

7 iconic brands.



ADD FOCUS TO YOUR FRANCHISE PORTFOLIO

The Focus Brands® story.

For more than two decades, Focus Brands® has been developing iconic foodservice brands, transforming regional restaurant heroes into global sensations. We pride ourselves on being problem solvers and take on every challenge as a chance for growth. When you franchise with our brands, you can expect exceptional support from our dedicated team of experts to help your business thrive.

With seven portfolio brands comprised of Auntie Anne's®, Carvel®, Cinnabon®, Jamba®, McAlister's Deli®, Moe's Southwest Grill®, and Schlotzsky's®, Focus Brands® has one of the most extensive platforms for brand support in the industry. Combined, our brands have franchisees of more than 6,400 restaurants, cafes, ice cream shops, and bakeries in the United States, District of Columbia, Puerto Rico, and over 55 foreign countries under some of the most trusted brand names.

WHY WE'RE A LEADING FORCE IN THE INDUSTRY

- Famous foodservice brands with proven staying power
- Best-in-class support to help your business stay on track
- Dedicated corporate team to help with local marketing
- Organized franchise advisory committees to represent your interests



7
ICONIC BRANDS



6,000+
GLOBAL LOCATIONS



12M+
LOYAL CUSTOMERS

LEARN MORE ABOUT OUR BRANDS

Our Story 2



4

jamba 6



6

AuntieAnne's 8



8

MOE'S SOUTHWESTERN 10



10

CINNABON 12



12

Schlotzsky's 14



14

Carvel 16



16

Our Owners 18

The Process 19



CREATE CRAVEABLE CONNECTIONS IN YOUR COMMUNITY

McAlister's Deli® first opened in 1989 when a film set was transformed into what later became a world-famous franchise. Today, we have more than 500 locations throughout the United States and we're committed to connecting continents with our soul-satisfying meals.

DREAM BIG WITH THIS HEARTY OPPORTUNITY

Operations are kept simple and will save you resources because, at McAlister's Deli®, you won't need any fryers, grills, early mornings, or late nights. Moreover, with diversified sales, including dine-in, takeout, catering, online ordering, and more, there are many ways for your guests to enjoy your delicious menu.

\$1,865,861

Average Net Sales for Fiscal Year 2021¹



WE'VE GOT LAYERS OF BENEFITS

TRAINING & SUPPORT

Our training sessions give you and your team hands-on experience with our menu, operation standards, and philosophy of hospitality.

HERE TO HELP

At McAlister's Deli®, we have your back. You'll have a dedicated business consultant to help keep your business running smoothly and a supply chain team to help you leverage spend management.

MARKETING

We want to help your business grow and will provide national campaigns and assistance from a field marketing manager who can help create a localized marketing plan.

FINANCIAL REQUIREMENTS

\$821,000 - \$1,308,850

Estimated Initial Investment for Traditional Restaurants²

\$425,000

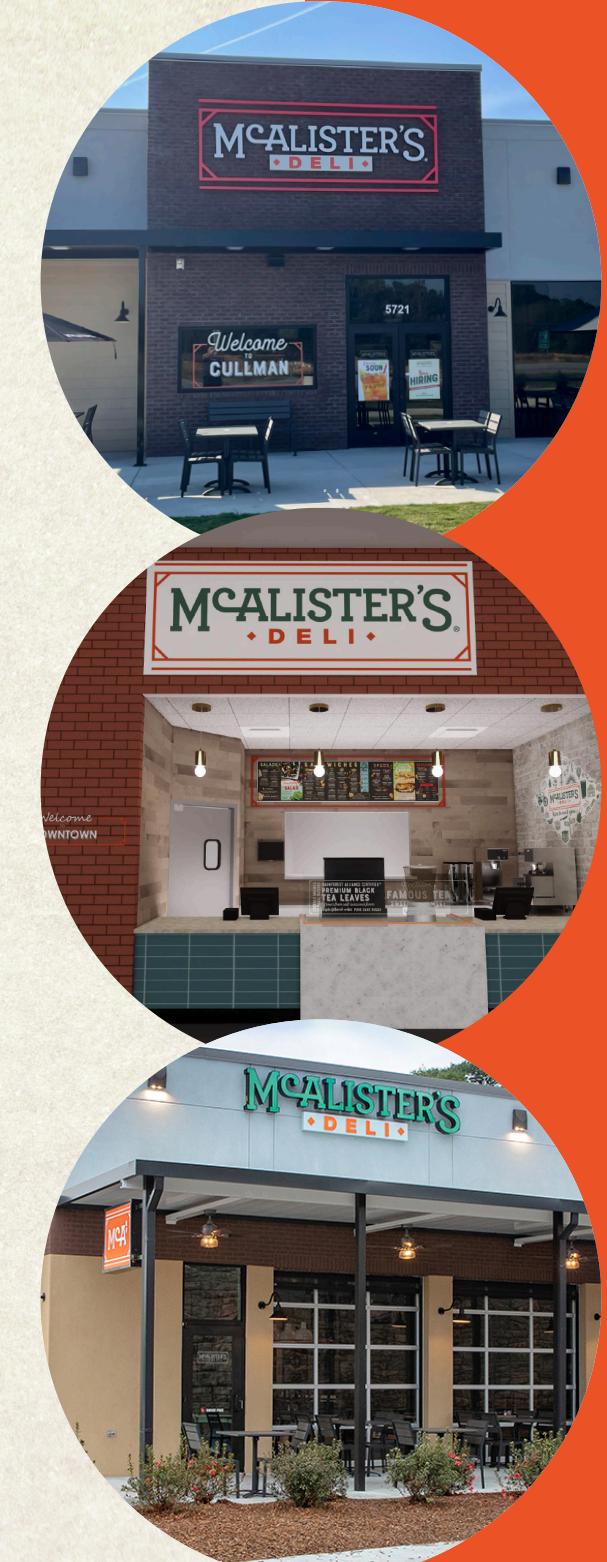
Minimum Liquid Capital

\$1,000,000

Minimum Net Worth

INITIAL FRANCHISE FEE

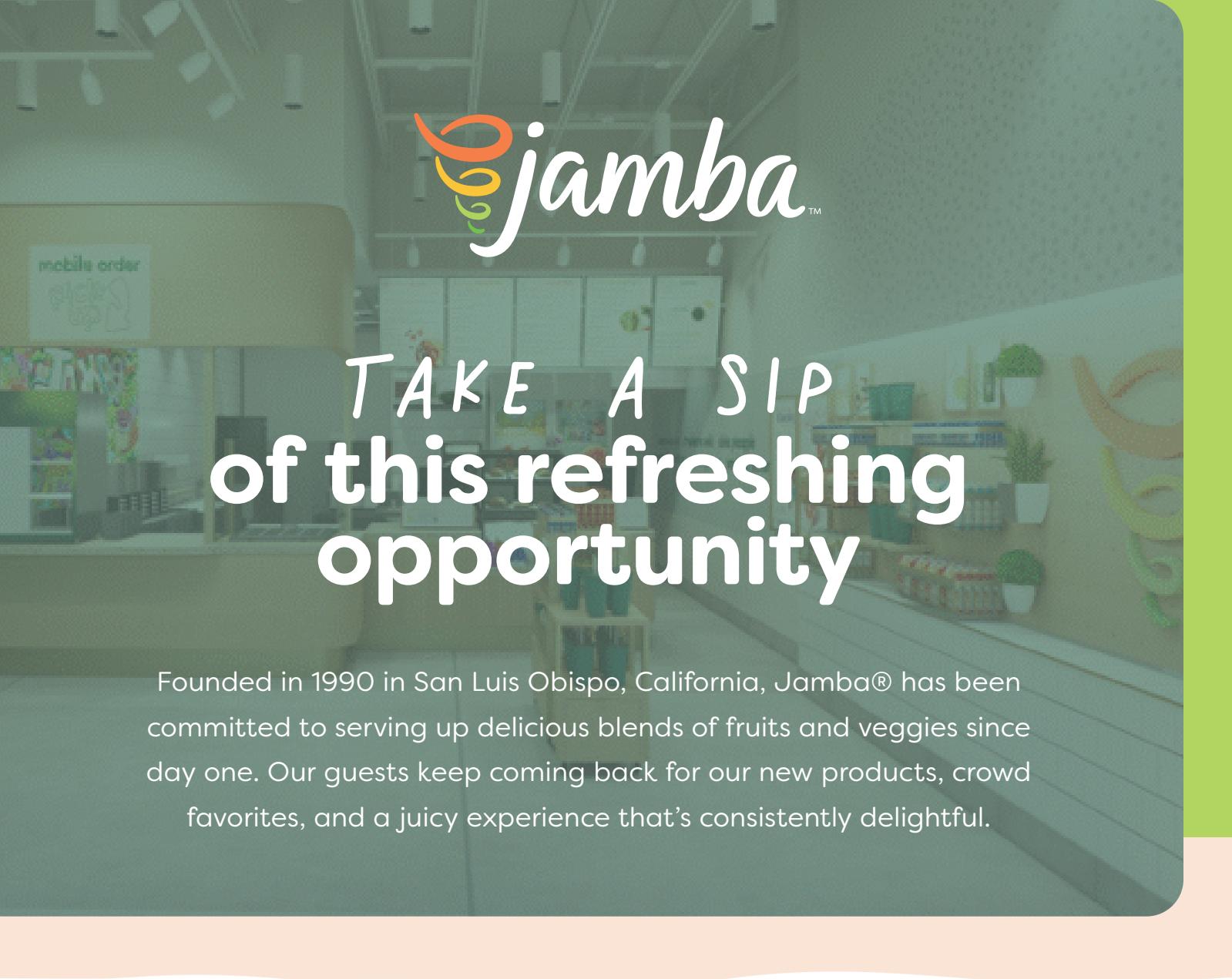
\$35,500



1. Average net sales in our 2021 fiscal year for 385 traditional franchises that operated throughout such fiscal year in traditional locations (out of 438 traditional franchises and 472 total franchises that were operating as of 12/31/21). See Item 19 of our March 2022 Franchise Disclosure Document for additional details. Some outlets have sold this amount, but your results may differ.

2. Range is based on an endcap or inline shopping center location. See Item 7 of our March 2022 Franchise Disclosure Document for additional details.

This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact McAlister's Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: McAlister's Franchisor SPV LLC: F-8196.



Founded in 1990 in San Luis Obispo, California, Jamba® has been committed to serving up delicious blends of fruits and veggies since day one. Our guests keep coming back for our new products, crowd favorites, and a juicy experience that's consistently delightful.

BECOME PART OF this craveable franchise

Jamba® has more than 800 locations in over 35 states and 6 countries. As a member of the Focus Brands® family and, with our international appeal and loyal following, our smoothie franchise is a great addition to your portfolio.

\$754,052

Average Net Sales for Traditional Franchises¹

800+

Locations

35+

States

FranchiseTimes
TOP 500™



GET A BOOST of our benefits

goodness to go

You'll be able to diversify your revenue streams through our customer loyalty app, online ordering, delivery, and catering.

franchise training

We'll fill you in on all the fresh details about running your Jamba® franchise by providing training for you and your managers.

grow with us

Our marketing and operations team will help you build your business with data-driven marketing initiatives, performance analysis, and more.

financial requirements

\$378,650 - \$843,000

Estimated Initial Investment for Traditional Restaurants²

\$120,000

Minimum Liquid Capital

\$300,000

Minimum Net Worth

initial franchise fee

\$35,500

1. Average net sales in our 2021 fiscal year for 539 franchises that operated throughout such fiscal year in traditional locations (out of 592 franchises in traditional locations and 747 total franchises that were operating as of 12/31/21). See Item 19 of our March 2022 Franchise Disclosure Document for additional details. Some outlets have sold this amount, but your results may differ.

2. Low estimate in range is based on a traditional store that does not include a drive-thru and high estimate is based on a traditional store that includes a drive-thru. See Item 7 of our March 2022 Franchise Disclosure Document for additional details.

This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Jamba Juice Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Jamba Juice Franchisor SPV LLC: F-6111.





AuntieAnne's®

TAKE A BITE OF OUR DELICIOUS FRANCHISE.

Auntie Anne's® grew from a single stand selling handmade pretzels and fresh-squeezed lemonade into the world's largest hand-rolled soft pretzel franchise. We're looking for motivated franchisees who are just as committed to people, quality, and growth as we are!

RISE WITH US

With a simple menu and premium products, Auntie Anne's® raises the snacking standard and keeps up with customer demand through technological and culinary innovations. Our mouthwatering, fresh-baked pretzels are always in style and keeps customers coming back for more.

\$636,952

Average Net Sales of Enclosed Mall Franchises¹

1,800+

Locations

25+

Countries

Franchise Times
TOP 500™



SERVING UP FULLY BAKED BENEFITS

PREMIUM PRODUCTS

With an operationally simple menu comprised of fresh baked flavors and refreshing drinks, we rise above expectations.

THE PERFECT FIT

We offer a variety of flexible footprint options, including non-traditional venues like college campuses, travel plazas, airports and satellite locations with drive-thru capabilities, so it's easy to find the perfect high-traffic location for you.

EXPERT SUPPORT

You'll receive best-in-class support to start your new business, including real estate support, franchise training, and advice from dedicated business consultants.

FINANCIAL REQUIREMENTS

\$146,050 - \$523,500

Estimated Initial Investment²

\$120,000

Minimum Liquid Capital

\$300,000

Minimum Net Worth

INITIAL FRANCHISE FEE

\$35,500



1. Average net sales in our 2021 fiscal year for 455 franchises that operated throughout such fiscal year in enclosed malls (out of 545 enclosed mall franchises and 1,126 total franchises that were operating as of 12/31/21). See Item 19 of our March 2022 Franchise Disclosure Document for additional details. Some outlets have sold this amount, but your results may differ.

2. Range is based on a full shop. See Item 7 of our March 2022 Franchise Disclosure Document for additional details.

This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Auntie Anne's Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Auntie Anne's Franchisor SPV LLC: F-8191.



SERVE UP AUTHENTIC SOUTHWEST FARE

For more than 20 years, Moe's Southwest Grill® has been delivering flavorful fast-casual Southwest fare, and today, we have more than 600 locations in the U.S. and abroad. If you're looking for an exciting business venture with a proven model and the brand power to satisfy, consider adding this sizzling franchise to your portfolio.

MOE REASONS TO LOVE THIS OPPORTUNITY

When you franchise with Moe's Southwest Grill®, you'll receive incredible ongoing training, support, analytical support, and more. We're also committed to growth and offer incredible international opportunities.

\$1,073,062

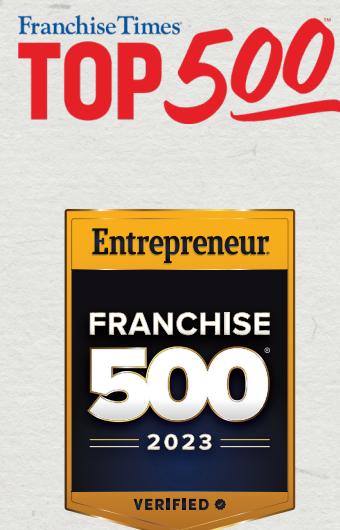
Average Net Sales for 2021¹

20

Simple, Fresh Ingredients

650+

Locations As of 12/31/2021



ENJOY THESE BOLD BENEFITS

SIMPLE CONCEPT

With only 20 simple ingredients, we can create countless delicious creations guests love, making our operations easier to manage compared to other fast-casual concepts.

CORE VALUES

At Moe's Southwest Grill®, we celebrate everyone's true flavor, inspire each other to unleash our unique tastes, and are committed to delivering amazing experiences.

DIVERSIFIED REVENUE

There are many ways to enjoy Moe's Southwest Grill®, including catering, online ordering, and more.

FINANCIAL REQUIREMENTS

\$566,300 - \$1,585,610

Estimated Initial Investment²

\$300,000

Minimum Liquid Capital

\$1,000,000

Minimum Net Worth

INITIAL FRANCHISE FEE

\$30,500

1. Average net sales in our 2021 fiscal year for 482 franchises that operated throughout such fiscal year in traditional locations (out of 553 franchises in traditional locations and 658 total franchises that were operating as of 12/31/21). See Item 19 of our March 2022 Franchise Disclosure Document for additional details. Some outlets have sold this amount, but your results may differ.

2. See Item 7 of our March 2022 Franchise Disclosure Document for additional details.

This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Moe's Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Moe's Franchisor SPV LLC: F-8188.





CINNABON®

Roll With Our World-Famous Bakery

Cinnabon® first opened as a single bakery in Seattle, Washington.

Today, our world-famous bakery is synonymous with the cinnamon roll and is beloved by consumers all around the globe. With more than 1,600 bakeries in over 45 states, we're the leading name in sticky, sweet treats.

THE PERFECT RECIPE FOR ENDLESS GROWTH

We believe life is better with a little frosting and a pinch of sweet goodness helps our guests take a break from the ordinary. Take advantage of our universal brand recognition and build your bakery your way, whether it be a kiosk, mall, dual brand opportunity, or a full bakery. You have many flexible options to choose from.

\$637,055

Average Net Sales of Enclosed Mall Franchises¹

1,600+

Bakeries

45+

States

Franchise Times
TOP 500™



IRRESISTIBLY SWEET BENEFITS

UNIVERSAL BRAND RECOGNITION

Cinnabon® has bakeries around the world and an impression that sticks. It's no wonder why we're the leading name in cinnamon rolls.

PURCHASING POWER

Franchising with us also means you'll be able to leverage the purchasing power of our international supply chain to get preferable pricing on quality ingredients.

MARKETING SUPPORT

Our dedicated marketing and public relations staff are here to assist you with local marketing and create a plan that best suits your community.

FINANCIAL REQUIREMENTS

\$233,700 - \$546,800

Estimated Initial Investment²

\$120,000

Minimum Liquid Capital

\$300,000

Minimum Net Worth

INITIAL FRANCHISE FEE

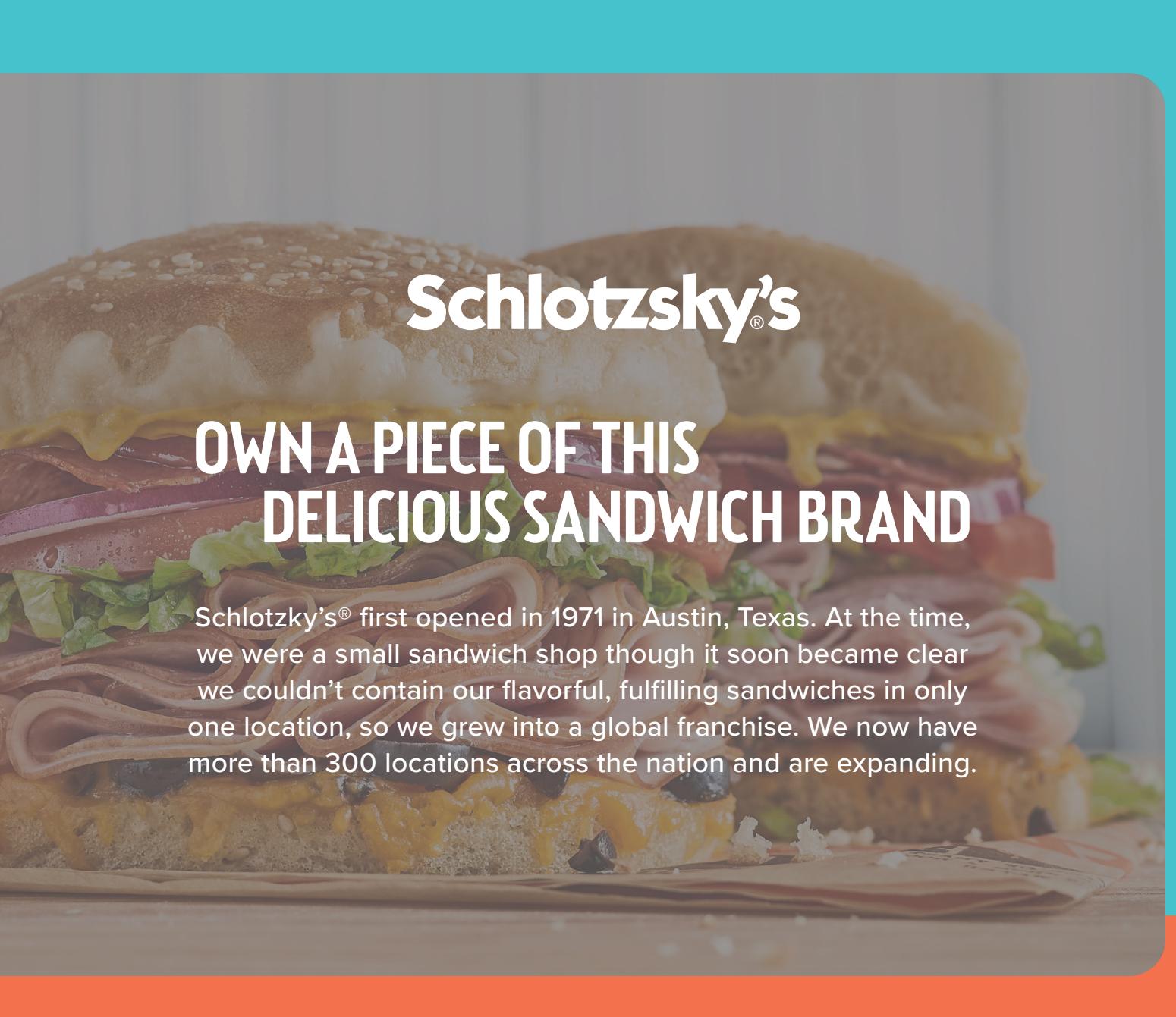
\$30,500



1. Average net sales in our 2021 fiscal year for 169 franchises that operated throughout such fiscal year in enclosed malls (out of 216 enclosed mall franchises and 938 total franchises that were operating as of 12/31/21). See Item 19 of our March 2022 Franchise Disclosure Document for additional details. Some outlets have sold this amount, but your results may differ.

2. Range is based on a full bakery in a traditional location. See Item 7 of our March 2022 Franchise Disclosure Document for additional details.

This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Cinnabon Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Cinnabon Franchisor SPV LLC: F-8190.



Schlotzsky's

OWN A PIECE OF THIS DELICIOUS SANDWICH BRAND

Schlotzsky's® first opened in 1971 in Austin, Texas. At the time, we were a small sandwich shop though it soon became clear we couldn't contain our flavorful, fulfilling sandwiches in only one location, so we grew into a global franchise. We now have more than 300 locations across the nation and are expanding.

RESULTS THAT SPEAK FOR THEMSELVES

When you franchise with us, you'll own a restaurant that offers famously delicious sandwiches made from premium ingredients, tasty bites, and sweets that can satisfy any craving.

\$1,092,628

Average Net Sales for Fiscal Year 2021¹

FranchiseTimes
TOP 500™



A MOUTHFUL OF FLAVORFUL BENEFITS

ORDER ANY "WICH" WAY

People crave convenience, so you can maximize your earning potential with a variety of ordering options, including online ordering, drive-thru, take-out, and more.

TRAINING & SUPPORT

Our team will prepare you for running your business by starting you off with two weeks of hands-on training at a thriving restaurant and continue to provide guidance through your regional market leader.

MARKETING ASSISTANCE

We're here to help get the word out about your business in your community and will help you create a localized marketing plan.

FINANCIAL REQUIREMENTS

\$522,570 - \$1,635,380

Estimated Initial Investment²

\$300,000

Minimum Liquid Capital

\$1,000,000

Minimum Net Worth

INITIAL FRANCHISE FEE

\$35,500



1. Average net sales in our 2021 fiscal year for 189 traditional franchises that operated throughout such fiscal year in traditional locations with a drive-thru (out of 217 traditional franchises in a traditional location with a drive-thru and 300 total franchises that were operating as of 12/31/21). See Item 19 of our March 2022 Franchise Disclosure Document for additional details. Some outlets have sold this amount, but your results may differ.

2. The low estimate in this range is based on a 2,100 square foot end-cap location without a drive-thru and the high estimate is based on a 3,600 square foot endcap location with a drive-thru. See Item 7 of our March 2022 Franchise Disclosure Document for additional details.

This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Schlotzsky's Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Schlotzsky's Franchisor SPV LLC: F-8192.



BECOME A LEADER IN THE ICE CREAM INDUSTRY

In 1934, Carvel® opened and has since become a beloved brand in communities around the world, spreading happiness with our fresh and unforgettable ice cream flavors. When you open your own local Shoppe, you can become part of our decades-long legacy and tradition.

TASTE THIS COOL OPPORTUNITY

Over the past 80 years, Carvel® has made a name for itself in the ice cream business. We have more than 300 locations in 10 countries and have plenty of room for growth. Treat yourself to something special and add this sweet brand to your franchise portfolio.

35+ FLAVORS 300+ LOCATIONS 18+ STATES



HAVE A SCOOP OF OUR BENEFITS

A BELOVED BRAND

Carvel® has been cultivating a loyal following for decades and is a family favorite brand.

A RANGE OF VENUE OPTIONS

We offer a variety of traditional and nontraditional venue options that range from 100 to 1,800 sq. ft., so you can choose the space that works best for your location.

EXCEPTIONAL SUPPORT

As a franchisee with us, you'll receive various support and guidance, including supply chain distribution, menu development, and cost optimization.

FINANCIAL REQUIREMENTS

\$317,050 - \$518,400

Estimated Initial Investment for a Full Shoppe¹

\$140,000

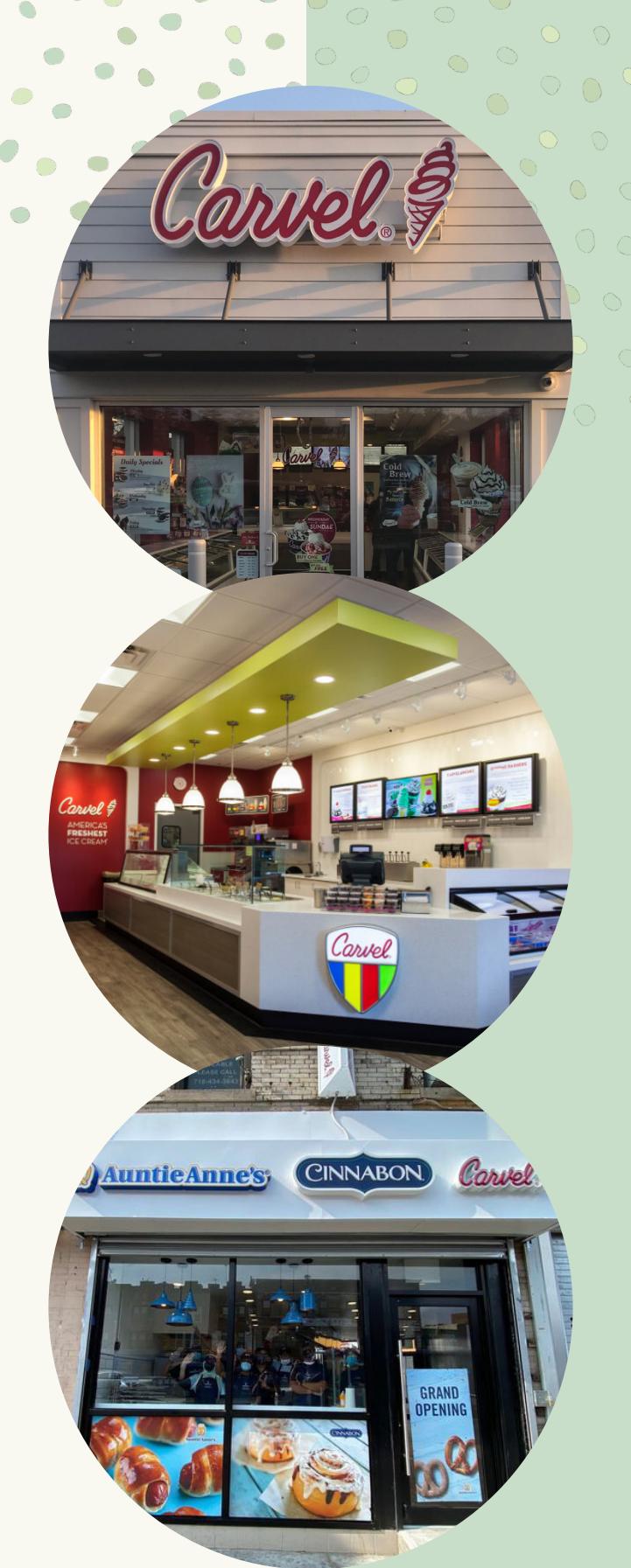
Minimum Liquid Capital

\$350,000

Minimum Net Worth

INITIAL FRANCHISE FEE

\$30,500



1. Range is based on a full shoppe. See Item 7 of our March 2022 Franchise Disclosure Document for additional details.

This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Carvel Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Carvel Franchisor SPV LLC: F-8199.

Ready to be an owner?

At Focus Brands®, we understand that thriving franchises require great franchisees, which is why our brands are committed to providing the resources and support to help you pursue your business goals with us. We're looking for experienced multi-unit operators ready to dominate the restaurant space in their area.

WHAT YOU'LL NEED TO THRIVE



INNOVATIVE THINKERS

Our brands' franchise owners follow their instincts and share great ideas within all of the owners' networks to drive growth across every brand at Focus.



GROWTH-MINDED LEADERS

Our brands' franchise owners focus on sustainable growth by expanding their footprint and taking on additional territories in the future.



TEAM PLAYERS

Our brand's franchise owners know that success requires strong leadership paired with dedicated and unwavering teamwork.

Take the next step in this process.

Our brands offer several incredible franchise opportunities and, no matter which you choose, our team will help you smoothly navigate the franchise process. From your initial call to opening day and thereafter, we're here to help you build your new franchise.

1 INTRO CALL

A member of our team will help you outline your goals and figure out if your desired brand is right for you or help you choose from one of our brand's franchise opportunities.

3 REVIEW PAPERWORK

Next, you'll have the opportunity to fill out a franchise application and, if you meet the brand's qualifications, review the brand's Franchise Disclosure Document (FDD).

2 LEARN THE BRANDS

You'll talk to our sales team, and we'll go into greater detail about the specific requirements to franchise. This is a great time to ask any and all questions you have.

4 RESEARCH

We encourage you to talk to existing franchisees and members of our executive team as well as attend a discovery day or interview before making a decision. If both parties mutually agree, the brand will offer you the opportunity to purchase a franchise.



5 MAKE IT OFFICIAL

Congratulations! Once the agreement is signed by all parties, you'll be welcomed into the Focus Brands® family. Now for the best part yet... building your new franchise.

Reach out to us to claim your opportunity.

Thank you for your interest in our portfolio
of iconic foodservice brands.

Learn more at

development.focusbrands.com

FOCUS BRANDS®

CORPORATE HEADQUARTERS

5620 Glenridge Dr. NE, Atlanta, GA 30342
franchiseinfo@focusbrands.com | 800.227.8353

