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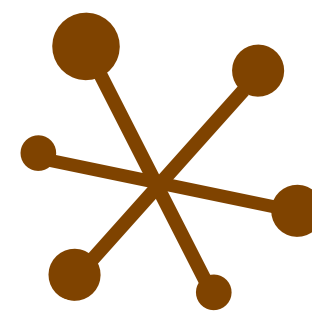
franchise opportunity

i dream of
falafelTM
You dream it, we create it (limited dreams only)TM





I Dream of Falafel
restaurants
provide an
adventure for
the palate and
benefits for
the body!



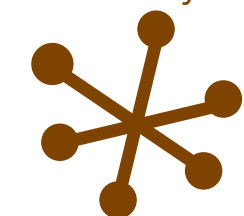
A decade or so ago, very few people in the U.S. knew what hummus or falafel was. Today, customers are frequently requesting them as an appetizer, side dish, or entrée. With an ever increasing demand for Mediterranean cuisine and exotic flavors, it's no surprise why major supermarket chains now carry hummus or falafel as a staple item, and why typically American fast food restaurants have begun to integrate falafel and other similar Mediterranean items into their daily menus.

In 2009, three die-hard entrepreneurs, all experienced in a range of business venues including the restaurant industry, recognized a market full of potential and growth within the foodservice space. Determined to take advantage of this amazing opportunity, they partnered with an executive chef who shared the same passion for Mediterranean food. The innovative team created a concept that focused on a unique blend of quick service and traditional foods from the Mediterranean and the Middle East. Shortly after, the first I Dream of Falafel restaurant was opened in Chicago, Illinois.

Less than a year later, a second location was opened due to the overwhelming customer demand for fresh and satisfying, nearly endless meal combinations. Within the following months, a third location had to be opened and the need to franchise became indisputable.

Now is your chance to become part of this incredible opportunity. By becoming an I Dream of Falafel franchise owner, you will be able to introduce your community to exotic, Mediterranean flavors served up in a new, convenient, consistent way that will have them quickly returning for more!

So why wait? Become an I Dream of Falafel franchise owner, and experience the satisfaction of owning your own business while offering unbelievable food, at a great value, in an aesthetically pleasing atmosphere to those around you!



The I Dream of Falafel Concept : Diverse, healthful, and convenient.

A growing demand for new food experiences and the increasing ethnic diversity of our country have brought Mediterranean foods to the forefront¹. Consumers are not only looking for great taste and affordability but also a well-balanced, health conscious menu with a variety of dishes to choose from. Mediterranean dishes typically include lean meats, herbs, vegetables and olive oil – ingredients consumers consider healthful². I Dream of Falafel fulfills their culinary wishes!

At I Dream of Falafel, we have created a unique concept combining delicious, healthful Mediterranean cuisine along with quick service and value pricing. Our menu provides a variety of slow cooked fresh, never frozen, meat and vegetarian selections (including several vegan options) – all with an impressive level of taste and variety. We follow an efficient business model, with a streamlined menu that focuses on providing highest quality food served extremely efficiently. The concept uses proprietary recipes which are relatively simple to prepare. The recipes use custom-blended spice mixtures that ensure quality and consistency to customers upon every I Dream of Falafel visit.

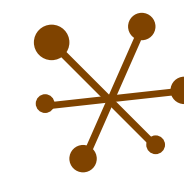
With a limited number of fresh core ingredients used throughout the day, the amount of food waste is minimized, resulting in less inventory loss – and benefitting you as the franchise owner.

“I tried this place and the same night, I did indeed Dream of Falafel! I think that the Falafel is superb!”
– Eirini L., Chicago, IL⁵

“The food tasted like real, spiced, Middle Eastern food – none of this bland, vaguely lemony stuff. Perfect falafel balls, excellent sauces and an unexpected highlight: the seasoned red onion garnish.”
– Adam S., Chicago, IL⁴

“The portions are generous, the price is fine and the service is quick.”
– Matt R., Chicago, IL³

At I Dream of Falafel, our number one goal is customer satisfaction which is why we not only make our customers’ dreams come true, but we go above and beyond them with great service and an even greater attitude!



Building a meal is as simple as 1, 2, 3!

When customers enter I Dream of Falafel they are introduced to a “build-your-own” meal concept, one that will allow them to choose from a well-planned menu and customize their order with nearly endless possible combinations. When customers approach the counter, they are guided through the line by friendly and helpful staff, making newcomers and return customers alike feel comfortable with not only the Mediterranean food choices but the ordering process, as well.

Step 1 – Customers begin with fresh baked Laffa bread or they can customize their own plates with options like golden rice, salad, hummus, or baba ganoujeh -- mashed and seasoned eggplant. This creates the foundation of their unique combination platters. Customers can also choose from one of our standardized menu options such as the I Dream of Falafel wrap , the Vegan, or All-In platter including rice, salad, beef, chicken, lamb and falafel.

Step 2 – At I Dream of Falafel, we offer an array of fresh protein options for our customers to choose from, such as falafels or shawerma – thinly slice cuts of chicken or beef. We also offer kefta kabobs, grilled to perfection skewers of delicious ground lamb. All of our falafel and meat selections are seasoned just right, providing our customers a mouthful of flavor with every bite.

Step 3 – A platter would not be complete without one of our unique, savory sauces poured over the top for additional flavor. With choices such as original tahini, toum, and raita – a spiced yogurt and cucumber mixture – or our selection of hot sauces such as spicy tomato, jalapeño, or habanero, customers are guaranteed to experience an exotic taste full of multiple flavors. We also add fresh garnishes to balance out the entire combination platter

Dreams of falafels and spice and everything... delicious!

In addition to our customizable platters, I Dream of Falafel offers a wide variety of side dishes, such as sweet potato falafels, lentil soup, homemade pita chips and tabbouleh – a traditional Levantine salad. And for those with a sweet tooth, we offer Middle Eastern date cookies and baklava – a sweet, layered pastry filled with chopped nuts. From start to finish, customers will enjoy a one of a kind Mediterranean cuisine – making their wildest dreams of food combinations come true!

¹http://www.rffretailer.com/Articles/Focus_Report/2010/05/03/Consumers-Warm-to-Mediterranean-Foods
²<http://www.nrn.com/article/mediterranean-cuisine-gaining-favor>
³http://www.yelp.com/biz/i-dream-of-falafel-chicago?rpp=40&sort_by=rating_desc
⁴http://www.yelp.com/biz/i-dream-of-falafel-chicago?rpp=40&sort_by=rating_desc
⁵http://www.yelp.com/biz/i-dream-of-falafel-chicago?rpp=40&sort_by=rating_desc



An opportunity built on experience designed just for you.



Sales at restaurants that feature Mediterranean selections (including Greek, Spanish, and Middle Eastern foods), recently earned \$362 million, and that figure continues to grow year over year⁶. With such a growing demand for new, fresh flavors, I Dream of Falafel saw an opportunity to develop in a marketplace full of potential for growth. As a franchise owner, you will be able to benefit from our experience and knowledge within this industry and start taking advantage of this amazing opportunity today!

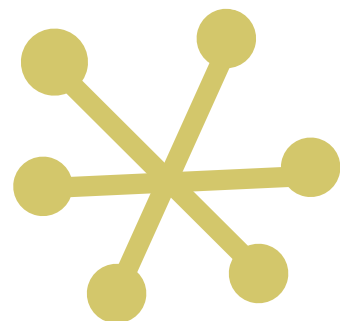


I Dream of Falafel has received media recognition time and time again for being one of the best when it comes to quick service Mediterranean cuisine!

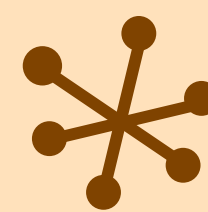
Flexible Format & Design

Each I Dream of Falafel location requires approximately 2,200 to 3,000 square feet of space, allowing enough room for a large see-through kitchen and customer seating. Each restaurant is equipped with stainless steel countertops and appliances creating a clean and modern atmosphere throughout the restaurant. Once inside,

customers will be greeted by our contemporary color scheme, primarily consisting of oranges, yellows and greens, generating a warm, inviting environment for all ages.



"Typically, when I go to one of these falafel places, I expect some old, dirty, greasy restaurant; however, that's clearly not the case at I Dream of Falafel. Not only was it clean, but it was decorated very nicely... I'll definitely be back!"
– Cristene M., Chicago, IL⁷



Appeal for All

Franchised restaurants can be located in high-traffic urban centers near concentrations of retail shopping and/or offices in middle to upper-middle class neighborhoods. With our reputation of quick service and delicious meals, restaurants near college campuses have become a big hit as well. Customers of all types and ages – from vegetarians and vegans to omnivores alike, from young college students to families and more – crave heart-healthy Mediterranean food⁸! With dozens of options to choose from at I Dream of Falafel, there is always something for everyone!

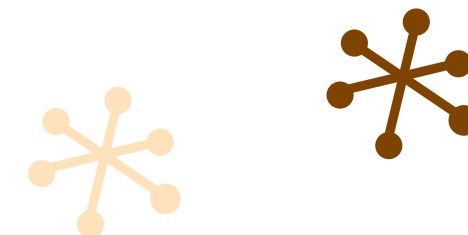
Multiple Revenue Streams

At I Dream of Falafel, we believe if the customers can't come to us, we can always go to them. For selected franchisees, we present the ability to offer delivery and catering services. With customizable catering menu options such as the Daydreamer or The Dream package, consisting of our seasoned kabobs, falafels, shawerma, and lots more, it's no wonder our customers can't get enough of our exotic, satisfying selections.

I Dream of Falafel relishes in bringing quality ingredients and authentic ethnic recipes – all served fresh and fast!

⁶<http://www.nrn.com/article/mediterranean-cuisine-gaining-favor>
⁷http://www.yelp.com/biz/i-dream-of-falafel-chicago?rpp=40&sort_by=rating_desc
⁸<http://www.sodexousa.com/usen/newsroom/press/press11/2011CollegeFoodTrends.asp>





A Support System that Puts You on Cloud 9!

By becoming an I Dream of Falafel franchise owner, you will benefit from our years of experience and our unique, customized support system, equipped with the necessary tools and assistance to run your business effectively and productively. We are here for you every step of the way and will continuously think of ways to make all the I Dream of Falafel locations even better!

- * *Start-Up Assistance:* From the very beginning, our franchise team will be there to assist you with the initial site selection and lease negotiations for your restaurant. Our franchise team can provide established architectural specs, for design continuity among the restaurants. From color scheme to furniture selection, we will help your restaurant capture the unique I Dream of Falafel image, inside and out.
- * *Operations Manual:* As a franchisee, you will be among the selected few to receive our top-secret operations manual – a helpful guide to running an efficient and effective business. Throughout the manual, we will cover topics such as standards and specified products and services, as well as inventory and management controls. Everything from general restaurant operations and procedures to exclusive Mediterranean recipes will be handed down to you and your staff, helping to ensure our customers the same, satisfying experience at every location.

- * *Comprehensive Training:* Our complete pre-opening training program is designed to teach you the daily operations of running a productive business. Whether it is in inside a classroom or onsite of your franchise location, we will teach you the proper methods when dealing with customer and employee relations, company policies, and much more. In addition, we will offer ongoing refresher training courses and periodic field support visits, to help your restaurant keep up to date with current menu trends and kitchen equipment and procedures.
- * *Supplier Relations:* At I Dream of Falafel, proprietary items such as spice mixtures and sauces must be delivered fresh and on time in order to guarantee our customers a one of a kind Mediterranean taste with every visit. As a franchisee, you will benefit from our established relations with our top suppliers and receive inventory assistance from our team of experts, so you can feel confident you have the necessary tools and contacts to keep your business running efficiently.
- * *Marketing Assistance:* Promotional programs are available to assist you with the marketing and advertising of your restaurant prior to and after your grand opening. As a franchisee, you will be given the right to use our reputable marketing tools such as the I Dream of Falafel trade name, service mark, logo, emblem, and more. It is our job to help you put your restaurant in the best light possible in your local community.



Turn Your Dreams into a Reality – Become an I Dream of Falafel Franchise Owner Today!

- * Are you looking for a career that is both exciting and rewarding? Are you searching for a life-changing opportunity, one that allows you to step out of the shadows and create a sought out destination in your community? If so, then now is the time to become an I Dream of Falafel franchise owner!
- * Our unique, streamlined business concept allows you to become part of this extraordinary franchise program in no time at all. With our team of experienced franchise experts, an outstanding support system and a reputation for exceeding customers' expectations, you will have the ability and the confidence to run an effective and proficient business of your own.
- * So if you consider yourself a detail oriented person focused on customer satisfaction and are equipped with the necessary staff management skills to run a productive business, then what are you waiting for? With or without prior foodservice experience you can embark on this amazing opportunity and do something you truly enjoy.
- * Your time to shine begins now! By completing our information request form and submitting it for consideration, you are one step closer to turning your dream of owning your own business into a reality today.

We appreciate your interest in I Dream of Falafel Company franchise opportunity and look forward to speaking with you!

I Dream of
falafel

