



**THE CHOPPED LEAF**

# healthy & on-trend

The Chopped Leaf is a national leader in the quick service restaurant (QSR) industry, providing a premium customer experience, within a comfortable and friendly environment for all. The Chopped Leaf brand is synonymous with quality, freshness, and originality. Proudly Canadian, The Chopped Leaf was founded in Kelowna, B.C. in 2009. Today, the brand continues to grow and is positioned for substantial expansion and development.





## crafting delicious

With unique and signature dressings, chef-designed salads, wraps, whole bowls, soups and sandwiches, there is something for everyone on The Chopped Leaf menu. Both flavourful and inclusive, the brand has options for every dietary need including gluten friendly, vegetarian, vegan and keto lifestyles.

# the **benefits**

- Branded and recognized franchise
- Premium ingredients
- Innovative store design
- Data-driven site selection
- Experienced leasing team
- Proven operational system
- On-going support and training
- Dedicated Field Support Representative
- Turn-key construction





## the **right** site

The Chopped Leaf development team works tirelessly with you to select the ideal location for any new store in our chosen market. Utilizing the expertise of experienced real estate brokers, lease negotiations are executed on your behalf with complete and full transparency to you. You will receive a full and comprehensive demographic report that will guide you in your decision making and ensure your future success.

# additional revenue streams

The Chopped Leaf offers dine-in, take-out, catering and online ordering services to ensure that customers can order easily and conveniently. Third party delivery companies such as Uber and Skip as well as The Chopped Leaf app provide additional delivery options. Finally, The Chopped Leaf offers a school hot lunch program and also a school reading program, all designed to help market and grow your business.



step	process	days
1	Application	1-7
2	Webinar	1
3	The Checklist	30
4	Disclosure Document	14
5	Interview Existing Franchise Partners	7
6	Profile Testing - Financial Approval	1
7	Interview with Operations Team	1
8	Incorporating a Company	7
9	Franchise Agreement & Payment of Initial Fees	7
10	Location Search & Lease Process	Market Dependent
11	Construction	60-90
12	Training	14
13	Grand Opening	1

# onboarding

The franchisee onboarding process ensures that the partnership is the right fit for both you and the brand. From initial applications to your grand opening, The Chopped Leaf team will guide you every step of the way and offer assistance wherever necessary.

If you would like to begin the process now, please fill the franchise application form online at [choppedleaf.ca/franchise-opportunities](https://choppedleaf.ca/franchise-opportunities) or contact [franchising@choppedleaf.com](mailto:franchising@choppedleaf.com)

# estimated franchise costs

The total investment to build a Chopped Leaf franchise typically ranges between approximately 375,000 – 500,000, inclusive of your \$30,000 franchise fee. The Chopped Leaf collects 6% royalties at 3% ad fund contributions on gross sales. Required, is a minimum of \$150,000 unencumbered cash from any prospective franchisees. There is a Preferred Agreement in place with the TD Bank and they can typically finance up to 90% of your equipment and leaseholds. However, you are free to finance your store build through any financial institution of your choosing.



**franchise fee**  
\$30,000



**design fee**  
\$10,000-\$15,000



**construction**  
\$230,000-\$400,000



**equipment**  
\$115,000-\$190,000



**location fee**  
\$0-\$10,000



**administration fee**  
\$10,000



**questions?**

e-mail: [franchising@choppedleaf.com](mailto:franchising@choppedleaf.com)

direct: **905.337.6731**

toll free: **1.800.555.5726 x302**



[choppedleaf.com](http://choppedleaf.com)