



THE NEW YORK BUTCHER SHOPPE

**“A CUT ABOVE” ANY OTHER
FRANCHISE OPPORTUNITY!**



**The New York
Butcher Shoppe®**

Why is NYB “A Cut Above” the rest?

- Low start up investment
- High sales to investment ratio
- Unique concept - Not a copy cat!
- Systems based operating model
- Broad demand for products
- Better hours than restaurant concepts
- Able to operate with a small staff
- Expansion opportunities
- A committed support team

**The New York
Butcher Shoppe®**

The New York Butcher Shoppe Concept

- A full service butcher shop offering Premium Angus Beef, fresh Chicken, pork, lamb, and veal.
- A full line of prepared entrées, side dishes, dips and salads
- Frozen gourmet pastas, raviolis, vegetables, and hard to find meats and sausages.
- A great selection of fine wines, cheeses, and imported grocery items.
- Every day superior customer service including special cuts and cooking instructions.

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The New York Butcher Shoppe History

- Founded in 1999 in Mt. Pleasant SC, by the D'Elia family
- The D'Elia's were from Brooklyn, NY where the father worked in the meat business his whole life.
- After moving to the Charleston area they saw a need for a “local” butcher shop and opened a store.
- Popularity of the concept grew quickly so franchise locations were offered in the Charleston area.
- Jim Tindal and Todd Prochaska purchased the franchise rights to Greenville, SC and opened two stores in 2004.

**The New York
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Why would customers be attracted to your store?

- We carry only the Highest Quality products.
- Great food at reasonable prices.
- Impeccable Customer Service!
- Hard to find items.
- Convenience of prepared meals.
- A clean and inviting atmosphere.

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Why would customers be attracted to your store?

- Fresh cut, high quality meats are not available in most grocery stores
- Prices are competitive with grocery store “premium” products
- Consumers demand convenient options for meal replacement that taste good.
- All prepared food is made from fresh ingredients and is “homemade”!

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Why would customers be attracted to your store?

- Total meal at a one stop shop.
- Proven cooking methods to share with customers.
- **You can not beat a Premium Angus Steak on your grill!**
- All for a fraction of the cost of going out to dinner!!!

**The New York
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Your Initial Investment in Your NYB Location



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New York Butcher Shoppe Support System

- Hands on training in store
 - Owner / Operator
 - Meat Cutter
 - Prepared Food preparation
 - Deli / Grocery Associate
- Detailed training plan
- Detailed Operations Manual
- Training check off guidelines to follow

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New York Butcher Shoppe Support System

- Assistance with site selection
- Assistance with hiring
- Assistance with construction / equipment
- Assistance with opening order
- On-site assistance 1 week prior to open
- On-site assistance for opening week
- Regular on site visits and support ongoing

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New York Butcher Shoppe Expansion Plans

- 50 store chain by 2012
- Growth through single unit and multi-unit operators
- New franchisees will be given first right of refusal for any new stores within 10 miles
- Territories can be held with deposit and specific growth plans
- Area Developer opportunities

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New York Butcher Shoppe Franchise Agreement

- \$25,000 Franchise Fee
- Royalty Sliding scale
 - Weekly sales less than \$10,000 = 6%
 - Weekly sales \$10,001 - \$12,000 = 5.5%
 - Weekly sales \$12,001- \$15,000 = 5%
 - Weekly sales \$15,001 - \$20,000 = 4.5%
 - Weekly sales \$20,001 - and over = 4%
- 10 year term with renewal options
- Renewal fee 25% of then franchise fee
- 1.5% of sales spent on local marketing by you in your market
- Advertising Co-Ops as units increase

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Challenges you must be ready to tackle.

- While hours are better than restaurant - retail hours are long as well.
- Making your business successful requires hands on ownership and dedication.
- Margin control is the key to profitability and can be specific to each store.
- Are you ready to take control of your own destiny and “Be your own Boss”?
- How will your franchise be structured? Who will be involved and what is each persons responsibility?

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Next Steps

- Complete application
- Visit Greenville stores and observe
- Sign Disclosure Document
- Set up financing
- Execute Franchise Agreement
- Complete site selection
- Begin training

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The New York Butcher Shoppe

- Become a part of a new chain that is not a copy cat!
- Be in charge of your own future!
- Have fun making customers happy by providing the products they want with exceptional service!
- The rest of your career starts today - make it what you want it to be!

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