

POMPERDALE

FAMOUS NEW YORK DELI

S I N C E 1 9 6 9

To be a Pomperdale Deli Franchisee
is to be part of something
truly special.



How important is community involvement?

- We've found that those who love their community will be a success. Cultivating existing relationships and creating relationships with community leaders, businesses, schools, churches, local sports teams, local charities and, anyone who enjoys fresh, high-quality deli sandwiches.

When franchisees show their community love via sponsorships and other types of involvement, they return the love with long-term loyalty.

The Opportunity

- We have single unit franchises opening and multi-unit franchises available with large-protected regions. We are a fun business that is popular and successful. If this sounds intriguing, don't hesitate to call John Mautner Partner and COO today at 312-371-7929 or email john@pomperdalefamousdeli.com to schedule an interview.



Our Story

Since 1969, Pomperdale Deli has remained the real deal; an authentic and famous New York Deli. The very finest cuts of corned beef, pastrami and brisket. Soups, sides, potato pancakes and much more are lovingly and carefully prepared freshly every day, resulting in sandwiches so tender, juicy and delicious, they will melt in your mouth.

Awarded 10 times as “Best Deli in Broward County” and with scores of loyal customers, we have decided to franchise because the world really needs a great Deli. We have learned over the past 50+ years what works and by following our system step-by-step, you too, can become a success.

What is it like to operate a deli?

We are in the business of “wowing every customer, every time”. Providing our famous sandwiches, soups, and sides that customer, love is fun and exciting. The business requires hard work, but, there are many rewards. If you love food and making customers happy, you are in the right place.



What is the investment?

Qualified franchisees should have business acumen, desire to learn the deli business, and have a positive attitude to represent the brand. But most importantly is commitment. A commitment to meet high standards each day and the ambition and drive to be a great operator. We want to help every Franchisee be successful, build wealth, enrich our local communities, and support growth.

Initial Franchise Fee per location is \$35,000. Complete financing packages may be available from our banking and financing partners.

Approximate cost to open a Pomperdale Deli including construction, buildout, permitting, equipment package, signage, training, opening inventory, needs to be analyzed and depending on the location, could start at \$599,000. Long term financing to qualified applicants may be available

Franchisees pay a weekly Royalty of 6% plus 1% advertising and marketing fee and purchase all products from our approved vendors.

To get your deli opened, we have assembled a trusted team of professionals including construction, realtors, legal, marketing, PR, insurance, graphic design, printing, signage, and IT that will help you every step of the way.

How much money can I make?

The original Pomperdale opened in 1969 with 1,300 sq ft and has grown revenues to over \$1,500,000, providing a strong return on investment and profitability.

The three steps to becoming a Pomperdale Deli Franchisee:

- 1) Complete the franchise application and interview and review the franchise disclosure document.**
- 2) If approved, review and sign the franchise document and pay franchise fee deposit.**
- 3) Complete site selection, begin buildout, complete training, and open your deli.**

Training

- Training is key to successfully operating a Pomperdale Deli. We have an extensive operating manual, standard operating procedures checklists, recipes, management training, how to videos, and more.**
- 4 weeks of training will prepare you to hit the ground running and open and operate your Deli. We will also provide you 1 week of training once you open your Deli and ongoing quality inspections.**
- To get trained, the owner and 2 managers will roll up their sleeves and work inside the original Pomperdale located in Ft. Lauderdale, Florida. We call it "Pomperdale Academy". You will learn the skills to manage, prepare our award-winning menu, how to open and close the deli, operations standards, recipe procedures and our philosophy of hospitality.**

What type of support does Pomperdale offer?

Real Estate

- After securing your franchise, our real estate partner will reach out to you, and they know exactly what to look for in your market.

Construction

- Our construction partner will assist you with store design, build-out, and equipment orders.

Training

- There is typically a 4-week combination of classroom training and hands-on learning at our original location in Ft. Lauderdale, Florida.

Marketing

- Our marketing partner will assist with media buying, local advertising, social media, website, and PR. They will be with you before you open to begin marketing programs and ongoing programs to support your marketing and promotions.

Operations

- Proprietary Standard Operating Procedures, checklists, training videos and an opening specialist ensure smooth operations from day one; then the quality control team will check in regularly for inspection and additional training if needed.

What is the food cost as a percentage of sales?

- Food costs have been averaging 30% labor cost averages 30%, & we are adjusting menu pricing as supplier prices increase periodically.

What are my responsibilities and role as owner?

- Simply put, to manage and grow the business with our support and guidance. Most franchisees will be hands-on owners. They will oversee the day-to-day operations and work shoulder to shoulder with all employees. As you open more locations, you will be able to manage the business and build a leadership team to help.

What type of marketing should we do to promote the deli?

- We utilize several approaches including radio, social media, coupons, and website. Meeting with local businesses in your market for lunch delivery of sandwiches and deli platters is effective. Let's not forget the many holiday catering opportunities.

What are the financial qualifications needed to franchise with Pomperdale Deli?

- Candidates will need a good credit score & \$50,000 in liquid capital.

What qualities is Pomperdale Deli looking for in a franchisee?

- Here's the shortlist: honest, capable, competitive, genuine and community minded. Listen, you must have a love for our sandwiches, a devotion to our customers, and the need to "crush it" every day. You have experience leading teams and following systems. Essentially, you take comfort in a roadmap. Oh, and you're financially qualified to make this kind of investment in your future.

The Pomperdale Difference

So, what make us so different? Besides making delicious over-stuffed award-winning Deli sandwiches, simply put, we have fun with our customers.

We call it the **SHOW!**

Smile & Greet

Have Fun with Guest

Opportunity to Upsell

Wow the Guest

We are in the business of creating loyal customers meaning, from the time guests enter the deli to time they leave, every guest is happy, every time.

Part of the **SHOW** is our “open-kitchen” concept, where customers can watch us slice and prepare sandwiches and the many other delicious products beautifully displayed. Stop into our original Pomperdale Deli in Ft. Lauderdale and experience what some say is “the best deli anywhere”.

