentially the best Greek desserts - will ensure that your guests finish their meal with smiles on their faces.

Everything on your menu will be made with only the freshest ingredients and acute attention to detail. For example, our tzatziki sauce is a proprietary recipe that has been handed down through our families for generations. This commitment to quality will help establish your local reputation for consistently outstanding food and bolster your long-term business growth.



What's more, your restaurant will simply be a beautiful place to eat. The interior vibe will be clean and modern, with cobalt blue paneling and stainless-steel accents. This modern design, coupled with outstanding fresh food and the newest Greek hits playing in the background, will channel your consumers' 'inner Greek'. A perfect place for a family dinner, lunch with friends, or a business meeting. **It's all Greek to me!**

A typical Nick the Greek restaurant ranges in size from 1,000 to 2,000 square feet and is located in retail locations with high visibility. As you move through the site selection and build-out of your restaurant, rest assured that you will have the support of our management team every step of the way!



"The best gyros I've had outside my home country. Simply authentically awesome!"
- George L., Foursquare

A Quick-Service Concept that Customers Love ...and that Works for YOU!



Americans have long enjoyed Mediterranean food, whether in a fine dining atmosphere or in “pseudo” Greek grab-and-go outlets. Mediterranean options on restaurant menus across numerous industry segments have increased 11.3% in recent years.¹ Nick the Greek satisfies the desire for healthier, flavorful genuine Greek flavor, including vegetarian options, in a quick service format ...all without compromising food quality.

This includes the quick service industry, where there is the continual need to deliver quality experiences with value and speed. To that end, analysts suggest several key approaches, including:

- 🇬🇷 **Using quality ingredients**, because consumers increasingly want higher-end food
- 🇬🇷 **Catering to families** who seek value when deciding where to dine out, together
- 🇬🇷 **Integrating technology**, allowing internet-savvy consumers to browse the menu or opt for third party delivery services, while allowing you to leverage the smart use of technology in daily business operations.

These approaches are all reflected in the Nick the Greek business model and will position your business to satisfy modern consumer appetites and lifestyles.



Revenue streams for you to grow...and grow. Although Nick the Greek is a straightforward concept, it includes numerous revenue channels to help each franchise owner grow their business, in their market:

- 🇬🇷 **Multiple day-parts:** with hours from mid-day to late at night, you will have loyal customers come in for lunch, dinner and late-night meals.
- 🇬🇷 **Well-rounded menu:** not only will your menu offer options for a range of dietary preferences, but it will include both food and drink offerings – including beer.
- 🇬🇷 **Dining options:** your customers can eat-in, take-out or get their meal delivered through a third-party service provider.
- 🇬🇷 **Catering:** with franchisor approval you can develop a catering arm of the company to service corporate clients, parties and other events.

These revenue opportunities – along with a simple and streamlined staffing model – make Nick the Greek restaurant ownership an outstanding investment opportunity!



¹Foodservice Director. (January 13, 2017). The next hot ethnic cuisine: Mediterranean. <https://www.foodservicedirector.com/sponsored-content/featured-content/articles/next-hot-ethnic-cuisine-mediterranean>

“Great food, exceptional service, CLEAN, reasonably priced and authentic. Being Greek makes me a critic of most Greek restaurants. This place is an excellent exception.” - Dena R., Yelp

“Delicious. Excellent presentation with take out. Cold salad, hot meats, yogurt sauce very very authentic. My five year old even loved it here. Will be back!” - Smitten K., Yelp

A Big Greek Family to Support You

Nick the Greek is the shared pride and joy of our three families. And because every franchise owner will be a part of our family, we will work in tandem with you to help ensure that your business is positioned for continual growth. Some of the resources available to you include:

 **Site-selection and build-out:** Your franchisor team will offer guidance throughout the site selection process, including a review and acceptance of the proposed location. And when you're ready to build out your location, we'll provide detailed specs, key vendor contact, and more, so you can effectively and cost-efficiently ensure you capture the unique Nick the Greek style and feel in your local restaurant.

 **Pre-opening assistance:** Prior to the opening of your restaurant, members of the franchisor management team will be with you on-site to provide start-up assistance and training. This includes guiding you through the planning and ordering of your initial inventories to help you hit the ground running from day one.



 **Vendor relationships:** You will be given access to all key suppliers selected for the Nick the Greek Franchise Program including approved technology to support POS and other key business operation systems.

 **Standards manual:** You will receive a confidential manual that details guidelines for establishing the restaurant, daily operating procedures, recipes, food safety, business management, suppliers, reporting, forms, marketing and sales, quality control and other important business functions. It will serve as a valuable resource as you plan for your grand opening – and beyond.

 **Marketing/advertising support:** All franchise owners will receive assistance with a pre-opening public relations program, along with tools to execute franchisor-approved and locally-tailored ongoing marketing campaigns within your territory.

 **Ongoing support:** After the launch of your business, remote support will always be a phone call or email away. Members of the franchisor team will periodically visit to consult in the health of your business and review operations, marketing initiatives, accounting and financing. In addition, refresher training will be available to you and your staff as needed.



“We are truly excited to bring authentic, delicious Greek street food to more and more customers ...and to share our concept with motivated business owners!”
– Nick the Greek co-founders

“I've had a lot of gyros from all over the bay area. Nick the Greek takes the cake or in this case, the pita.” - James N., Yelp

Delicious, Affordable, Fast... and the Foundation for a Bright Financial Future

When our parents immigrated from Greece decades ago, they connected with other Greek families to keep old traditions alive in their new home. Nick the Greek is a product of our mission to proudly uphold our Greek family traditions. Franchise owners will become part of our family.

We are seeking qualified entrepreneurs with a background in business and the food service industry. Ideal candidates have leadership skills including an emphasis on outstanding customer service and a passion for representing delicious food.

Our established brand and reputation for superior, authentic food is yours to leverage. With the support of an experienced management team and protected territory to capture your market, Nick the Greek franchise ownership is truly an exceptional investment opportunity.

To find out more about our franchise program, please complete our confidential request form. Upon review, we'll set up a meeting to answer your questions and discuss the specifics of owning and operating your own Nick the Greek franchise.

Thank you for your interest in Nick the Greek!



“Food is beyond delicious! Service is great and prices are just right. Definitely one of my new favorite places to eat.” - Theresa M., Yelp

