



the  
**tomato**  **shack** <sup>TM</sup>  
salad & pizza co.

# ABOUT US



Welcome to The Tomato Shack Salad & Pizza Co., where passion for flavor meets a commitment to quality! For over two decades, we've been a culinary cornerstone in Philadelphia and its suburbs, crafting a delectable journey through our commitment to organic, locally sourced, and healthier dining options. As a fast-growing and tremendously profitable franchise, we're thrilled to bring our exciting concept to the Delaware Valley area. Our success is rooted in the meticulous selection of the finest ingredients and an unwavering dedication to exceptional customer service.

Founded in 2003, our corporate management team has nurtured The Tomato Shack from its inception, expanding to multiple thriving locations. Now, as we embark on the next level of growth, our fast-casual haven invites you to savor artisan pizzas and salads with a customizable twist. Join us on a gastronomic adventure, where every bite reflects our decades-long commitment to excellence.

The Tomato Shack Salad & Pizza Co. is a revamped version of The Couch Tomato Cafe name, retaining the same founders, owners, menu, service and operation. Our fresh name aligns with our enduring commitment to healthy dining, symbolizing a new chapter in our journey towards future growth and culinary excellence.

# OPEN YOUR OWN SHACK!

Embark on the entrepreneurial journey with The Tomato Shack Salad & Pizza Co! Step into the role of a small business owner, steering a flourishing franchise with an impressive legacy spanning over two decades. Supported by a resilient management team and the continuous guidance of our original founders, you're never alone in this venture. Revel in the opportunity to shape a healthier local lifestyle, relishing the rewards of being your own boss and acting as a catalyst for positive change.

Contribute to community growth, create job opportunities, and find fulfillment in a venture that seamlessly blends personal satisfaction with financial success. Experience unparalleled support from our franchise, featuring a meticulous training program and ongoing assistance. Our diverse menu, boasting salads, pizzas, paninis, and homemade soups, ensures there's something to suit every palate. The expanded catering options, resonating well with local offices and residents, underline our commitment to culinary excellence and community engagement. Join us in a venture where your success is not just a goal but a shared journey toward prosperity and impact.



# LET'S TALK MONEY

Delve into the financial landscape of The Tomato Shack salad & pizza co. Our Conshohocken location, inaugurated on August 31, 2022, stands as the franchise model branch despite our over two-decade legacy. This location serves not only as a training ground for franchisees, but also sets the financial benchmarks and expectations.

Explore the attached "Item 19 Highlights" for detailed insights, including gross sales, expenses, and gross profits (including owner compensation) for the stated term, reflecting the financial health of our pioneering Conshohocken location.



## INITIAL INVESTMENT RANGE:

**\$150,500 - \$685,000**

FRANCHISE FEE **\$40,000**

ROYALTY FEE **6% OF GROSS SALES**

BRAND FUND **1% OF GROSS SALES**

MARKETING FUND **1% OF GROSS SALES**

### ADJUSTED EBITDA FOR PROTOTYPE

**(CONSHOHOCKEN, PA)**

**LOCATION FOR THE 2023 CALENDAR YEAR**

	Amount	Percentage of Gross Revenue
Gross Revenue	\$1,580,445	100.00%
Cost of Goods	\$546,454	34.58%
Gross Profit	\$1,033,991	65.42%
Operating Expenses		
Third Party Fees	\$24,388	1.54%
Payroll Expense	\$622,723	39.40%
Liability Insurance Expense	\$15,704	0.99%
Utilities	\$47,961	3.03%
Rent Expense	\$31,095	1.97%
Total Operating Expenses	\$741,871	46.94%
Franchise Related Adjustments		
Royalty	\$94,827	6.00%
Brand Fund Contribution	\$15,804	1.00%
Local Advertising	\$15,804	1.00%
Technology Fee	\$9,684	0.61%
Total Franchise Related Adjustments	\$136,120	8.61%
Adjusted EBITDA	\$156,000	9.87%

\*This software suite encompasses point-of-sale systems, recipe and menu costing management tools, website administration software, online ordering platforms, and app maintenance solutions, alongside professional bookkeeping software.

**ADJUSTED EBITDA FOR PROTOTYPE  
(CONSHOHOCKEN, PA)  
LOCATION PARTIAL YEAR - 2024 JAN 1 - SEP 30 (Q1-Q3)**

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	Amount	Percentage of Gross Revenue
<b>Gross Revenue (Partial Year)</b>	<b>\$1,502,522</b>	<b>100.00%</b>
<b>Cost of Goods</b>	<b>\$485,268</b>	<b>32.30%</b>
<b>Gross Profit</b>	<b>\$1,017,254</b>	<b>67.70%</b>
<b>Operating Expenses</b>		
Third Party Fees	\$26,145	1.74%
Payroll Expense	\$553,303	36.82%
Liability Insurance Expense	\$18,657	1.24%
Utilities	\$38,389	2.55%
Rent Expense	\$26,067	1.73%
<b>Total Operating Expenses</b>	<b>\$662,561</b>	<b>44.10%</b>
<b>Franchise Related Adjustments</b>		
Royalty	\$90,151	6.00%
Brand Fund Contribution	\$15,025	1.00%
Local Advertising	\$15,025	1.00%
Technology Fee	\$6,764	0.45%
<b>Total Franchise Related Adjustments</b>	<b>\$126,966</b>	<b>8.45%</b>
<b>Adjusted EBITDA</b>	<b>\$227,727</b>	<b>15.16%</b>

\*This software suite encompasses point-of-sale systems, recipe and menu costing management tools, website administration software, online ordering platforms, and app maintenance solutions, alongside professional bookkeeping software.

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PROUDLY  
FEATURING

*Fresh. Local. Organic.*



# OUR MENUS

Indulge in a menu curated with a focus on pure, clean ingredients. We prioritize organic and locally-sourced elements, steering clear of frozen or pre-made or processed foods. Everything is crafted from scratch in our dedicated “scratch kitchen.” Embracing inclusivity, our vegan, gluten-free, soy, and nut-free pizza sauces, salad dressings, and sandwich spreads cater to diverse preferences and allergies.

Experience culinary innovation with seasonal additions and tantalize your taste buds with our “manager special” items. Our commitment to simplicity ensures a seamless and delightful experience for every customer.



\*All menu items and pricing are subject to change.

# HOT ENTREES & SIDE DISHES

## NONNA'S CHICKEN

Pan roasted chicken with roasted tomatoes and a fresh herb sauce, served with a side of jasmine rice

## PENNE POMODORA

Penne pasta in our house marinara sauce topped with farmers cheese, basil, and Parmesan. (Vegetarian)

## CHEESE TORTELLINI

Ricotta-stuffed tortellini with a sun-dried tomato cream sauce. (Vegetarian)

## PENNE WITH VEGETABLES IN BASIL CREAM SAUCE

Seasonal roasted vegetables and penne pasta served in our house basil cream sauce. (Vegetarian)

## CHICKEN PARMESAN

Breaded chicken cutlet, farmers cheese, Parmesan, & parsley.

## ROMAN SAUSAGE WITH PEPPERS N' ONIONS

Sweet Italian sausage, peppers, onions with Roman tomato sauce (Dairy-free, Gluten-free)

## CHICKEN MARSALA

Roasted chicken in mushroom demi-glaze. Each order comes with a side

## FAJITA BAR

Chicken or Seitan (pick one) in a pepper & onion mix: served with tortillas, shredded cheese, pico de gallo, chipotle sauce, and an avocado crema on the side so your group can customize to their liking.

## CHICKEN PICCATA

Served in a lemon - caper sauce (Gluten Free). Each order comes with a side.

## BBQ SLIDERS

Slow-braised pulled pork or pulled chicken in our house BBQ sauce served with 24 Brioche slider rolls, caramelized onion, smoked cheddar, and more tangy BBQ sauce!

## BAKED SALMON

Baked Salmon with lemon & fresh herbs, served on a bed of roasted seasonal veggies. Recommended side is Coconut-lime Rice.

## CHICKEN SANDWICH BAR

This create-your-own set-up includes brioche buns, sliced tomato, arugula, roasted red peppers, caramelized onions, tray of pepper jack and cheddar cheeses & spreads (pick 2-Chipotle, BBQ, Ranch, Pesto Mayo, Ancho-Honey) for your group to customize each sandwich.

## ROASTED SEASONAL VEGETABLES

### ROASTED IN OLIVE OIL

(Vegan, Gluten Free)

## COCONUT-LIME RICE

Great addition to the Fajita Bar!

## ROASTED POTATOES

Herb Roasted. Gluten Free on request.

(Vegetarian)

# SIDES, DESSERTS, & ADD-ONS

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## CHICKEN BITES

House breaded chicken cut into bite-sized pieces. Served with chipotle and bbq sauces on the side; A true crowd pleasing finger-food for group events!

## GARLIC KNOTS

12 Garlic Knots baked together and topped with garlic butter. Served with our house marinara.

## POTATO & ROASTED CORN SALAD

Baby red potato, roasted corn, celery, scallion, dill, vegan mayo, seasonings (Gluten Free, Vegan)

## HOMEMADE SOUPS

We carry Tomato Basil Bisque (VT) and Chipotle Chicken Chowder daily. Ask for the other 1-2 options that vary daily!

## SEASONAL FRESH CUT FRUIT

Mixture of fresh seasonal fruit, served with a marshmallow fruit dip!

## DESSERT TRAYS

Dessert trays include an assortment of freshly baked cookies & brownies. Gluten Free/Vegan Maddie bars can be added on request!

# BOXED LUNCH PACKAGES

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## THE HUNGRY BOX

Includes a wrap OR sandwich, a tomato-cucumber salad OR potato chips, an apple, and a dessert cookie/brownie

# LET'S CONNECT

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SEND US AN EMAIL AT:

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FOR MORE  
INFO, VISIT:

