



FOOD TRUCK CONCEPT
2019



THE BEGINNING

It's said that ALL amazing ideas begin as a seedling and grow as you constantly water and feed them with commitment , hard work and passion.

That is exactly how Acai Brothers began. Two best friends, an idea ,an undeniable passion for health food and a tiny purple, amazonian grown berry.

IT ALL BEGAN WITH TWO BEST FRIENDS AND ONE IDEA

THE FOUNDERS



Sam Carson
Co-Founder

As a young entrepreneur, Sam invested in his first business at the age of 18 with popular gym chain Snap Fitness and hasn't looked back. A youth Olympian with a university major in Business and Marketing, Sam has been on both sides of the health and wellness industry, as both an athlete and brand expert. With Acai Brothers, Sam will lead up the company's Sales department and provides the group with extensive knowledge and guidance when it comes to operational compliance, franchising, and brand systems.

With this extensive background, Sam's strengths will lie in the development of business, and fostering strong relationships and networks to contribute to the overall success of any company.



Ben Day
Co-Founder

A serial entrepreneur, Ben is no stranger to the world of start ups. Founder of his own successful athlete specialist gym facility at age 20, after a stint as a professional baseballer. With a background of marketing, branding and design for Acai Brothers, Ben is known for his incredibly unique and successful marketing techniques and innovative design processes.

With his expertise lying in content creation, brand development and social media marketing, Ben's innovative marketing and boundless imagination guide our internal marketing department here at Acai Brothers.



WHY WE'RE DIFFERENT

We are extremely active in the local community and we love to get creative to promote the Acai Brothers brand.

We are a very hands on company and have the best procedures in place to ensure confirming a site through too store opening is as smooth as possible.

Despite our growth, we don't consider ourselves to be a mass produced franchise brand.

OUR VISION

To create products for people to live healthy and happy lives in a supported community.

THE ACAI BROTHERS

Brotherhood is defined as 'an association or community of people linked by a common interest, religion or trade'.

In our world, this definition only scrapes the surface of what the brotherhood means to us and first things first, NO! IT'S NOT GENDER SPECIFIC! We adore and respect all our owners and team members, regardless of gender!

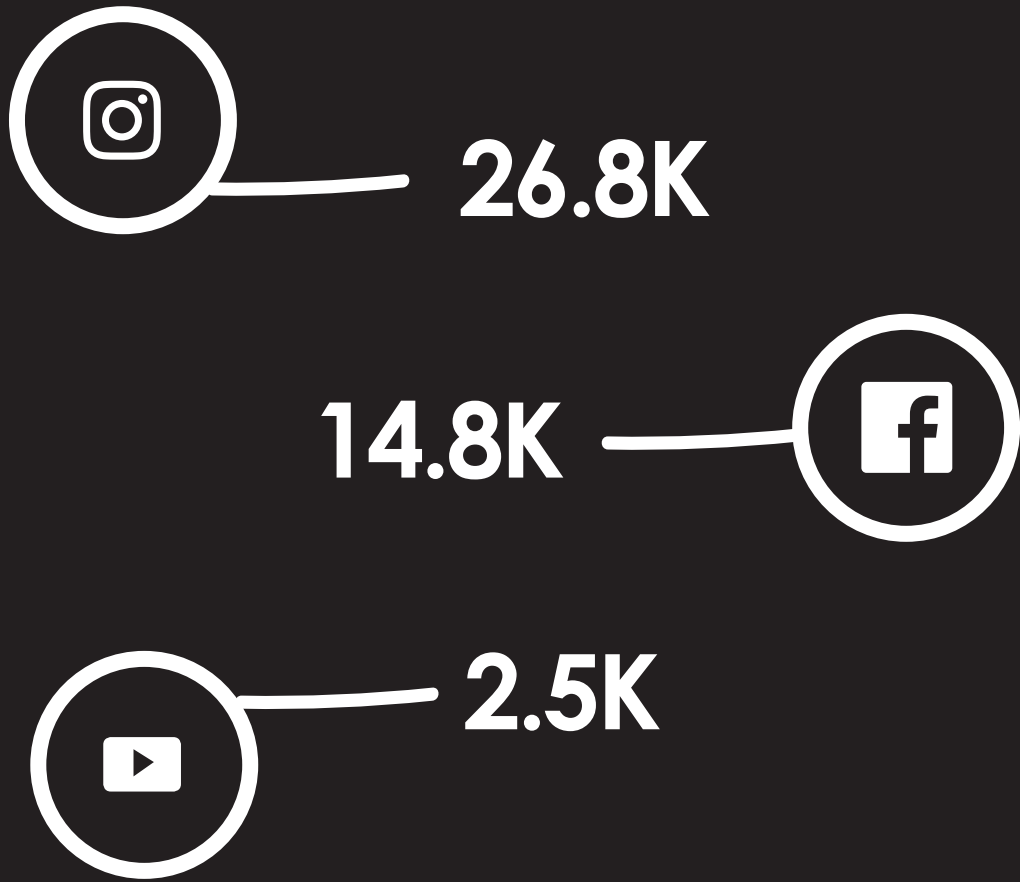
BROTHERHOOD

Our brotherhood is about embodying a culture that thrives off one another like one big nation-wide family. We are a tribe with one common goal, which is to create a community established on the grounds of healthy food, self-improvement and an overall sense of unity. We want to make a lasting impression on communities as a quirky, engaging brand that promotes healthy living wherever we go, because at the end of the day ...

YOU ARE WHAT YOU EAT!



CONTENT IS FIRE,
SOCIAL MEDIA IS
GASOLINE.



STORE LOCATIONS



WESTERN AUSTRALIA

Fremantle
City Beach
Leederville
Whitfords

NEW SOUTH WALES

Neutral Bay
Shell Harbour
Woollongong
Manly

COMING SOON

Joondalup (WA)
Canberra (ACT)
Everton Park (QLD)

QUEENSLAND

Redcliffe
Noosa
Mooloolaba
Chermside
Paddington
Victoria Point
Kenmore
Birtinya

VICTORIA

Croydon
Brighton
Camberwell
Port Melbourne
Prahran
Langwarrin

OUR STORES

When we look for a property, we follow specific criteria to ensure our stores remain successful.

Location is single-handedly one of the most important variables that determine the success of any business and although our marketing is industry leading, foot traffic and street vantage-points help us make our store EVEN BETTER. We don't need to be located in high costly, 'prime lot' areas, but we do thrive best off locations near main attractions, off popular streets or in area's that generate a particular local interest.

When looking for our Acai Brothers shop, think community, accessibility, and character- our branding tends to handle the rest as you can see from these interior design mockups.

Store Size

This is very much dependant on location and availability, however, we require a minimum space of 28sqm to roughly anywhere between 50-60sqm to create the most aesthetically pleasing store, as well as allow us to practice industry standard safety.



Current Australian Concept (Img 1)



Current Australian Concept (Img 2)



MID-RANGE MOBILE CONCEPT

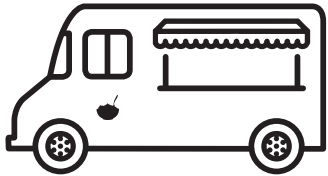
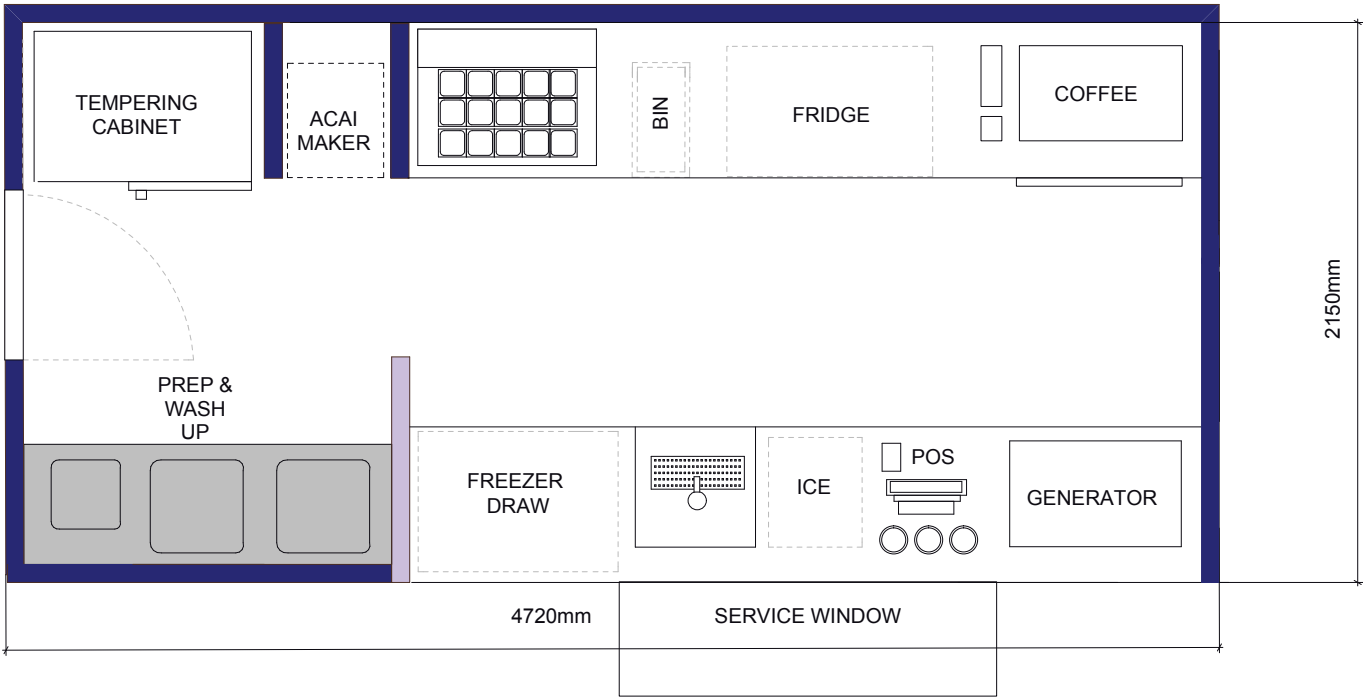
The Acai Brothers Food Truck concept is our Mid-Range Mobile Concept store designed to offer a Mid-Level investment opportunity for prospective franchisee's and open up our serviceable demographic and capabilities to event, festivals and carnivals. Built on a 10sq.m model, the food truck offers customers close to a fully-fledged menu, minus the necessary labour due to the move to pre-made acai options, and a more

simplified product offering. Similar to the Low-Entry Dynamic Model, the Food Truck concept is also designed to be run by 1 person only, however caters for more workers, with minimal operational knowledge needed to run effectively due to the simplicity of the menu and 'ready-to-go' based products.

Available territories will be

based on ability to service a particular community and will be available only in area's that aren't already services by a Primary Concept store, unless the same franchisee would like to purchase a truck also. With incredibly low operating expenses, and the ability to serve a large volume of foot-traffic, the food truck concept will become a highly profitable franchise model for Acai Brothers.

TOTAL FITOUT COST
= \$150,245 +GST





NEW MENU

BOWL
- ACAI BOWLS \$ TBC

PROTEIN SMOOTHIES

DRINKS ON TAP
- KOMBUCHA \$ TBC
- COLD BREW \$ TBC

BAKED GOODS
- BANANA BREAD \$ TBC
- CROSSAINT \$ TBC
- MUFFIN \$ TBC

RETAIL DRINKS
- WATER (STILL) \$ TBC
- WATER (SPARKLING) \$ TBC
- KOMBUCHA \$ TBC

KIDS MENU \$ TBC





ACAI BROTHERS EQUIPMENT LIST

AS AT 8TH MAY 2019

| No | Product Code | Image | Product Description | Qty | Power | PRICE |
|----|--------------|---|---|-----|-------|------------|
| 1 | SUF9-3D-3 |  | Skipio Undercounter 3 Drawers Freezer 900mm (W) x 700mm (D) x 855mm (H) Temperature -21C to -12C Capacity 198 litres 3 Drawers - fits 3 x 1/1 Gastronorm Tray 2 Years Parts and Labour Warranty | 1 | 10amp | \$4,025.00 |
| 2 | ICEU66-PD |  | Ice-O-Matic Ice Machine 467mm (W) x 570mm (D) x 840mm (H) Built In Drain Pump Production per 24 hour – 27kg Storage capacity – 15kg 2 years Parts & Labour Warranty | 1 | 10amp | \$2,900.00 |
| 3 | CD10 |  | Water Filter System (for Ice Machine) Head, valve and CD100 triple action cartridge. Reduces dirt, rust, taste, odour, chlorine and scale | 1 | - | \$205.00 |
| 4 | YPF9020 |  | Atosa 2 Door Undercounter Fridge 1200mm (W) x 600mm (D) x 850mm (H) Temperature 2C to 8C Capacity 200 litres *4 Years Parts & 2 Years Labour Warranty | 1 | 10amp | \$2,177.00 |
| 5 | SHR9-1 |  | Skipio Salad Prep Table with Hood Lid 900mm (W) x 700mm (D) x 1034mm (H) Temperature 1C to 8C Capacity 213 litres Already includes chopping board and 8x 1/6 gastronorm pans Additional 4x 1/6 gastronorm pans 2 Years Parts and Labour Warranty | 1 | 10amp | \$3,350.00 |

| No | Product Code | Image | Product Description | Qty | Power | PRICE |
|----|----------------------|---|---|---------------------|---------|-------------|
| 6 | C2410SM (Horizontal) |  | Ez-Fit One Size Fits All Surface Mount BOWL Dispenser Installed horizontally under bench Comes with wire frame for mounting Includes four interchangeable, pre-cut black gaskets (S, M, L, XL) that accommodate 8-46oz (236-1360ml) beverage cups Suits Rim Diameters 73-121mm Tube Length 597mm, 146mm counter hole diameter | 2 | - | \$265.00 |
| 7 | C3400P |  | Wall Mount Pull Type CUP Dispenser Stainless steel dispenser Include slide on wall mount brackets Suits Rim Diameters 70-98mm Tube Length 597mm | 2 | - | \$98.00 |
| 8 | L3400 |  | Wall Mount Lid Dispenser Stainless steel dispenser Include slide on wall mount brackets Suits Rim Diameters 70-95mm Tube Length 597mm | 2 | - | \$108.00 |
| 9 | VM50031 |  | Vitamix The Quiet One Blender 216mm (W) x 295mm (D) x 449(H) Electrical – 10 amp 1,300-1,500 watts 6 program buttons with 34 optimised programs 3 years Parts & 1 year Labour Warranty | 2 | 2x10amp | \$2,544.00 |
| 10 | VC15978 |  | Vitamix container 1.4 litre with lid and blade | 3 | - | \$298.00 |
| 11 | |  | Keganator | 1 | - | \$675.00 |
| 12 | |  | POS System | 1 | - | \$2,800.00 |
| 13 | | | Coffee Machine, Grinder, Rinser | 1 | - | \$6,000.00 |
| | Freight | | Excludes: Steps and/or lifting above waist height. Door clearance min 850mm. Equipment will be delivered from VIC, QLD and NSW. (Freight costs will vary based on store location) | | | TBA |
| | | | | Total EX GST | | \$25,445.00 |

