



**FAST-CASUAL
OF THE FUTURE**

INVEST IN A UNIQUE BURGER-BASED BUSINESS



M2O Burgers and Salads is a cutting-edge fast-casual franchise of the future. We offer visitors the chance to design their own food! From our customer-driven customizations to our incredibly simple-to-operate model, our team has structured a proven franchise model that makes it easy to step into the lucrative billion-dollar food service industry. Our model is proven to work — validated at multiple locations — giving you a blueprint for business. There's no guesswork as we train you on all you need to know to successfully operate a restaurant business with the systems, branding, procedures, and more all already in place.

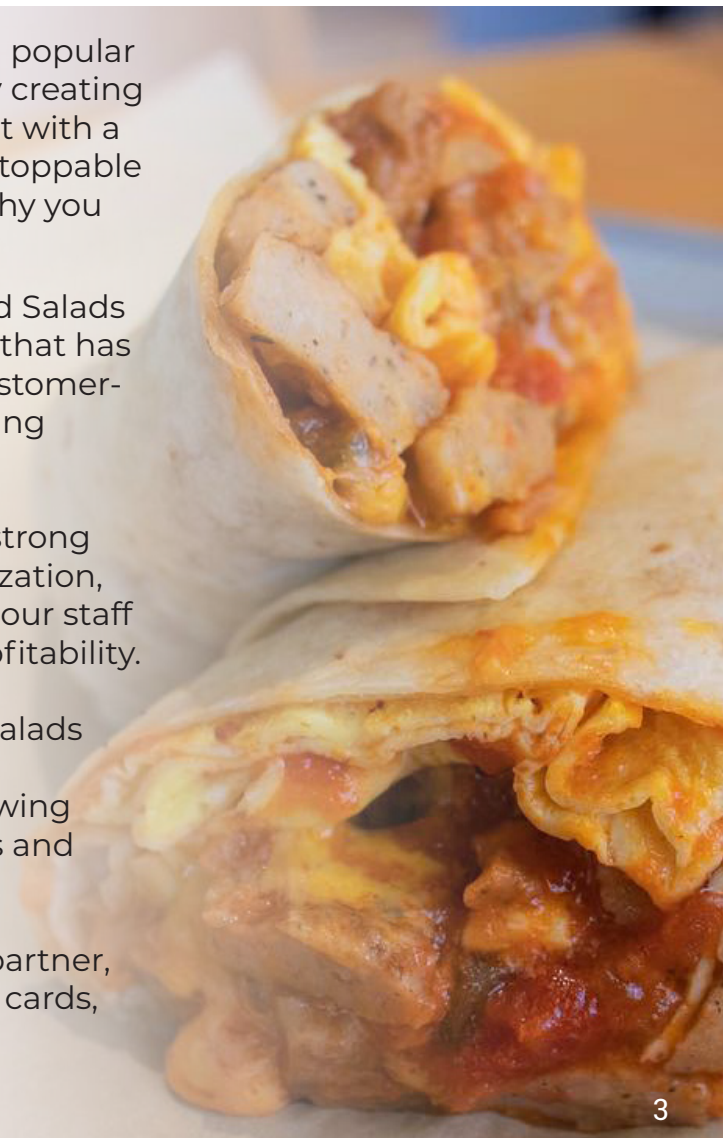
M2O stands for made-to-order — at M2O Burgers and Salads customers find a delectable suite of burgers, milkshakes, salads, smoothies, and sides that are all made-to-order with fresh, high-quality ingredients including 100% Certified Angus Beef. Our franchise partners gain all of our proprietary recipe combinations along with owner-backed support.

Are you ready to dive into entrepreneurship with the proven formula for great business? Take the first step. Invest in M2O Burgers and Salads.

PIONEERING A NEW WAY TO DO BURGERS AND SALADS

M2O Burgers and Salads gives you an edge in a popular fast-casual concept based on American fare. By creating an irresistible product offering and combining it with a memorable experience, we've designed an unstoppable restaurant brand ready to go national! Here's why you should join M2O:

- **Stand-out in Your Market:** M2O Burgers and Salads gives you a menu and customer experience that has little to no direct competition. Due to our customer-driven experience, each visit is unique, creating organic buzz and high customer retention.
- **Set-Up for High ROI:** Our model is built for strong returns. By focusing on ingredient cross utilization, sourcing from quality vendors, and keeping our staff small, M2O has low overhead and higher profitability.
- **Simple Operations:** The M2O Burgers and Salads entire model is incredibly simple to operate. Customers order at user-friendly kiosks, allowing our staff to focus on making delicious dishes and ensuring their experience is five-star.
- **Multiple Revenue Streams:** As a franchise partner, you'll see revenue from catering, events, gift cards, online ordering, to-go orders, and dine-in.



OUR FRANCHISE PARTNERS

M2O Burgers and Salads focuses on quality in everything we do. We expect our franchisees to infuse integrity throughout every day and to uphold the M2O brand as everything we've built it to be. Other qualities we seek are...

- A managerial mindset
- Strong customer service skills
- High personal standards
- Marketing and sales skills
- Basic business acumen



We're committed to our franchise partners. Our expert support team is here from the very beginning, ensuring your business is set up for growth and your questions are always answered.

COMPREHENSIVE TRAINING: Benefit from our in-depth training program that includes hands-on training at one of our locations and training at yours once operations commence. Refresher training is also offered throughout the life of your agreement.

OPERATIONAL SUPPORT: We will provide ongoing training and support in many areas, including unit operations, maintenance, customer-service techniques, product ordering, pricing guidelines, and administrative procedures.

MARKETING SUPPORT: Marketing strategies, customizable collateral, network-wide advertising — it's all here for you as our franchise partner.

MORE M2O BURGERS AND SALADS PERKS: We will provide our continued research methods and techniques to enhance unit-level profitability and give you your own exclusive territory.



THE NUMBERS

Franchise Fee:

\$30,000

Estimated Investment Range:

\$205,800

-

\$395,833

Royalty Fee:

6%
of gross sales

M.2.0
breakfast • lunch •

Coming **M.2.0** Soon

Breakfast • Salads • Burgers
NOW HIRING Team Members & Shift Leaders www.m2eburgers.com

ENJOY SUCCESS ON YOUR PLATE

Get ready to be a part of the M2O Burgers and Salads franchise family.

Learn more about M2O Burgers and Salads by
visiting
M2Oburgersfranchising.com





484-619-9166
3039B Foulk Road
Garnet Valley, PA 19060

main@M2Ogroup.com
M2Oburgersfranchising.com
M2OBURGERS.COM

Legal Disclaimer: This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.