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Cereal Bar

Franchise
Brochure

About Us

There's a new concept in the restaurant industry that compels people to change the way they view breakfast cereal. On June 2019, entrepreneur Kevin Cossio opened up Milky Ways Cereal Bar, an ice cream shop located in Palmetto Bay, Florida. Milky Ways Cereal Bar offers an eccentric menu of boutique-level desserts crafted with everyone's favorite brands of cereals! Their fun and exciting atmosphere is a reflection of Kevin's passion to create a memorable experience through innovative treats, proven by their title as "Miami's Best Cereal Bar." In just one year, Milky Ways Cereal Bar generated so much demand for more locations that Kevin decided to franchise his concept to entrepreneurs who seek a wonderful venture to own and help expand the brand!

To properly develop his concept into a franchise, Kevin sought the help of Franchise Creator CEO and Founder, Hossein Kasmal. "Hossein and his team provided a thorough comparative study, the development of an operations manual, and a full sales force to help the expansion of Milky Ways Cereal Bar," said Kevin. "I have full confidence we can expand through franchising."



Concept

Milky Ways Cereal Bar offers a streamlined menu of fantastic signature recipes that incorporate many of Miami's local flavors such as churros and the highly-coveted cafecitos. If not, customers can choose to customize their own treats by building their own Milky Cup (ice cream in a cup or cone), Milky Shake (milkshake with extra add-ins), or a Milky Bowl (bowl of cereal with toppings). Every location has at least 20 options of cereals, 15 toppings, and 5 sauces. The Milky Ways Cereal Bar also doubles as quick fuel spot for homestyle Cuban coffee. What separates this unique concept from other cereal bars is that Milky Ways provides a fun atmosphere with video games, board games, card games, karaoke nights, and movie screenings! With a business model that drives in customers through great desserts and retains them with an exciting environment, Milky Ways Cereal Bar is the best franchise to invest in this niche industry!

1

Choose your product

(Milky Cup, Cone, Bowl or Shake + Your Choice of Ice Cream or Milk)

2

Choose your favorite cereal

(Franchisee must have at least 20 options of cereals)

3

Choose a topping

(Choose from over 15 different toppings)

4

Choose your drizzle

(Finish off your masterpiece with your favorite drizzle, and enjoy it!)

You make me melt!

Offering

Rather than start an ice cream shop from scratch, franchising a Milky Ways Cereal Bar rewards you with a proven business model under a successful brand to help you stay in business for longer! The following is a breakdown of the initial investment needed to franchise this concept, with estimates varying by your location:

One-time Franchise Fee:

\$24,900



**Total
Initial Investment:
\$60,835 - \$82,820**

Real Estate Rent Deposits: \$6,000 - \$18,000

Furniture, Fixtures, and Décor: \$5,000 - \$10,000

Construction of Leasehold Improvements:
\$80,000 - \$100,000

Equipment, TVs, Cameras, etc.: \$50,000 - \$80,000



Also included with your investment are all essential supplies and ingredients, all necessary business license and permits, accountant and attorney fees, a marketing budget to advertise your franchise's grand opening, and a three-month capital reserve. Franchisees are also awarded with a reserved territory of the lesser of a three-mile radius or a population of 30,000. Moreover, franchisees are required to submit an industry-standard monthly royalty of 5.5% of gross sales and a local marketing fee of 1% of gross sales. The franchise opportunity also grants franchisees with a training program.

Training



It doesn't matter if investors do not have previous experience within the restaurant or hospitality industries. Milky Ways Cereal Bar require each franchisee to complete a comprehensive training program, consisted of 17 hours of classroom training and 16.5 hours of hands-on training at your new franchise location. Franchisees will learn how to replicate all menu items, provide thorough customer service, staff their location, and advertise their location. Moreover, the franchise support team assists all franchisees throughout the buildout of their franchise and ongoing operations to boost long-term success.

Opportunity

Starting any restaurant from scratch is an extensive and exhausting process that can drain you of your money, time, and resources. Franchising allows you to invest in a proven business model that has already bypassed the obstacles common with starting from scratch, and allows a 92% survival rate beyond a five-year period compared to non-franchises (only 25%). Moreover, the ice cream shop industry is worth at least \$6 billion annually, with a CAGR of 4.9% for the next five years until 2025. With more than 43% of Americans agreeing that cereal is a great solution for lunch and dinner, it's highly recommended to franchise a Milky Ways Cereal Bar if you're interested in breaking into this niche industry. Contact Franchise Creator for more information!





Call

TODAY

to learn more about Franchising!

(305) 592-9229

www.milkywayscerealbar.com