



Last Update August 13, 2009

CONTACT:

Name: **Sheila McCann**

Address: 299 Marsh St., San Luis Obispo, CA 93401

Phone: 800-545-5146

Website: www.houseofbread.com

E-mail Address: sheila@houseofbread.com

DESCRIPTION OF FRANCHISE:

House of Bread is a bakery cafe concept. We focus on using the finest ingredients to produce the most delicious and nutritious bakery cafe items. The factors that are attributable to the success of the concept are excellent product quality and customer service provided in a convenient retail setting. A "fresh" message is naturally conveyed by the open production site, the sweet smell of bakery goods and the enjoyment of samples of hot bread out of the oven.

Since 1996, we have been baking bread the way Grandma made it by hand, fresh, and naturally. Our lunch offerings carry the same standard of high quality natural ingredients to produce the same great taste guarantee. We use Boars Head meats for our deli partner and Equal Exchange fair trade organic as the coffee supplier. In August of 2009, we have opened up our new prototype bakery café that has a smaller footprint of 1050 sq.ft. This allows us to go into higher rent districts and reduce the cost of the build out.

Location Selection

The demographic area for a House of Bread Bakery should be a town with a population of at least 40,000 people within the city limits or an area with over 80,000 people within a five mile radius

Capitalization

Total initial startup costs are approximately \$250,000, which can vary depending upon whether new or used equipment is purchased. Also included is the franchise fee, travel, training, location selection, site build out, point-of-sale information system, equipment purchase, initial supplies and ingredients, organizational expenses, signage, pre-opening promotion and working capital. We do not provide direct financing. However, we do provide assistance with financial projections, business plan designs, and lender negotiations.

BACKGROUND

Established: 1996

First Franchised: 2000

Franchised Units: 8

Company Owned Units: 1

Projected New Units (12 Months): 4

Registered: CA and WA. Looking to grow through out the United States and would consider international candidates for multiple units only.

FINANCIAL/TERMS

Cash Investment: Single \$125K / Multiple \$150K

Total Investment: \$193K - \$349K

Minimum Net Worth: \$400K

Franchise Fee: \$32K for 1st one / \$16K for second and \$8k for third units

Royalty: 6%, 5% after sales level of \$500k.

Ad: None

Average Number of Employees: 8

Passive Ownership: No, not the first year. Yes, for 2nd year

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Yes

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-Operative Advertising: Depending upon area

Training:

Three weeks minimum with Corporate / One Week at a Franchisee's Bakery

House of Bread Franchising promises to provide franchisees with all the tools they will need to start their own House of Bread Bakery Cafe and will continue to support them after the store opens. We will provide technical assistance in the following areas:

- Bakery Cafe location selection with demographic requirements and recommendations
- Store layout
- Ability to secure a state-of-the-art point-of-sale information system specifically designed for House of Bread Bakery Cafe
- Equipment procurement sources, new and used
- Detailed equipment and supplies list
- Owner training at House of Bread Cafe and in your store
- Employee training materials and schedules
- Operational control systems including employee handling recommendations, register controls, product pricing guidelines and production trouble shooting techniques
- Use of the House of Bread accounting, billing and payroll systems
- Advertising and promotion formats
- Publicity suggestions
- Proven recipes and production schedules
- Wholesale strategies and systems

[Back to Franchisor Listings](#)