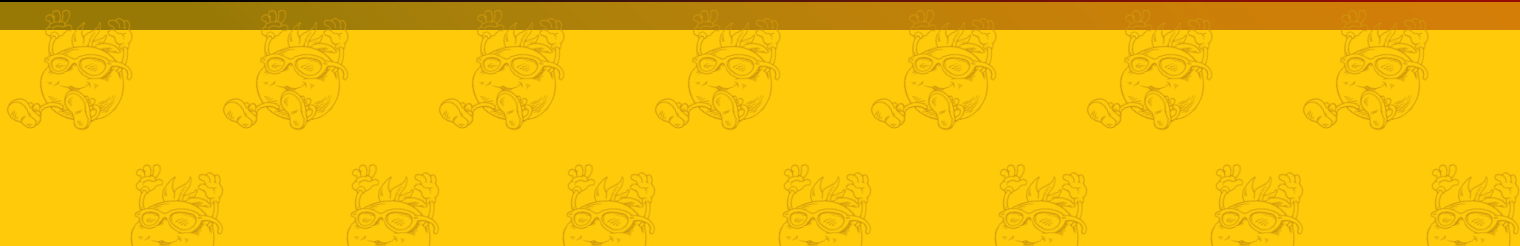




W.g. Grinders®
Anything Else is Half-Baked!



Own a business made efficient by design.

Every component of the W.g. Grinders business, from recipe development to restaurant design to customer service techniques, has been tested and refined for performance. When you become a W.g. Grinders franchisee, you benefit from the experience of those who have devoted thousands of hours developing the W.g. Grinders system.

The W.g. Grinders style.

Our restaurants provide a comfortable exciting atmosphere in a fast paced quick serve environment. All of our grinders and salad preparation is done in view of the customer in an open air kitchen setting. At W.g. Grinders we feel our food enhances our décor while the aroma of freshly prepared food fills the air! Seating packages, wall décor, flooring, lighting, counter décor is based on individual preferences and can follow a black and white décor or an alternative softer cooler color scheme.

Take-out dining can account for a substantial portion of sales. Sandwich trays, box lunches, salad platters, pasta dishes, vegetable and cheese platters, deli trays, pizzas and other specialty orders provide a way to generate add-on sales and build recognition of the W.g. Grinders name. Online ordering, fax menus, corporate partners, rewards partners, fundraising, texting and corporate catering effectively generate additional sales. We can also accommodate large events including golf outings or corporate events serving hot grinders on premise with our mobile oven.



Enjoy dedicated, ongoing business development support.

As an owner of a W.g. Grinders franchise, you'll benefit from a business system that's ready to run. The W.g. Grinders franchise includes a full range of start-up and ongoing support services, including:

- **Use of the W.g. Grinders name and logo.** The W.g. Grinders distinctive name and logo offers you the confidence that customers will recognize and appreciate the quality food and service it represents.
- **Thorough training in food preparation and restaurant management.** You will participate in an extensive on site training program covering preparation of W.g. Grinders exclusive oven-baked grinders, pizzas and strombolis. You will learn back of the house, dessert, vegetable and salad preparations and front of the house management techniques.
- **State-of-the-art computer software.** Proprietary software to handle restaurant management in such areas as time clock procedure, scheduling, labor tracking, inventory, sales comparisons and reports.
- **A confidential franchise operations manual.** You will have a confidential W.g. Grinders Operations Manual on site which details the daily procedures involved in operating a W.g. Grinders restaurant.



- **Volume buying power.** You will be able to make substantial savings on many inventory and food items because of volume discounts available to the W.g. Grinders franchise organization.
- **Design and construction.** The W.g. Grinders staff will give you the benefit of our experience in design and build-out of your restaurant.
- **Complete equipment specifications.** You will have a complete list of equipment and sources of supply well in advance of your construction needs.
- **Field Support.** W.g. Grinders field staff will make periodic consulting visits to answer questions on marketing and operations issues.
- **Advertising and promotion.** You will be provided with promotional programs, including advertising materials and strategies.





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Product photo *area.*
This would or could
change on every page.

- About Us
- Our Menu
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Let us know

About Us

Sandwiches satisfy a growing hunger for fresh, quality food.

It's easy to see why so many American consumers are filling up on sandwiches these days. W.G. Grinders sandwiches and salads are prepared with fresh ingredients. They offer a convenient meal that can be eaten at lunch or dinner, and are as popular with children as they are with adults.

Restaurant Business magazine reports, "With sandwich businesses clearly growing faster than the general restaurant market, it's safe to say the segment is stealing share from other sectors." W.G. Grinders restaurants meet the demand of that market segment with a variety of fresh, wholesome baked sandwiches and delicious salads. The W.G. Grinders franchise program now offers you an opportunity to benefit from this growing market demand as well.

W.G. Grinders restaurants feature the distinctive flavor of oven baked sandwiches.

If you like sandwiches, you'll love W.G. Grinders restaurants! Customers choose from hot baked sandwiches, with a wide variety of tastes, over 20 different selections, each made to order according to W.G. Grinders exclusive recipe. Hearty, fresh baked baguette-style rolls in three varieties are prepared with succulent honey glazed ham, sirloin steak, marinated boneless chicken breasts, or an assortment of other popular ingredients, baked until they are just right. Together with a generous layer of cheese, juicy tomatoes and other fresh sandwich fixings, the meats and vegetables are baked in the roll, soaking it with their juices.

W.G. Grinders own secret formula marinade, special sauces, and condiments bring full-bodied flavor out of each sandwich. The result is a hot, chewy, mouthwatering load of flavor that sets W.G. Grinders sandwiches apart from anything else you've ever tasted!

STORE LOCATOR

SUBMIT ZIP CODE

EXTRANET LOGIN

USER ID

PASSWORD

SUBMIT

CONTACT US

W. G. Grinders
9002 cotton street
lewis center, ohio 43015
1-814-766-2313
Fax 614-766-4039



Try Them Now
Pick Two!

Ad or Photo area. This would or could
change on every page.

Get With It!
Join The Daily
Grind Newsletter!

Name:

Company:

Email:

HTML ☐ Text ☐

Holy Stromboli!

"We're Bakin Strombolis after 4:00 pm"



Italian

Capicola, pepperoni, sausage, 4 blend cheese and a sprinkle of parmesan.



Chicken Parmesan

Marinated all white meat chicken breast, ricotta cheese, pizza sauce, 4 blend cheese and a sprinkle of parmesan.



Vegetarian Stromboli

Marinated Artichokes, mushrooms, red onions, kalamata olives, zucchini, gorgonzola, 4 blend cheese, our house made sundried tomato dressing.

Available in Large or Small

No substitutions or changes please. Served after 4:00 pm only.



Wegman's

Real **OVENS** Rule!



Half-Baked!

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A man in a suit is smiling and holding a \$100 bill. There is a large orange sticker that says "1.00 off!" and a white sticker that says "Doing Our Part To Stimulate the Economy!".



6" Grinders

All of our Grinders come with Italian or Russian Dressing baked into the bread.

Specialty Grinders

Original Italian - Ham, Capicola, Salami, Pepperoni, Provolone, Green Peppers, Onions, Lettuce & Tomato	Regular \$4.49
Club - Honey Ham, Turkey, Roast Beef, Bacon, Swiss, Honey Mustard, Lettuce, Tomato & Mayo	\$5.19
Pizza - Pepperoni, Pizza Sauce, Mozzarella, Provolone & Parmesan	\$4.49
Sicilian Grinder - Sausage, Salami, Pepperoni, Capicola, Onion, Green Peppers, Tomato, Lettuce, Provolone, & Dressing	\$4.99
Veggie - Green Peppers, Onions, Mushrooms, Zucchini, Provolone, Mozzarella, Parmesan, Lettuce & Tomato on Multigrain	\$4.29
Tuna - Tuna Salad, Provolone, Lettuce & Tomato	\$4.99
Sausage - Italian Sausage, Green Peppers, Onions & Provolone	\$4.49
Meatball - Italian Meatballs, Marinara Sauce, Mozzarella, Provolone & Parmesan	\$4.99
Turkey Club - Turkey, Bacon, Cheddar, Honey Mustard, Lettuce, Tomato & Mayo	\$4.69
White Pizza Grinder - Artichoke Hearts, Provolone, Ricotta, Mozzarella & Parmesan	\$4.99

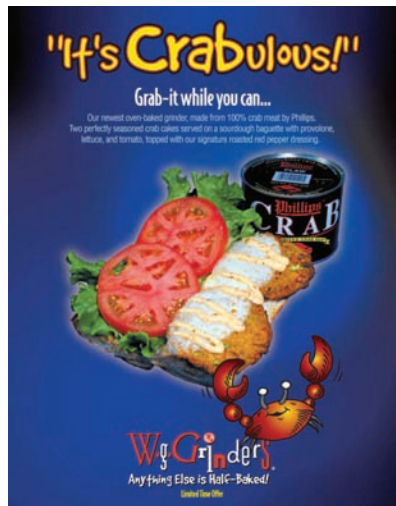
Make it a 10" Grinder for just \$2.00 More!

Really Hungry? Ask for a 20"

Chicken Grinders

Baked Chicken - With Provolone, Onions, Lettuce, Tomato & Mayo	\$4.69
Chicken Cordon Bleu - With Honey Mustard, Ham, Swiss, Lettuce, Tomato & Mayo	\$4.99
Spicy Chicken - With Cajun Spices, Green Peppers, Onions, Mozzarella, Cheddar, Lettuce, Tomato & Mayo	\$4.69
Buffalo Chicken - With Spicy Wing Sauce, Mozzarella, Gorgonzola, Red Onion, Lettuce, Tomato & Ranch Dressing	\$4.69
Chicken Parmesan - With Provolone, Mozzarella, Parmesan, & Marinara Sauce	\$4.69
Chicken Salad - With Provolone, Lettuce & Tomato	\$4.99

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Franchising offers valuable competitive advantages.

By providing established operating techniques, recognized trade names, buying power and other business services, franchising is making the dream of business ownership a reality for a growing number of qualified entrepreneurs.

Sales through franchised businesses now account for more than 1/3 of all retail sales, and are expected to top \$1 trillion by the year 2000.

- On average, only 4% of franchises fail each year, compared to independent business failures estimated as high as 38%.
- 94% of franchising companies responding to a recent survey reported that their operations were successful.
- Sales through franchised businesses have out-paced GNP growth by 1000% in recent years.

The W.G. Grinders franchise program is designed to allow the advantages of franchising to go to work for you.

Questions & Answers

Q. What type of franchise is available?

A. W.g. Grinders offers INDIVIDUAL OR TERRITORY franchises for the operation of restaurants featuring carry-out, counter, delivery, catering and on-premise dining services featuring grinders, pizzas, strombolis, deli salads, soups, signature green salads, desserts and at certain locations beer and wine.

Q. How much does the franchise cost?

A. The total estimated investment for this franchise ranges from \$99,000.00 - \$275,000.00, including an initial discounted license fee of \$15,000.00 through 2011 for any new franchisees. The license fee helps to cover the cost of providing you with business opening assistance, initial training, and other support and franchise development services. In addition to the franchise fee, the total investment figure includes the cost of working capital and other expenses.

Q. How much is the license fee?

A. The license fee is 4.5% of gross sales derived from the franchised business and is paid weekly. This fee entitles you to continued use of the W.g. Grinders name and trademarks, access to operating systems, marketing assistance, ongoing business development, consulting, and other benefits that come with being a part of the W.g. Grinders organization.

Q. What about advertising?

A. Building recognition of the W.g. Grinders name and reputation is an important part of any business. You will spend approximately \$2,500.00 on Grand Opening Advertising before the second month of operation. W.g. Grinders FRANCHISE, INC. will guide you to attain the most effective results during this Grand Opening period. You will also spend 2% of your gross sales each month on local advertising and promotions which may include newspaper advertising, direct mail advertising, couponing

or promotional items through other media. Additionally, you will contribute 3/4% of your Gross sales to a National Franchise Advertising Fund. Your contributions will be combined with those of all other franchisees, as well as like amounts submitted by the franchisor on behalf of all company-owned units.

Q. How much training is provided in the W.g. Grinders FRANCHISE, INC. system of operations?

A. You and one of your employees will participate in an initial training course of approximately 4 weeks at a location we specify. This course provides classroom as well as on-the-job training in all aspects of the business including cooking, management, personnel issues, cashier training and responsibilities, and operating procedures. Additionally, for 2 or 3 days immediately before and 1 to 2 weeks following the opening of your franchised business, one of our Company's representatives will help you with the opening of your business.

Q. What form of continuing guidance will I receive?

A. You will receive periodic visits from your franchised representative who will provide guidance and quality control, and answer any questions you may have. The Franchisor may periodically provide refresher training programs. You will receive a copy of the Confidential Operations Manual, which covers the policies and procedures involved in running your business.

Q. What's my next step?

A. Just complete the Franchise Evaluation Request Form, then return it to us. If, after reviewing your qualifications, we feel you have the potential to join the exciting W.g. Grinders organization, you'll be invited to meet us in person. If you have any questions in the meantime, please feel free to call **Michael J Bellisari at (614) 774-7248.**