

Make it Lennys Way!

**DELI SANDWICHES**  
Served with Onions, Lettuce, Tomato, Oil, Salt, Pepper, Oregano, Pickles, Red Wine Vinegar, and Mayo.

**CHEESESTEAKS**  
Try it Hoagie Style! Served with Lettuce, Tomato, and Mayo.

**MORE TOPPING!**  
Mustard, Spicy Mustard, Cucumbers, Jalapenos, Bell Peppers, Black Olives, and Banana Peppers.

Try our Signature Hot Pepper Relish!

DELI SANDWICHES	15'	20'	25'	30'	35'
1 CLASSIC	4.89	7.99	10.29	11.79	
2 ITALIAN					
3 ROAST BEEF					
4 MILE HIGH TURKEY					
5 CHICKEN CLUB					
6 AMERICAN CLUB					
7 DELUXE CLUB					
8 CHICKEN SALAD					
9 TUNA SALAD					
10 GARDEN VEGGIE					

PHILLY CHEESESTEAKS	15'	20'	25'	30'	35'
11 PHILLY CHEESESTEAK	5.29	8.99	10.99	12.49	
12 PHILLY					
13 CHICKEN PHILLY					
14 BUFFALO PHILLY					
15 CHICKEN TERIYAKI PHILLY					
16 CHICKEN PARM PHILLY					
17 VEGGIE PHILLY					

GRILLED SUBS	15'	20'	25'	30'	35'
18 MEATBALL	4.89	8.59	10.49	11.79	
19 HOT ITALIAN					
20 FRENCH DIP					
21 ITALIAN SAUSAGE					
22 BLACK BEAN VEGGIE					

SALADS & WRAPS	15'	20'	25'	30'	35'
23 FARMSTEAD SALAD					
24 CHEF SALAD					
25 PHILLY SALAD					
26 CHICKEN-TUNA SALAD					
27 DELI WRAPS					
28 PHILLY WRAPS					

**FRESH FOR THE SEASON**



# Franchise INFORMATION



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## WHY OWN A LENNYS GRILL & SUBS FRANCHISE?

*Lennys' beloved sandwich franchise is expanding across the Southeastern and South Central United States*

After developing a devoted following in the last 20 years, Lennys Grill & Subs is expanding across the Southeastern and South Central United States. We're actively seeking entrepreneurs who love our food, desire to treat our guests like family and are passionate about being engaged in their communities.

The reason for our rise is simple: Guests expect more from restaurants today. They want great food, expect an above average customer experience and want to be treated like they matter. In the popular QSR space, there are not many restaurants that exceed guest expectations. Too many treat customers like cattle and serve underwhelming food. Lennys is thriving because we do the exact opposite. We

believe in making and serving great food, and we make it a point to give our guests the best customer experience they have ever had in a sandwich restaurant.

We don't compromise on the quality of the ingredients we use or the way in which we serve our food. Our sandwiches are made with authentic and expertly sourced ingredients, and we're proud to emphasize local and regional ingredients that go above and beyond in delivering favorites like our Philly Cheesesteak and our Mile-High Turkey subs. In addition to this, Lennys treats our guests like family: warmly greeting them, refilling their drinks for free and bussing their tables so that they don't even have to bother with a trash can.

“Our focus on the guest is what really sets us apart in the fast-casual segment,” says Charley Shin, Chief Executive Officer of Lennys Grill & Subs. “We noticed that customer service has fallen by the wayside in much of our industry, and we’ve decided to bring back that warm hospitality we used to expect when we decided to go out for a bite. Our guests choose us, even when they have many options because we make them feel like Lennys is their restaurant. When you combine this with our commitment to keeping our food quality at the highest in the industry, it makes for a winning investment opportunity for entrepreneurs.”



### *“Lennys Best Way”: affordable menu and warm hospitality*

Lennys has always been known for high-quality sandwiches. Our commitment to fresh ingredients is not a burden we place on our guests, as our price point remains affordable and accessible. In order to make Lennys

stand out as a leader in the fast-casual segment, we returned to our roots and began to focus on enhancing our guest experience.

We’ve developed an intensive platform that emphasizes how to grow a guest base, one person at a time. We call this strategy, “Leaping to Our Guests.” It is effective in helping our franchisees build a glowing reputation in the communities they serve.

“Our entire business model shifted in order to be more welcoming and inclusive for our guests,” says Elias Moaikel, Lennys Grill and Subs President. “Guests are greeted upon entering, and after they order, they are free to sit down at a table. They don’t have to hang around and wait for their food. We bring their food to them. We check on them by bringing drink refills to their table, and we bus their tables for them when they leave. It’s a more attentive experience for a guest than anything on the market. This encourages return visits, and guests become regulars.”

### *Ready to open a Lennys Grill & Subs franchise?*

Lennys is the best bet in the popular sandwich category of franchising. This business is practical and affordable to own, making it a wise investment for experienced food operators, multi-unit owners, and even entry-level, first-time entrepreneurs. Our significant advantages over other grill and sandwich opportunities make us a very attractive concept.

The franchise industry agrees: Franchise Business Review named Lennys to their prestigious annual list of the Top Food Franchises in 2019, and again in 2020.

## THE LENNYS STORY

### *How a neighborhood sub shop became a growing sandwich franchise*

In 1998, the first Lennys opened in the small town of Bartlett, Tennessee, just north of Memphis. And from the very first day, Lennys delivered on the promise of providing great food to every guest. Lennys started to franchise in 2001; today, a couple, along with an award-winning manager, owns and operates the Bartlett location. Their business, alongside the entire Lennys franchise, continues to grow and prosper.

Lennys commitment to quality ingredients and exceptional service, as well as the knowledge of the kind of subs that people love, inspired us to create one of the most innovative menus in the industry. Naturally, it wasn't long before entrepreneurs caught word of this and desired to bring Lennys to their communities.

### *The future of Lennys is brighter than ever before*

Lennys' legacy continues to this very day. The energy of our new management team

is contagious, and we are excited about the long-term potential of the brand and the success of our franchisees. With over 100 locations open or in development, Lennys is a stand-out brand with huge brand equity, low investment costs and huge potential earnings in the immensely popular sandwich industry.

Led by Chief Executive Officer Charley Shin, Lennys Grill & Subs is becoming a very competitive and forward-thinking sandwich franchise. To attract more dinnertime guests, the brand has added a new, warmer look and feel in our restaurants and developed a team that is raising the level of guest service. We have put forth these new initiatives to capture more of the market share in the communities and to satisfy a growing demand for "Lennys Best Way."







“Considering the high-quality food, the new image, and a renewed focus on warm hospitality, there’s no question that now is a great time to invest in a Lennys Grill & Subs franchise,” Charley says. “We’ve invested significantly to improve the overall ease of our business model on behalf of our franchisees, as well as developed new ways to increase the level of profitability that our franchisees experience in their restaurants. The success of our franchisees is of paramount importance to us, and that commitment is at the forefront of everything we do.”

We have also made significant steps to make the business accessible to those who have never owned a business before. During our in-depth training, new franchisees spend a total of five weeks in Memphis. They spend four weeks in a certified training restaurant, learning every aspect of the business (including mastering every team member’s role) and then spend an additional week in a classroom setting at Lennys University. There, new franchisees master everything from marketing to financial performance and more. Franchisees leave the training with the confidence and excitement needed to open their own Lennys Grill & Subs.

Lennys is a family, and when our initial training ends, our support begins. We talk to our franchisees on a regular basis, and we provide ongoing assistance with marketing efforts, developing a business plan, and regular check-ins with our team members to ensure franchisees are meeting their goals. Franchisee success is integral to everything we do.





“If you ask anyone who works for the Lennys corporate office, they will tell you that the success of our franchisees is our most important mission,” Charley says. “That is what we’re focusing on, day in and day out. Simply stated, we are making Lennys to best place to work, eat and own.”

## **HOW MUCH DOES IT COST TO OPEN YOUR LENNY'S?**

*Low sub shop franchise costs with potential for high returns*

Lennys Grill & Subs is an easy business to open and has an initial sub shop franchise cost below those of other sandwich franchises or fast-casual restaurant concepts.

To open a Lennys Grill & Subs, your initial investment ranges from \$332,030 – \$455,594, making Lennys a wise investment for experienced food operators, multi-unit owners and first-time entrepreneurs.

Becoming a Lennys Grill & Subs franchisee is a unique opportunity for an entrepreneur who wants to own a popular business that guests love and get involved in the local community. Not only are our initial investment levels low, but our owners are also thriving and loving what they do.

To learn more about your initial sub shop franchise cost and total investment fees associated with franchising with Lennys, please review item number 7 of our most recent Franchise Disclosure Document:

TYPE OF EXPENDITURE	ESTIMATED AMOUNT	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS MADE
Initial Franchise Fee	\$20,000 - \$25,000	Lump Sum	Upon signing of the Franchise Agreement	Lennys
POS System and related equipment	\$9,787 - \$17,695	Lump Sum	When POS System is ordered	Approved POS Suppliers
Training	\$1,500 - \$7,000	As required by Third Parties	As incurred during training	Airlines, hotels, restaurants, employees, etc
Pre-Opening & Opening Marketing (over 3 months)	\$10,000	As required by Third Parties	During the three months around opening	Approved Media Suppliers
Insurance	\$1,000 - \$4,000	As required by Third Parties	As required by Third Parties	Insurance Company
Security Deposit	\$0 - \$7,400	As required by Third Parties	As required by Third Parties	Landlord
Leasehold Improvements	\$139,000 - \$190,257	As required by Third Parties	As required by Third Parties	Contractor
Furniture, Fixtures, Equipment and Smallwares	\$108,000 - \$130,000	As required by Third Parties	As required by Third Parties	Approved Suppliers
Lease to Key Program Fee	\$12,500	Two Payments	\$6,000 due when site is approved, \$6,000 due at final visit of provider	Approved Suppliers
Professional Fees	\$7,500 - \$13,000	As required by Third Parties	As required by Third Parties	Providers
Signage	\$5,243 - \$12,742	As required by Third Parties	As required by Third Parties	Approved Suppliers
Opening Inventory	\$5,000 - \$6,000	As required by Third Parties	As required by Third Parties	Approved Suppliers
Additional Funds - Three to Six Months	\$6,000 - \$9,000	As required by Third Parties	As required by Third Parties	Unknown
Contingency / Other Soft Costs	\$7,000 - \$11,000	As required by Third Parties	As required by Third Parties	Unknown
TOTAL	\$332,030 – \$455,594			



# WHAT MAKES US UNIQUE?

*Exceptional service, menu and management team – focused on franchisee success*

What today's guest expects is different from what they expected years ago.

Food served at restaurants today needs to be of the highest quality and prepared in an authentic way. The menu needs to be inclusive of individuals' dietary preferences and lifestyle choices. It needs to be affordable, and sandwich service should be quick.

We excel at going above and beyond these parameters. Our team is focused on enhancing the guest experience and increasing profitability for our franchisees, as well as strengthening our brand recognition.

"What makes Lennys different starts with a great product," says Elias Moaikel, Lennys Grill and Subs President. "We've always had great food, but we've made it even better."

"We've added an exceptional menu of salads, we've improved upon the flavor profile of our sandwiches, and we've given guests more options to accommodate their lifestyles and individual needs," Moaikel continues. "Our efforts to expand our menu have helped the profitability of our restaurants, and our focus on providing genuinely warm hospitality is helping to attract and retain more guests. What we're most proud of is the fact that Lennys is a great place for our guests, and it's

an outstanding opportunity for franchisees to prosper over the long-term."

What makes our food stand out in the crowded sub and sandwich industry? With more than 50% of the country eating a sandwich each day, many brands are vying for market share.

This demand for high quality, affordable sandwiches is only going to continue as consumers become more demanding for exceptional products and service.

Lennys can proudly name where all of our ingredients come from, as well as prepare them in an authentic way. By adding "Grill" to our name, we've become more competitive in the dinner segment, increasing the amount of traffic to our restaurants far beyond our daily lunch rush.

"While the food product is high quality, it's not too unique in that it only fits a small group of guests," Moaikel says. "It generally appeals to a wide cross-section of the U.S. population, so we believe there is an opportunity to fit the Lennys brand product into lots of little niches across the country. There are a lot of communities where a Lennys would fit perfectly. We deliver the quality of the food product at the right price point, and the quickness in which we're able to deliver

the product contributes to our success. Almost anywhere you go in the country there are markets that this franchise will work immediately.”

### *Our proven business model makes Lennys a wise investment*

When you research a franchise opportunity, it’s important to consider the leadership at the helm of the brand. Not only does the strength of leadership determine the long-term success of the brand, but it also plays a tremendous factor in determining the long-term success of your new business.

The Lennys leadership team is a powerhouse of talent with an exceptional track record in growing franchise systems. The team has taken their decades of experience and have applied it to a business model that is easy to own and easy to scale up to multiple locations.

“The sole focus of this executive team is to continue to help our franchisees grow their businesses,” says Elias Moaikel, Lennys Grill and Subs President. “Our team has diverse skill sets and substantial experience in growing franchise systems. We are continuously working to find new ways to improve our] support, simplify our business model and provide our franchisees with ways to increase the level of profitability.”

## HOW MUCH MONEY CAN I MAKE?

*Lennys is a popular franchise that is actively seeking savvy entrepreneurs*

The most common question that a serious entrepreneur will ask when investigating a franchise opportunity is, “How much money can I make?” At Lennys, we have helped dozens of entrepreneurs fulfill their dreams of small business and multi-unit ownership since becoming a franchise system in 2001.

The total investment range to open a Lennys Grill & Sub franchise is \$332,030 – \$455,594, making Lennys a wise investment for experienced food operators, multi-unit owners and first-time entrepreneurs. We believe a potential franchisee can succeed with our business model, bringing Lennys to new markets, delighting guests and endearing them to our brand, our food and our culture.

There are no guarantees in any business, and we believe with hard work, someone has huge potential to enjoy lasting success with Lennys Grill & Subs.

To learn more about how well our franchisees perform in their locations, please review item 19 of our most recent Franchise Disclosure Document:



## ITEM 19 OF LENNYS MOST RECENT FRANCHISE DISCLOSURE DOCUMENT:

Type of Restaurant	Average Gross Sales	Median Sales	Range of Gross Sales	Number of Restaurants	No. & % of Restaurants that Met or Exceeded Avg.
Strip Center	\$556,915	\$467,621	\$194,441 - \$1,570,452	48	20 / 39%
Strip Center Drive Thru	\$518,472	\$496,618	\$288,551 - \$723,226	5	2 / 40%
Free Standing	\$706,730	\$855,123	\$583,639 - \$949,747	3	2 / 66%
Free Standing Drive Thru	\$899,005	\$802,386	\$439,343 - \$1,541,788	5	2 / 40%
C-Store Drive Thru	\$621,510	\$621,510	\$621,510	1	1 / 100%
All	\$594,021	\$583,639	\$194,441 - \$1,570,452	62	29/47%

# WHY DO GUESTS LOVE LENNY'S?

*Guests love the freshness of the sandwiches and the customer experience*

Walk into a Lennys anywhere in the country, and a team member will immediately greet you with a warm smile on their face.

Lennys was built upon the idea of engaging guests from the moment they walk in the door. While many other brands herd their customers down a cafeteria line and then make them stand around waiting for their sandwich, Lennys does the opposite.

We bring the food out to our guests. Our crew members offer free drink refills and samples of cookies, and we bus our guests' tables for them after they leave. Our guests are made to feel welcome and to share in the feeling that Lennys is the local place where they belong.

"We really try to build upon that guest engagement, getting that guest an experience that makes them feel like it's their restaurant," says Charley Shin, Chief Executive Officer of Lennys Grill & Subs. "Opportunistically, it's also built on making and serving great food, so we want to get guests to come in the door and make them feel welcome. Lennys delivers the kind of hospitality that guests really crave."





## *Fresh products keep guests coming back*

There are a few different elements that keep guests coming back to Lennys. “It’s about where we source our products from. Our meat on our famous Philly Steak Sub comes from a provider in Philadelphia. It’s the same provider that Lennys has used for two decades,” Charley says. “We don’t compromise on the quality of the product or where we source it from, and we take it very seriously when we do think about making a change. We’re going to test and make sure guests love it. Guests also love the consistency of food when they walk into a Lennys anywhere across the country. For us, it’s not about what we think; it’s about the guests telling us what they think is great food.”

The Philly Steak Sub is Lennys’ number one selling product and still made from meat from Philadelphia. “If you’re going to have a world-class Philly cheesesteak, you must go to Philly to be able to get the meat,” adds Charley.

Our menu features Fontanini’s Chicago meatballs and Italian sausage. “We’ve looked around at other products, but we have not found anybody who beats the quality of that meatball sandwich or that Italian sausage that we just recently added,” says Charley.

Lennys uses a brand that’s been around for nearly a century – Mrs. Ressler’s, which distributes chicken, turkey and roast beef,

and guests also enjoy products from Smithfield. “They’ve done a terrific job on our ham and our prosciutto, which really make that Italian something special,” Charley says. “The Italian Sub is just like the Philly; people come in and they crave that product.”

And every sandwich is served on fresh baked bread made in each restaurant every day. The same bread has been used for over 12 years and comes from a Chicago-based family owned business. And they do such an excellent job on the bread, we asked them to produce our cookies.

Finally, our signature Hot Pepper Relish is so popular on our sub sandwiches that we now sell it in individual jars for guests to purchase to take home or give as a gift.

“We’re trying to get products that are going to make guests want to come back,” Charley adds. “They are products people crave, and they’re going to want to drive the distance to come get them.”



## *Our customer service stands out*

Our outstanding customer service starts when a guest walks in the door, and Lennys makes them feel appreciated. In a number of our restaurants, it's not only that they know you by your name; they even know the sandwich that you normally order.

"We're trying to build that relationship that makes you think about feeling welcome and having the hospitality that's going to bring you back. Then once you get up to the counter, it's about seeing a product that's being freshly sliced," Charley says.

"When you walk into many of our restaurants you can smell the products that are being made on-site, fresh for your order — bread that's been baking that day, or the cookies, or the bacon," he adds. "That's something that we really take pride in, and we are differentiated by. That experience isn't necessarily replicated by many brands out there."

We take care of our guests, listen to them and empathize with them. When guests come in, we deliver an opportunity to customize the products that they're getting in ways that are unique to them.

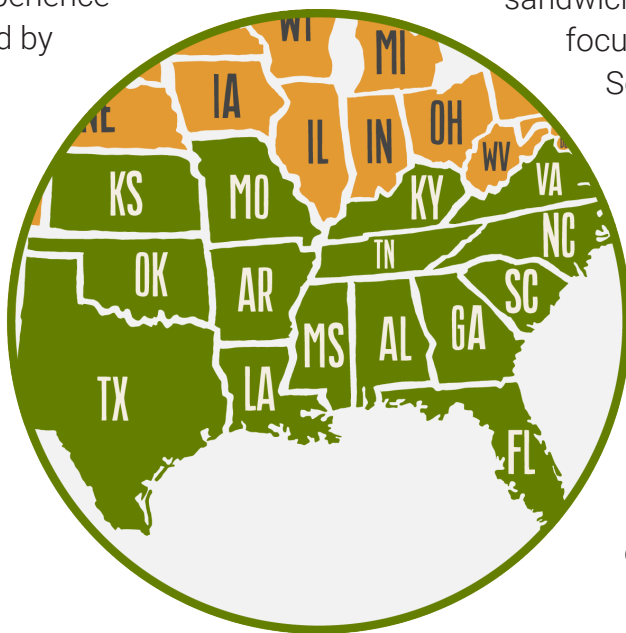
"We find that some folks love Hot Pepper Relish on an Italian; some folks don't. We're really trying to listen and take care of what the guest wants," Charley says.

Lennys is always going beyond the food to create a warm and hospitable environment that will keep folks coming back. We want them to know that we appreciate their business. We thank guests for coming and let them know we look forward to seeing them again soon.

## **AVAILABILITY AND GROWTH AREAS**

### *Young brand has immense growth potential*

Lennys is actively seeking entrepreneurs with a passion for high-quality food and exceptional customer service to join our sandwich franchise family. We're focused on growing in the Southeastern and South Central United States, where we already have a strong foothold and a devoted following. We aim to double our locations over the next 5 years, which makes now an ideal time for entrepreneurs to become an owner in our franchise family.







“What’s most exciting about Lennys is that we’re still a very young brand with a lot of growth potential,” says Elias Moaikel, Lennys Grill and Subs President. “There’s so much white space available in the Southeastern and South Central United States, which is an extremely underserved market for the high-quality and affordable food that Lennys delivers to our guests. Lennys is a great opportunity because you can be successful with one restaurant, or you can realize your dreams of multi-unit ownership because of the ease of our business model. Our executive team is there to support you day in and day out. You will never be alone in your business if you choose to franchise with Lennys.”

### *Lennys Grill & Subs eyeing markets in the Southeastern and South Central United States*

As Lennys continues to forge its new path for growth, the brand is looking to expand its current footprint within the Southeastern and South Central states, including Florida, Tennessee, Texas, Georgia, Mississippi, Alabama and North Carolina.

“The franchisees that we have recently added to our system bring an eclectic group of skill sets that position our brand for continued success in new markets,” said Elias Moaikel, Lennys Grill and Subs President.



## HOW DO WE SUPPORT OUR FRANCHISEES?

*Lennys has one of the most robust training platforms in the sandwich franchise industry*

At Lennys, our number one focus each and every day is the success of the franchisees. Our hope is that if you come to the restaurant support center and you ask one of our team members, "What's your number one priority?" they will tell you, "Franchisee success."

A franchise system that has invested in their franchisees speaks volumes about the level of support you will receive in your business long-term.

Lennys is a brand that is serious about providing franchisees with the training and tools they need to establish their businesses as long-term mainstays in their communities. We're proud to report that our franchisee training is one of the most robust in both the sandwich franchise category and the fast-casual segment. This is intentional. Lennys recognizes that our franchisees come from diverse backgrounds and professional histories. While some of our top-performing franchisees had significant restaurant experience prior to joining us, others became top performers without any restaurant experience at all.

"We look forward to supporting their new openings and continuing to build our presence throughout the Southeastern and South Central United States with their help."

### *Immediate opportunities available*

For entrepreneurs who desire to own a turn-key business with an established guest base, Lennys Grill & Subs has a few existing locations available for sale. We also have attractive package deals available for entrepreneurs who want to purchase an existing location, as well as build new Lennys Grill & Subs restaurants in their markets.



**This is how we do it:**

## **ON-SITE TRAINING**

New franchisees come to Memphis, Tennessee, for four weeks of training in a certified training restaurant, and one week of training at the Restaurant Support Center. Your training will include donning a Lennys uniform and working as part of the staff of our corporate training restaurant, mastering every role from cashier to the sandwich line, to cooking our world-famous cheesesteaks on the grill. At the end of this five-week training, you will have the confidence you need to open the doors to your new restaurant, hire and train the right crew, and welcome your community.

## **MARKETING SUPPORT**

Lennys offers significant marketing support to help you grow your business. As part of your initial training, we help coach you on how to market your new restaurant online,

including on your social platforms such as Facebook, Twitter and Instagram. On an ongoing basis, we provide marketing materials to help with both digital and print campaigns.

## **ONLINE TRAINING**

Lennys franchisees have access to our online education platform, which includes video tutorials on several aspects of your new business. This platform is convenient and accessible, allowing you to learn on your own time.

## **ONGOING SUPPORT**

A Lennys Franchise Business Coach will visit your restaurant on a monthly basis to offer support and coaching to address any issues you face. This level of support is crucial to ensuring that you're on the path to success. Our main office staff regularly reaches out to franchisees as well, just to hear how things are going and if anything is needed from us.





## MEET THE LEADERSHIP TEAM

*Lennys has a passionate executive team with decades of experience growing franchise systems*



### *Charley Shin*

Charley Shin, Chief Executive Officer of Lennys Grill & Subs, acquired the Lennys brand in November 2019. As a college student at The Ohio State University in Columbus, Ohio, Mr. Shin tasted his first Philly Cheesesteak, and it sparked his entrepreneurial dream. One year later in 1986, Charley perfected his own recipe for the beloved sandwich and opened his first restaurant near campus.

More than 30 years later, his namesake restaurant concept, Charleys Philly Steaks, is the World's #1 Philly Cheesesteak brand with over 600 franchised locations in premier retail shopping centers, airports, and on Army & Air Force bases in 47 states and 16 countries. Known for its hot, grilled-fresh-to-order Philly Cheesesteaks, loaded Gourmet Fries and Real Fruit Lemonades, the restaurant franchise is quickly expanding to serve the world's favorite Cheesesteaks across the globe.

In 2017, the menu expanded to include Boneless and Classic Wings. Select locations across the country offer this extended menu and operate under the name Charleys Philly Steaks and Wings.

A passionate entrepreneur, Shin has launched numerous restaurant concepts, with the newest being a nod to his Korean heritage—BIBIBOP Asian Grill—in 2013. Customers have embraced the restaurant concept built on the principles of providing a balanced happy and healthy lifestyle by using honest, well-balanced ingredients that taste as good as they make you feel. The brand has almost 30 locations nationwide.

Shin also is the founder and CEO of Solar Planet, one of the largest commercial solar power companies in Ohio.

Additionally, Shin founded Charleys Kids in 2010 to share hope with at-risk children worldwide. Charleys Kids partners with like-minded organizations around the world to provide food, education and mentorship.

## *Elias Moaikel*



Elias became President of Lennys Grill & Subs in January 2020. Elias brings a breadth of experience and knowledge with almost 40 years in the restaurant industry and QSR segment. Before joining Lennys, Elias spent six years at Charleys Philly Steaks. In that short amount of time, Elias increased same-stores sales, built a strong team, elevated brand standards, and has implemented many system and process improvements to make restaurant operations more effective for the franchisees. Additionally, Elias and his team set many brand records, including doubling the number of million-dollar stores year-over-year for the past several years. In his role at Charleys, he oversaw many departments, including international operations, training, development, construction, purchasing, and marketing, and was integral in the interdepartmental collaboration to meet (and exceed) yearly objectives. Prior to joining Charleys, he was with Wendy's for more than 30 years, with his last position leading the Europe and Middle East regions.

## *Daniel Moran*



Daniel Moran joined Lennys Grill & Subs in March 2021 as our Leads Generation Manager. Daniel leads the Lennys team in franchise development, site selection, and the awarding of franchises. Daniel came to Lennys with a background in sports, sales, sponsorships, and marketing. Daniel is originally from Shelton, CT and worked with the New York Yankees as their Guest Relations Ambassador after obtaining his master's degree from Southern Connecticut State University. He received his bachelor's degrees from Roger Williams University in Bristol, RI in 2014 in both Legal Studies and American Studies. Daniel continues to build upon his success in franchising by being a resource for potential franchisees, through qualifying, training, supporting, and connecting individuals and groups to proven and successful teams.





## NEXT STEPS

*Are you ready to bring a Lennys Grill & Subs franchise to your community?*

## INITIAL CONTACT

This is our first opportunity to learn more about each other and to hear about what interests you about Lennys.

## MEET CRITERIA

Together we will review your information to determine if franchising with Lennys is the right fit for you.

## FDD REVIEW

By reviewing our FDD, you will gain insight into the full picture of franchising with us, including costs & fees, financial performance, and much more. This will be an important step in your due diligence.

## COMPLETE APPLICATION PACKAGE

You will submit a full application, financial validation, and business plan.

## DISCOVERY DAY

A member of our leadership team will have a lengthy conversation with you about our franchise opportunity, our brand, how we support our franchisees, and so much more.



## APPROVAL

Once you have been awarded an approval as a Lennys franchisee, you can execute your Franchise Agreement and join the Lennys family!

## SECURE REAL ESTATE

Once you've signed your franchise agreement, our real estate team will help you secure your franchise location.

## START TRAINING

You're now the newest member of the Lennys franchise family. It's time to identify a location and work towards opening your restaurant!

## OPEN STORE

Congratulations! You are ready to celebrate your Grand Opening, begin operations, and Give a Great Experience to Every Guest Every Time!

Thank you in advance for your interest in franchising with Lennys Grill & Subs. We are looking forward to hearing from you and are excited that you're interested in bringing Lennys to your community as we rapidly expand across the country!

**MORE THAN 50% OF AMERICA**



**EATS A SANDWICH**



**EVERY SINGLE DAY**

*Smithsonian* magazine





[www.LennysFranchise.com](http://www.LennysFranchise.com)