

MELTY FRANCHISING

# DISCOVERY DAY

19 JULY 2021



Melty

WE MELT IT.  
YOU LOVE IT.







# WHAT ABOUT YOU?

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What's your name, state, and current role?

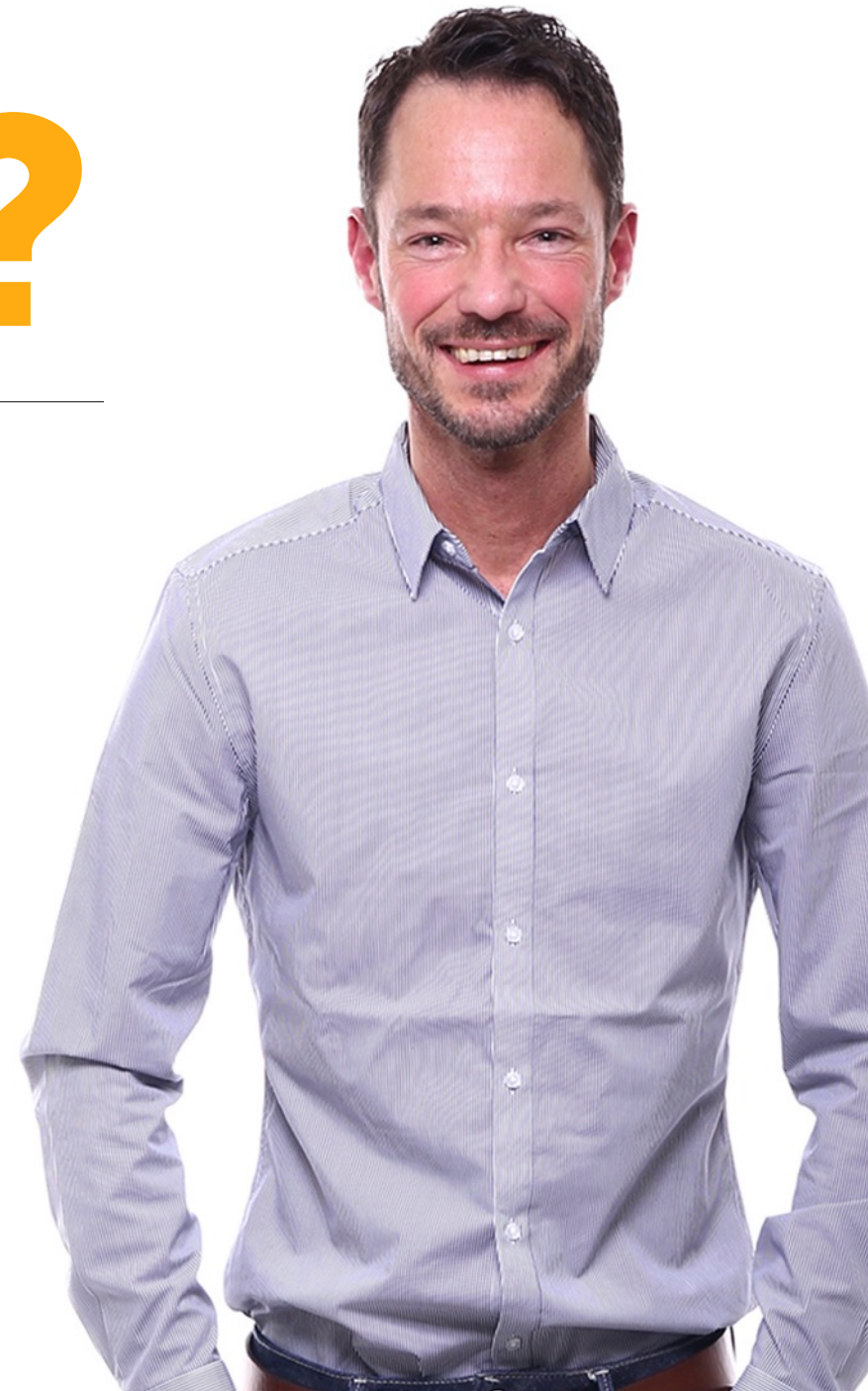
What are your hobbies?

What's one unusual thing about you?

What's your favorite sandwich?

What would you like to take away from the day?

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# THE TEAM

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**DAVID NIBLEY** Co-Founder/CEO

**PATRICK PERRETT** Brand Ambassador

**GARRETT BLOOD** Marketing Director

**ANTONIO CARDENAS** Trainer

**ZULLY CACERAS** Office Manager





# THE TEAM

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**FRANCHISE ADVISORY TEAM** Garrett Blood, Rick Scott, Matt Olsen

**BUSINESS ADVISORY BOARD** Kevin Harrington, Dan Olsen, Dave VanHoose, Jimmy Jongebloed, Bruce Davis

**RESTAURANT ADVISORY BOARD** Marco Niccoli, Chef/Restaurateur; Andrew Howlett, Creative Agency CEO; Mark Stevenett, Advertising Expert

**LEGAL TEAM** Mike Mansfield - General Counsel; high-level franchise attorneys; risk management legal team

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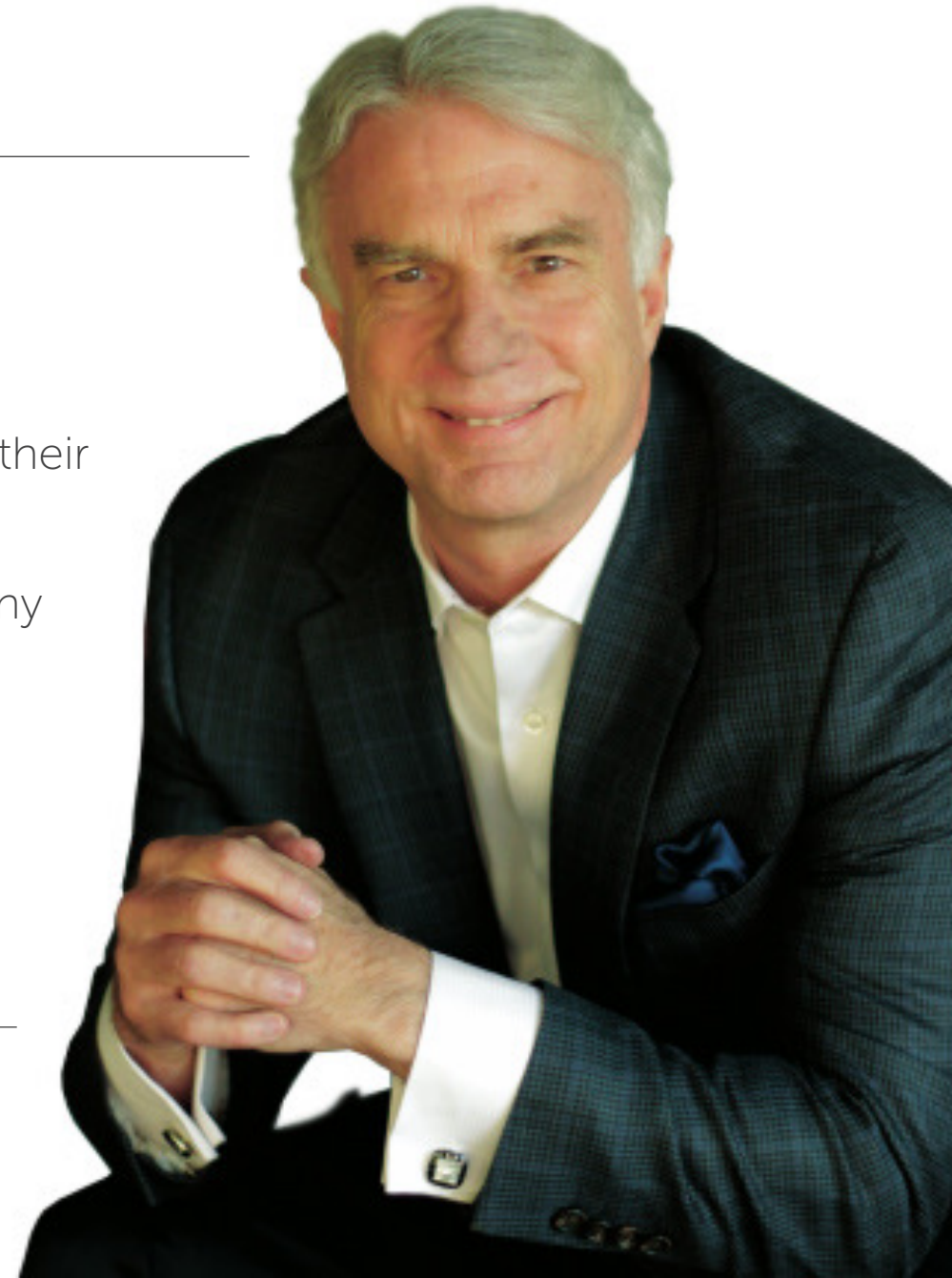




# DAN OLSEN

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- / Family man: 17 grand babies...so far
- / 28-year franchise executive
- / Helped 100s of individuals start and succeed in a business of their own doing billions per year in sales
- / Founder of #1-of-its-kind master franchise consulting company
- / Author and inspirational speaker
- / Master Franchise Development Executive
  - *Money Mailer, Fantastic Sam's, Massage Envy, RX2Live*



# HAVE YOU EVER WONDERED...

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- / How to be in control of your own time and destiny?
- / How to do something for a living that you actually love?
- / How to own your own business that comes with a full user's manual on how to succeed?
- / Why some businesses succeed and most fail?

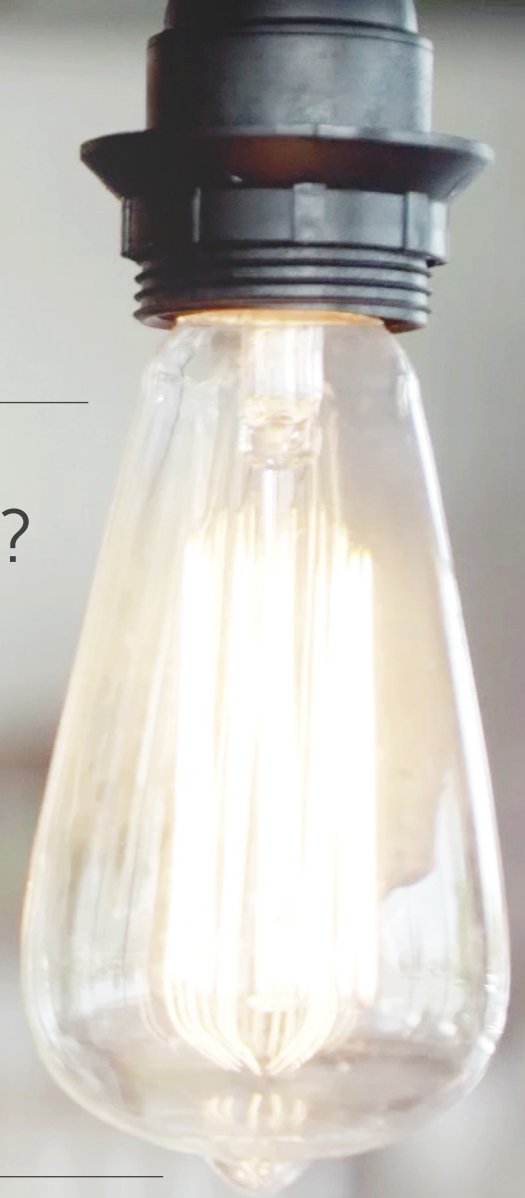




# HOW MANY OF YOU WOULD LIKE ME TO SHARE...

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- / A brand and food offering that makes people happy?
- / A business that is highly successful and easier to operate as a food concept?
- / A concept that has received high accolades in its space?



# THE PROBLEM

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- / No mindset/entrepreneurship
- / Where to start
- / May not have product or service
- / No proven system/business model
- / No time or money
- / Belief that you can't do it
- / Have a fear of being on your own
- / No experience —Lack business experience
- / Lacking a good idea
- / May not have the right skillset or personality
- / Loss of inspiration or burnout
- / Not having the skillset or mindset of a natural-born entrepreneur





# THE MELTY FRANCHISE OPPORTUNITY

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- / An awesome, innovative opportunity that gives you the chance to own your own business with a full and complete blueprint to do it successfully
  - / A memorable brand that stands out and garners national attention
  - / A business system of how to do it, including successful mindset
  - / A scalable business model
- 



# **THE MELTY** **FRANCHISE OPPORTUNITY**

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**A world-class, beloved concept that produces comfort and fun and is much easier to operate than most food concepts**

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# THE MELTY FRANCHISE OPPORTUNITY

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- / The World's Most Innovative Gourmet Sandwich Franchise
- / The look and feel of the highest-level franchises
- / Highly experienced management team and advisory board
- / Wide appeal to all types of customers



# WHY A **MELTY** FRANCHISE?

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- / Low startup business model that's simple, easy and fun
- / Recession resistant — Crisis resistant
- / Excellent variety of sandwiches appealing to different cultures
- / Our product is a MAGNET to the number one way of marketing today with high-quality, fun food at reasonable prices
- / Full cutting-edge training program you can access 24/7





# THE OPPORTUNITY IS NOW!

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- / Selling only a limited number of franchises to protect the uniqueness of the concept
- / Looking for quality and motivated individuals who can match the energy of the Melty Way experience who will get the first opportunity to take advantage of this exciting new brand
- / The Gourmet Sandwich Industry is wide open right now and waiting for something new
- / ***NOW!!! Because there's no better time!***
- / ***Recession Resistant***
- / ***Reserved for those ready to take action!***



# **OUR** STORY

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**PURPOSE**

**COMMITMENT**

**UNITY**

**MELTY WAY**

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# WHAT IS FREEDOM?

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**MELTY WAY FRANCHISE =  
FREEDOM and FUN**



# THE POWER OF FRANCHISING

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“

Franchising is the single most successful marketing strategy ever.

”

**JOHN NAISBITT** AUTHOR, MEGATRENDS





# THE POWER OF FRANCHISING

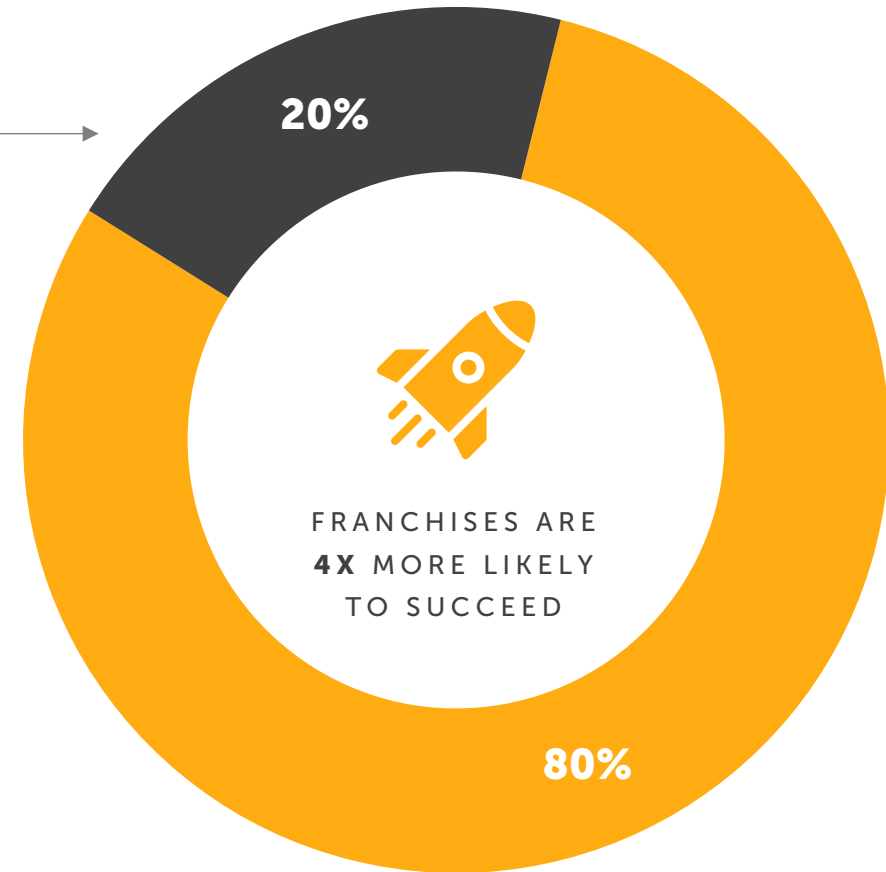
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## BUILD YOUR OWN?

Starting a business results in a typical success rate of 20%

## OR START A FRANCHISE?

Starting a franchise is the opposite... with a success rate **in excess of 80%**



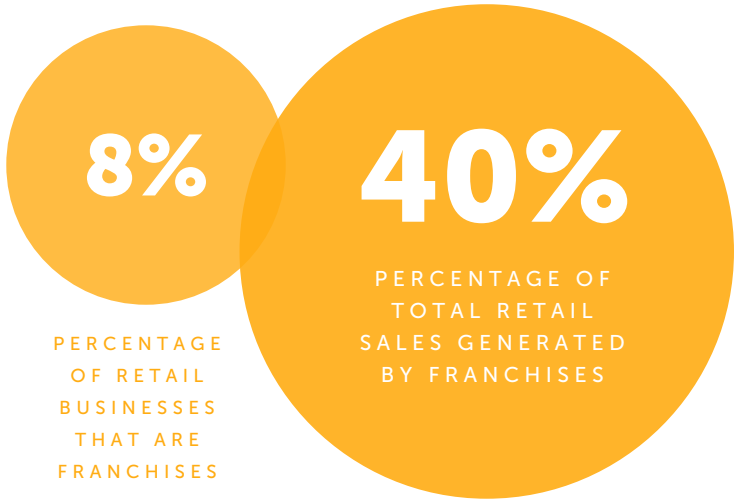
# THE ULTIMATE BUSINESS MODEL



## FRANCHISE SUCCESS RATES



## FRANCHISING IN RETAIL

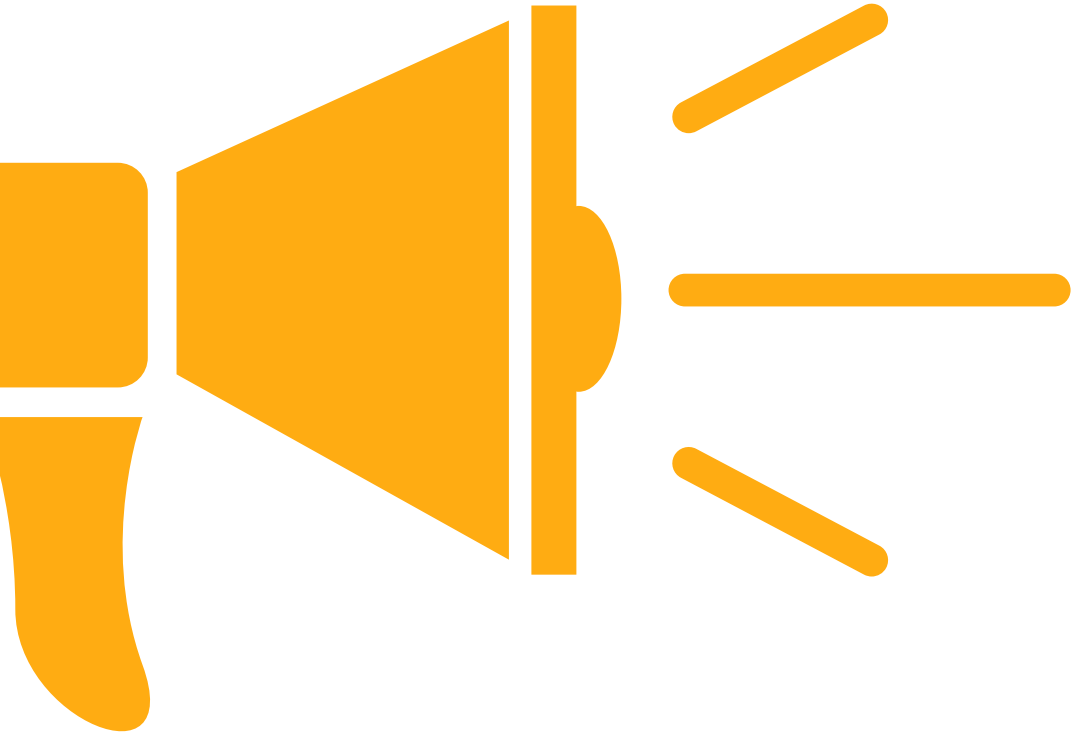


Melty



# THE ULTIMATE BUSINESS MODEL

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## WITH A BIGGER MEGAPHONE...

- / Increased market share equals increased profits
- / Licensing is the best way to gain market share

# HOW FRANCHISING WORKS



**SOUP**  
**CHEESE**  
**HOUSE SIDE SALAD**  
 Mixed greens, cherry tomatoes, croutons, and balsamic vinaigrette.  
**CAESAR SIDE SALAD**  
 Chopped romaine lettuce, shredded Parmesan cheese, house-made croutons, and creamy Caesar dressing.

## DRINKS

**FOUNTAIN DRINKS**  
**SIGNATURE LEMONADE**  
 Choose Raspberry, Strawberry, or Mango purée for \$0.49. Refills \$1.49.

**BOTTLED DRINKS & WATER**



Reg. \$1.99  
 Lrg. \$2.49  
 \$3.49

## The MELTS

Every gloriously cheesy melt includes a dipping sauce of your choice.

**The SPECIAL**



**THE HAWAIIAN** | \$7.69  
 Tender ham, pepper jack, mozzarella, and tangy sweet pineapple.

**ADD A SIDE** \$1.99 Add FRIES or CHIPS or a SOUP DIPPER

## SOUPS

Melts and soup go together like, well, melts and soup.

**CUP BOWL BREAD BOWL**  
 \$3.49  
 \$5.99  
 \$6.49



**TOMATO BASIL**  
 Creamy, tangy and deliciously tomato-ey.

## SALADS

Fresh, healthy, and a whole meal unto themselves.

**CHICKEN CAESAR**  
 Full \$8.79 | Half \$5.79  
 Romaine, tender chicken, shredded Parmesan, house-made croutons, Caesar dressing.

**CHICKEN AND SUNDRIED TOMATO**  
 Full \$8.79 | Half \$5.79  
 Romaine heart, roasted chicken, sundried tomatoes, house-made croutons, ranch dressing.



**TURKEY & BACON** | \$8.99  
 Cheddar and havarti cheeses, roasted turkey, and bacon.  
 Dip It: Fry Sauce



**CHICKEN AVOCADO** | \$7.69  
 Pepper jack, Swiss, roasted chicken, red onions, tomatoes, avocado, and mayo.  
 Dip It: Chipotle Mayo



**FOUR CHEESE CLASSIC** | \$5.69  
 A blend of provolone, fontina, havarti, and cheddar cheeses.  
 Dip It: Tomato Basil Soup (add \$1.89)



**HAM & SWISS** | \$7.69  
 Ham, Swiss and American cheese, tomatoes, and sliced red onions.  
 Dip It: Melty Sauce



**THE ITALIAN** | \$6.69  
 Fresh and whole milk mozzarella, tomatoes, basil pesto with Parmesan, and sliced red onions.  
 Dip It: Tomato Basil Soup



**SHORT RIB** | \$8.99  
 Smoked white cheddar, provolone, braised short rib, onion balsamic jam.  
 Dip It: Melty Sauce

**ARTICHOKE**  
 Provolone, marinated artichokes, tomato, and house-made croutons.

# HOW FRANCHISING WORKS

## The Four Levels of Franchising

### SINGLE-UNIT FRANCHISE



### AREA-DEVELOPMENT FRANCHISE



### MULT-UNIT FRANCHISE



### MASTER FRANCHISE





# HOW FRANCHISING WORKS

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Two main types of models:

## 1 SINGLE-UNIT FRANCHISE

\$39K + \$50K + \$120K

- / Low overhead
- / Very low start-up cost
- / Control territory
- / Semi-absentee owned
- / Ease of freedom
- / Excellent return
- / Ongoing income
- / Part of the greatest team ever to be assembled in franchising



# HOW FRANCHISING WORKS

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Two main types of models:

## 2 REGIONAL DEVELOPER OR MASTER FRANCHISE



- / Starting at \$180K with very low overhead
- / Develop Regional Territory in 3-7 years
- / Four ways to generate income...





# HOW FRANCHISING WORKS

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Two main types of models:



Four ways to generate income...

- / **Initial Franchise Fees:** Re-coup initial investment
- / **Royalty Fees:** Long-term recurring revenue
- / **Distribution Income**
- / **Own Your Own Unit**



# HOW FRANCHISING WORKS

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## 2 REGIONAL DEVELOPER OR MASTER FRANCHISE



### Exit Strategy

- / An average existing business will typically sell for 2 ½ – 3 times earnings
- / Regional Territory will sell for 4 – 9 times earnings
- / Variables:
  - / Success of the RD territory
  - / License validations
  - / Strength of the industry
  - / Supply/Demand

# HOW FRANCHISING WORKS

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## 2 REGIONAL DEVELOPER OR MASTER FRANCHISE



- / It is important to be the Market Partner with the Franchisor
- / Master Franchising is the “Best Kept Secret in Business Today...”
- / YOU ARE IN THE RIGHT PLACE AT THE RIGHT TIME!





# HOW FRANCHISING WORKS

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## TRAINING AND SUPPORT

- / Generate clients quickly to build business and customer base
- / Accelerated "One-to-Many" Marketing System
- / Innovative, successful social media marketing systems
- / Full hands-on training curriculum
- / Knowledgeable training from experienced professionals
- / High-level ongoing support
- / Access to Business Advisory Board





# CHALLENGES MOST ARE FACING...

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- / 8 out of 10 businesses fail
- / Difficulty is being alone in a new venture
- / No proven track record or system
- / ADVERTISING and marketing business these days is difficult (our business markets itself)
- / Assembling the right team



# BIGGER REASON...

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- / To teach people there is a better way than having a JOB
- / To show others to build their own ASSET
- / To help families, inspire people, and to give people the opportunity to have FREEDOM
- / Providing a family-friendly memorable EXPERIENCE
- / Melty is a happy place!

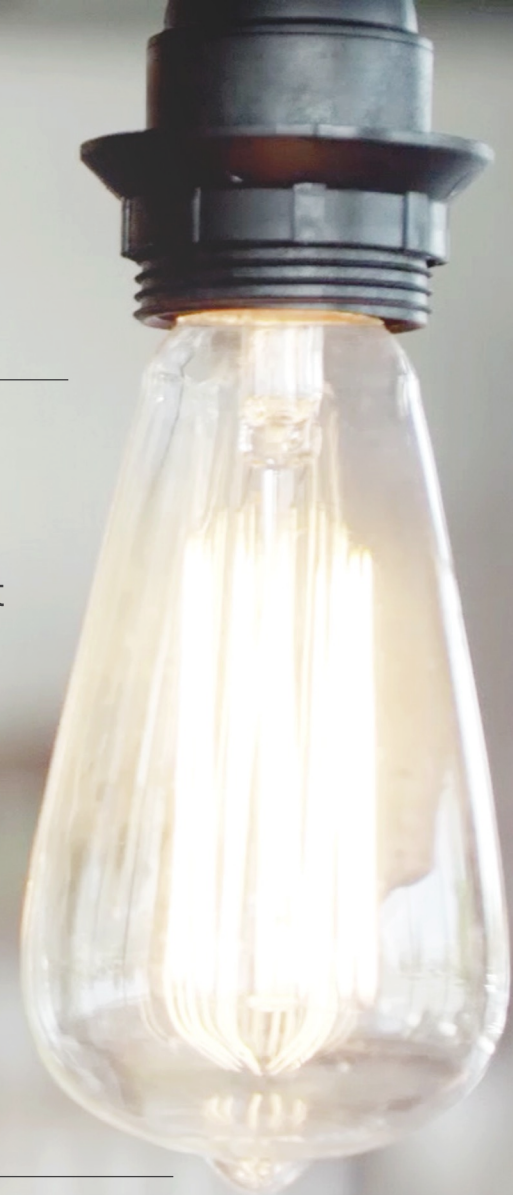




# WHAT'S DIFFERENT ABOUT A MELTY WAY FRANCHISE?

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- / We offer you a business model that makes people happy
- / We train MINDSET along with MECHANICS. This is HUGE!
- / Multiple lines of simply prepared food to give a variety without a lot of complicated preparation
- / Social Media Magnet
- / Grilled cheese sandwiches are timeless comfort food and we take them to the next level (so you have timeless and cutting-edge)
- / Original Shark from *Shark Tank* Kevin Harrington promoting the brand
- / People market our business for us without us asking
- / We are so simple relative to similar businesses





# COMMON MYTHS

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- / I don't know how to do this...lack experience
- / I don't have the time or money
- / It will not work in my territory
- / Too much competition



# THE ULTIMATE BUSINESS

THE AMAZING MARKET and  
POWER OF FRANCHISING





# THE SANDWICH FRANCHISE INDUSTRY

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**MARKET SIZE** \$25 Billion

**5-YEAR GROWTH** The US Sandwich Franchise Industry has **grown 2.6% per year** on average between 2015 and 2020

**GROWTH COMPARISON** The US Sandwich Franchise Industry **increased faster** than the Business Franchises sector—as well as the economy overall—between 2015 and 2020

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# 6 STEPS TO MELTY WAY FRANCHISE SUCCESS

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- 1** Start With the End in Mind
- 2** Find a Location and Build It Out
- 3** Go Through Training
- 4** Hire Your Team
- 5** Have Your Grand Opening
- 6** Celebrate Your Success



1

# START WITH THE END IN MIND

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- / How much money do you want to make?
- / How many franchises do you want to own?
- / How much freedom do you want?





2

## FIND & BUILD OUT A LOCATION

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- / Hire a Realtor — We will help you!
- / Evaluate Demographics, Population, Schools, Places of Worship, Universities, etc. — We will help you evaluate!
- / Understand the Competition — We will help identify and analyze!
- / Negotiate favorable terms and rent that fits for sales potential with our guidance!





3

## GO THROUGH TRAINING

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- / Watch Online Training
- / Hands-on Training in Utah
- / Have Fun — We will see you at your Grand Opening!



# 4

## HIRE YOUR TEAM

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- / Ads on the right platforms — You can do this for FREE!
  - / Interview — Ask the right questions (We will tell you what to look for)
  - / Hire the winners
  - / Use our proven system
- 



5

## HAVE YOUR GRAND OPENING

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- / Social media blitz
  - / Flyers and signs
  - / Invite friends and family
  - / Locate influencers
  - / Grand opening party
- 





6

## CELEBRATE YOUR SUCCESS

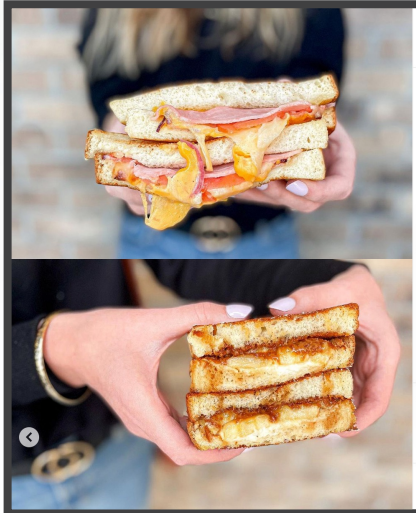
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- / Enjoy your new business and success!
- / Serve happy customers!
- / Enjoy your new freedom!

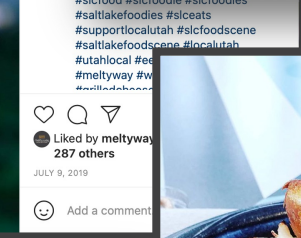




# MELTY REVIEWS



We got their turkey avocado grilled cheese and the ham and Swiss with tomato basil soup. But my absolute favorite was the bananas foster melt. Bananas, cream cheese, caramel, and cookie butter! So so so yummy.



For the 'Short Rib,' Melty Way starts with fresh local bread from @saltcitybakingco. Next, they add a heavy layer of provolone and smoked white cheddar. Succulent, savory braised short rib acts as the main component. Very tender! Unique twists to the sandwich, like adding onion balsamic jam, make the sandwich memorable. The layers are cooked open-faced to create consistent crispy and creamy textures. If you're into grilled cheese sandwiches, this one won't disappoint!





# PEOPLE NOTICE MELTY

## Melty Way puts a gourmet spin on the humble grilled cheese

diningout

BY NATALIE BARRETT FOR THE DESERET NEWS

Editor's note: Natalie Barrett experiences what it's like to dine out with her 3-year-old daughter, Elle.

After our Sunday activities, I usually am able to please my family with a very casual midday meal of grilled cheese.

Let me tell you, my grilled cheese is not anything to stick your nose up at. It usually consists of whatever bread I have left over from the week, a healthy helping of butter and some basic American cheese. It definitely does the trick of curbing hunger.

Melty Way, located at 821 W. State Road in American Fork, is focused on a lot more than just keeping its customers full. It uses Texas toast baked by a local bakery and offers 13 varieties of cheese as well as homemade dipping sauces.

Just to give you a sampling of the cheeses available, I ordered up the Three Cheese, which contained aged cheddar, creamy havarti and pepper jack. The cheeses had



NATALIE BARRETT  
Three Cheese grilled cheese at Melty Way.

— macaroni and cheese, pizza, cheese and crackers — all have cheese. Her go-to snack: string cheese. The kids' grilled cheese kept my wallet happy at \$2.99, and my child playful with the amount of cheese

The cheeses had kick from the pepper jack but they were mellowed out beautifully with the havarti and brought alive the down-home taste of the cheddar. The bread was crusty, thick and soft, but not overpowered by butter. The ratio of bread-to-butter-to-cheese was immaculate.

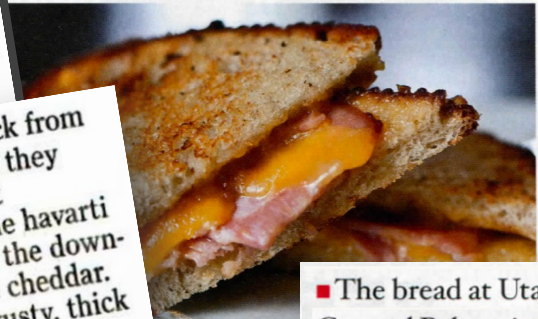
a kick from the pepper jack but they were mellowed out beautifully with the havarti and brought alive the down-home taste of the cheddar. The bread was crusty, thick and soft, but not overpowered by butter. The ratio of bread-to-butter-to-cheese was immaculate.

Elle was absolutely thrilled when I told her we were eating grilled cheese. Cheese is a universal language to toddlers. If I think about all of Elle's favorite dishes

top off our indulgent meal. The price of the root beer float, also \$2.99, made me pretty satisfied, too. Melty Way has two more locations — in Midvale and a location in Sugar House that opened July 4, 2013. Another Utah County location will be popping up at the end of 2018 as well as a food truck around the same time.

### TASTES

## Grilled cheese is on a roll

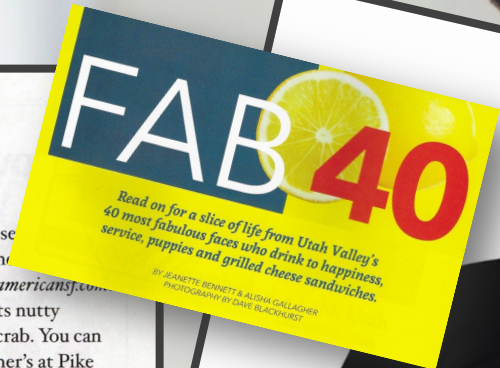


son for rib-sticking grilled mac-and-cheese at the restaurant's site near AT&T Park, home of the San Francisco Giants. (415) 243-0107, [theamericansf.com](http://theamericansf.com)

- Seattle cheese maker **Beecher's** pairs its nutty Flagship cheddar with sweet Dungeness crab. You can try this hyperlocal sandwich at the Beecher's at Pike Place Market or the branch in Sea-Tac Airport. (206) 956-1964, [beechersbandmadecheese.com](http://beechersbandmadecheese.com).
- Reno's **GourMelt** truck offers 16 grilled cheeses, including a dessert sandwich with chèvre and cherries. But

- The bread at Utah's **Melty Way** chain is all from Stone Ground Bakery in Salt Lake City, but diners get a choice of 12 cheeses and add-ons such as fresh jalapeños and strawberry jam. [meltyway.com](http://meltyway.com).

- **Grilled Cheese Grill**: a burger cradled between two grilled-cheese sandwiches. "One of those and I'm good."



Read on for a slice of life from Utah Valley's 40 most fabulous faces who drink to happiness, service, puppies and grilled cheese sandwiches.

BY JEANETTE BENNETT & ALISHA COLLAGHER  
PHOTOGRAPHY BY DAVE BLACKHURST



I was impressed with the crispiness of the bread and melt of the cheese that resulted from their unique way of "grilling" via toaster oven.



# Melty



Heidi H  
New York City,  
New York  
131 36



Fancy grilled cheese!

If you are a fan of grilled cheese, you must go here. I wasn't expecting much since it was in the food court of a mall, but man was I surprised! Really excellent sandwiches and the soup was delicious too! I brought a couple of picky teenagers with me and they were very happy!

Date of visit: July 2018

Value

Service  
Food

Ask Heidi H about Melty Way



# OUR NEXT SUCCESS STORY

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***Will You Be The One !?!?***

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# LIFESTYLE

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 **Melty**

# "BENEFITS & FEATURES"

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- / Easy system
- / Mindset of winning
- / Financial freedom
- / Proven model
- / Use our brand and promotion
- / Access our proven products
- / More fun
- / More time
- / Better lifestyle
- / Own an asset (not fired or laid off)
- / Become a local celebrity 😊





# WHO THIS IS NOT FOR!

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- / Someone who doesn't want to work
- / Someone who is not passionate
- / Someone who is not coachable
- / Someone who cannot follow a system
- / Someone who wants to do things their own way



# WHO THIS IS FOR!

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- / Someone looking for a proven model
- / Someone who wants to follow a system
- / Someone looking to build a great asset
- / Someone with a positive mindset
- / Someone who qualifies for the investment





# BRAND & MARKETING

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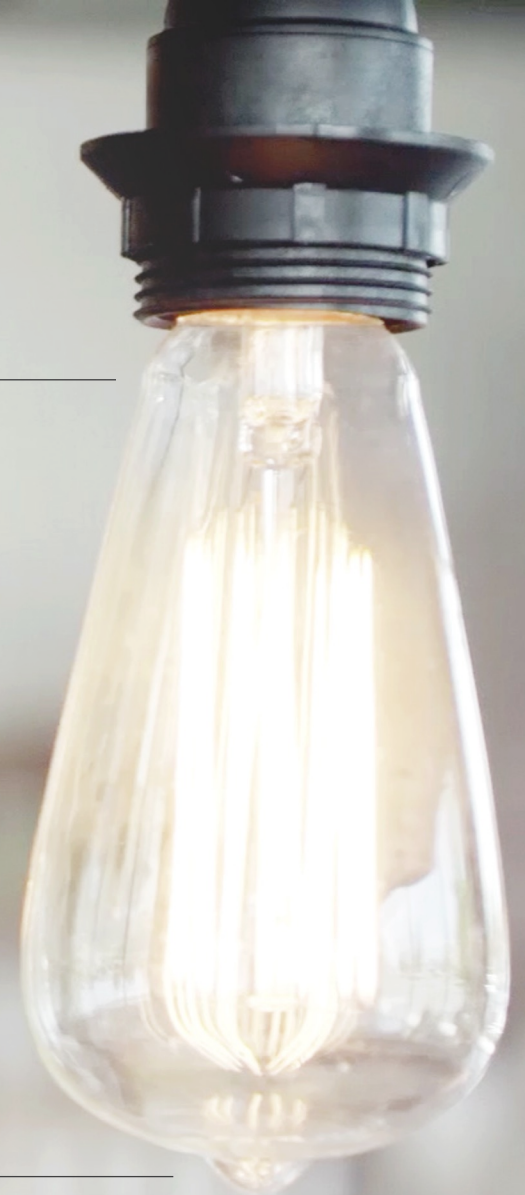
- / Done for you
- / Instant brand presence
- / Leverage our accolades
- / Promotion by the Original Shark from *Shark Tank*, Kevin Harrington



# INSTANT SOCIAL MEDIA CREDIBILITY & CONTENT

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- / Instagram darling!
- / Become an influencer in your community (foodies and influencers will flock to you)
- / Drives traffic and profit to your door
- / Innovative marketing with an exciting brand





# MULTI-PROFIT (TAKE-OUT, DELIVERY & EVENT FORMULA)

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- / Optimize your business with dine-in, take-out, and delivery
- / Catering to individuals and corporations
- / High margin offsite events



# ON-SITE TRAINING AT A **FLAGSHIP LOCATION**

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- / We hold your hand all the way to SUCCESS!
- / Come do it with us!
- / True learning through experience





# GETTING STARTED



Melty

WE MELT IT.  
YOU LOVE IT.



# THE IDEAL FRANCHISE CANDIDATE

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- / The ability to deal well with people
- / The desire and ability to follow a proven system
- / The right attitude to build the system as a whole
- / Interest in health or wellness, but experience not required
- / The proper financial qualifications
- / And for the master franchisees, some good business experience





# FINANCIAL INFORMATION

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- / Single-Unit Franchise Fee: \$39,000
- / Each Additional Franchise: \$35,000
- / Total Investment: \$160K – \$280K (approx.)
- / Net Worth Required: \$250,000
- / Royalty: 6%
- / Can be operated semi-absentee



# FINANCIAL INFORMATION

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- / 63 Master Franchise Territories
  - / Territories aligned with Areas of Dominant Influence (ADIs)
  - / Per territory investments range from \$180K – 350K
  - / Single-Unit Franchise Fee Split 50/50 with Corporation
  - / Approximate Minimum Cash Investment: \$180K
  - / Minimum Net Worth Required: \$250K
  - / Approximate Total Investment: \$190 – \$370K
  - / Royalty Split and Other Income Sources
- 







# THANK YOU!

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Melty