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REFERRAL AND TERRITORY VERIFICATION PROCESS:

Effective January 18, 2008 / DO NOT CALL IN YOUR INQUIRIES -- Please E-mail all inquiries to the following address:

franchising@robeks.com

ADDITIONAL INFORMATION:

[Updated ROBEKS Existing Region List](#) (NEW Effective January 2008)

[ROBEKS Area Development Program](#) (Effective January 2008)

[ROBEKS One Sheet](#) (Effective January 2008)

[Robeks Franchise Fact Sheet](#) (Effective September 2007)

DESCRIPTION:

At Robeks, our passion is to help people lead active and healthy lifestyles by offering a full menu of the highest quality nutritional food products and supplements. Our blended-to-order fruit smoothies, fresh-squeezed juices, healthy sandwiches, salads, soups and baked goods - and a proprietary line of premium nutritional boosts - have made us the upscale choice for healthy and active consumers in Southern California for years.

Area Developer Program: We are seeking qualified entrepreneurs for our multi unit, Area Developer franchise program. A candidate will pay a Development fee equal to \$10,000 times the number of stores they agree to develop (for the first 5 stores) and \$5,000 time the stores in excess of five. The minimum number of stores to be developed under an Area Development Agreement is 5, so the minimum Development Fee is \$50,000.

Franchise Program: We are seeking motivated entrepreneurs interested in joining our organization to own and operate one or more Robeks stores. Franchisees should be outgoing individuals that have strong leadership skills and share our commitment to excellence by providing superior customer service.

BACKGROUND:

Established: 1996

1st Franchised: 2000

Franchised Units: 160

Company Owned Units: 1

Projected New Units (12 Months): 130 by 12/31/07

Registered: All except ND and SD

FINANCIAL/TERMS

Cash Investment: \$ Single = \$100k / 3-Pack = \$250k / Area Development = \$80k

Total Investment: \$227,400 - \$360,100 (per unit - includes fees, build-out, lease, working capital, inventory)

Minimum Net Worth: Single = \$350k / 3-Pack = \$500k / Area Development = \$300k per unit net worth - minimum of 5 stores

Franchise Fee: **\$30k** for first and each additional store merits a 25% discount on then current fee / 3-Pack - **\$65k** initial fee for 3 store deal (28% discount) and additional stores merit 25% discount on current fee / Area Development - **\$50k** to develop 5 stores in exclusive territory plus \$20k initial franchise fee for 1st store

Royalty: 7% of gross sales

Ad: 2.5% of gross sales to national marketing fund

Average Number of Employees: 12-15

Passive Ownership: No

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: No, however Robeks works closely with financial institutions such as CIT / SBA to qualified applicants

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes, for approved franchises

Co-Operative Advertising: Yes

Training: Classroom and in-store training to include all systems, procedures and programs as well as complete practical understanding of how to successfully operate a Robeks store.

[Back to Franchisor Listings](#)