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## **Contact:**

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## **Additional Information:**

[Lenny's Sub Shop BAI Conference Call Presentation from August 8, 2008](#)

## **Franchise Sales:**

Single Unit: Yes

Multiple Units: Yes

Area/Master Developer: No

## **Description of Franchise:**

Philly Cheesesteaks and Sub Sandwiches

### ***It starts with outstanding food...***

Lenny's believes in huge portions, fresh products and premium ingredients.

We bake our bread fresh each morning and slice all meats and cheeses to order. Our portions are some of the largest in the sub sandwich segment. Our regular sub is 7.5 inches long and contains almost a half-pound of meats and cheeses. Our large sub is 15 inches and contains almost a full pound of meats and cheeses. Our cheesesteaks are cooked fresh to order and delivered hot off the grill. We believe they are one of the best Philly cheesesteaks you'll ever try.

### ***...add a touch of the Lenny's Magic***

At Lenny's, we are a simple concept in a wholesome environment and our employees have great personalities. We have implemented many subtle touches to ensure better guest experiences, including larger tables, bigger booths, no trash cans and hand delivered beverage refills. Combine this with great food and we call this the Lenny's Magic. It helps create a better dining experience, differentiates us in the sub sandwich industry and promotes brand loyalty among our guests.

### **Function of the owner**

Our franchisees provide the personality in the "More Food, More Taste, and More Personality" system of Lenny's.

Our investor franchisees come from a diverse background and expertise in sales is encouraged, our owner operator usually has significant experience in the food industry. Their role is to grow the Lenny's customer base in a given area and provide leadership to their store or stores management team.

### **Background:**

Year Established: 1998

Year First Franchised: 2001

Franchised Units: 170

Company Owned Units: 2

Projected New Units (12 months): 50

States/Countries Registered In: United States only (except Maryland)

Availability in Canada: No

### **Financial/Terms:**

Single Unit

Cash Investment: \$150K

Total Investment: \$210K - \$348.5K

Minimum Net Worth: \$400K

Franchise Fee: \$20K - \$25K

Discounts: VetFran, Minority Fran

VetFran Program Participant: Yes

Royalty: 6%

Ad: 2%

Average # of Employees: Fixed- 1 General Manager, 2 Shift Leaders, 12 variable staff

Passive Ownership Allowed: Yes

Earnings Claim: Yes

### **Support & Training Provided:**

Financial Assistance Provided: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: Yes

#### **Training:**

Week long *Lenny's University*

21 days of Restaurant Skills Training

Area Franchise Advisor assigned to each store for ongoing training and support

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