

# POMPERDALE

FAMOUS NEW YORK DELI

S I N C E 1 9 6 9

To be a Pomperdale Deli Franchisee  
is to be part of something  
truly special.



## How important is community involvement?

- We've found that those who love their community will be a success. Cultivating existing relationships and creating relationships with community leaders, businesses, schools, churches, local sports teams, local charities and, anyone who enjoys fresh, high-quality deli sandwiches.

When franchisees show their community love via sponsorships and other types of involvement, they return the love with long-term loyalty.

## The Opportunity

- We have single unit franchises opening and multi-unit franchises available with large-protected regions. We are a fun business that is popular and successful. If this sounds intriguing, don't hesitate to call John Mautner Partner and COO today at 312-371-7929 or email [john@pomperdalefamousdeli.com](mailto:john@pomperdalefamousdeli.com) to schedule an interview.



## Our Story

Since 1969, Pomperdale Deli has remained real deal, authentic and famous New York Deli. The very best cuts of corned beef, pastrami, brisket, soups, sides, potato pancakes and much more are lovely and carefully prepared fresh every day, resulting in a sandwich so tender, juicy and delicious, it will melt in your mouth.

Awarded 10 times as *“Best Deli in Broward County”* and with scores of loyal customers, we have decided to franchise because the world really needs a great Deli. We have learned over the past 55+ years what works — and by following our system step-by-step, you can become a success.

## The Pomperdale Difference

So, what make us so different? Besides making delicious overstuffed award-winning Deli sandwiches, simply put, we have fun with our customers.

We call it the **SHOW!**

**S**mile & Greet

**H**ear the Guest Story

**O**wn the Experience *and*

**W**ow the Guest

We are in the business of creating loyal customer meaning, from the time guests enter the deli to time they leave, every guest is happy, every time.

Part of the SHOW is our “open-kitchen” concept, where customer can watch us slice and prepare sandwiches and the many other delicious products beautifully displayed. Stop into our original Pomperdale Deli in Ft. Lauderdale and experience what some say “the best deli anywhere”



## What is it like to operate a deli?

We are in the business of “wowing every customer, every time”. Providing our famous sandwiches, soups, and sides that customers love is fun and exciting. The business requires hard work but, there are many rewards. If you love food and making customers happy, you are in the right place.



## What is the investment?

Qualified franchisees should have business acumen, desire to learn the deli business, and have a positive attitude to represent the brand. But most importantly is commitment. A commitment to meet high standards each day and the ambition and drive to be a great operator. We want to help every Franchisee be successful, build wealth, enrich our local communities, and support growth.

Initial Franchise Fee per location is \$30,000 for a single location and \$25,000 for each additional location.

The approximate cost to open a Pomperdale Deli including construction, buildout, permitting, equipment package, signage, training, opening inventory, needs to be analyzed; and, depending on the location should be about \$150,000.

Long term financing to qualified applicants may be available.

Franchisees pay a weekly Royalty of 8% of gross revenue plus 2% advertising and marketing fee and purchase all products from our approved vendors.

To assist you to get your deli open, we have assembled a trusted team of professionals including construction, realtors, legal, marketing, PR, insurance, graphic design, printing, signage, and IT that will help you every step of the way.

### **How much money can I make?**

The original Pomperdale opened in 1969 and has average revenues of \$1,400,000 per year for the past several years. We have 1,300 S.F. space and the business has 15 employees and has been profitable for many years. There are no guarantees of success, but we are committed to helping you every step of the way.

With our new franchise model, we have taken many of the operating costs out of our original deli.

- We reduced the start-up cost from \$600,000 to \$150,000.
- We removed the entire kitchen, eliminating the hood and many costly ovens, and other equipment.
- No cooking is needed as all meats will be delivered expertly prepared to our specifications while maintaining top quality standards. You simply steam, slice, and serve.
- We have reduced the daily employee count from 15 to 3 per day and a major labor reduction.
- We have greatly simplified the menu to our best-selling and most profitable sandwiches, soups and sides.
- We have reduced the size of space needed to 500-700 S.F., significantly reducing the rent and utilities. (*see deli design packet*)

## The three steps to becoming a Pomperdale Deli Franchisee

- 1** Complete the franchise application and schedule the interview and if accepted, we will send the FDD (*Franchise Disclosure Document*) for you to review.
- 2** Once you have reviewed the FDD, a second interview is scheduled; and then, if approved, we shall send the Franchise Agreement to review and sign and pay franchise fee.
- 3** Complete site selection, begin the buildout, complete training, and open your deli.

### Training

Training is key to successfully operating a Pomperdale Deli. We have an extensive operating manual, standard operating procedures checklists, recipes, management training, and more.

2 weeks of training will prepare you to hit the ground running and open and operate your Deli. We will also provide you 1 week of training once you open your Deli and ongoing quality inspections.

To get trained, the owner and 2 managers will roll up their sleeves and work inside the original Pomperdale located in Ft. Lauderdale, Florida. We call it "Pomperdale Academy". You will learn the skills to manage, prepare our award-winning menu, how to open and close the deli, operations standards, recipe procedures and our philosophy of hospitality.

### Real Estate

After securing your franchisee, our real estate partner will reach out to you, and they know exactly what to look for in your market.

### Construction

Our construction partner we assist you with store design, buildout, and equipment orders.

## **Training**

There is typically a 4-week combination of classroom training and hands-on learning, at our original location in Ft. Lauderdale, Florida.

## **Marketing**

Our marketing partner will assist with media buying, local advertising, social media, website, and PR. They will be with you before opening to begin marketing programs and ongoing programs to support your marketing and promotions.

## **Operations**

A proprietary SOPs, checklists, training videos and an opening specialist ensure smooth operations on day one; after that the quality control team checks in regularly for inspection and additional training if needed.

## **Purchasing**

Top supplier relationships help provide you with the highest quality products at the best prices.

## **Staffing**

Due to the efficient size of the deli (500 to 700 S.F. on average) and a total of 7-8 employees, both full and part-time staff are needed including 1 certified manager, 1-2 delivery drivers, and 5 full and part-time hourly employees

## **What is the food cost as a percentage of sales?**

Labor cost averages 20%, food cost have been averaging 30% and we are adjusting menu pricing as supplier prices increase over time?

## **What are my responsibilities and role as owner?**

Simply put, to manage and grow the business with our support and guidance. Most franchisees will be hands-on owners. They will oversee the day-to-day operations and work shoulder to shoulder with all employees. As you open more locations, you will be able to manage the business and build a leadership team to help.

## **What type of marketing should we do to promote the deli?**

We utilize several approaches including radio, social media, coupons, and website. Meeting with local companies in your market for lunch delivery of sandwiches and deli platters is effective and let's not forget the busy holiday catering season.

## **What are the financial qualifications needed to franchise with Pomperdale Deli?**

Candidates with a good credit score and \$100,000 in liquid capital.

## **What qualities is Pomperdale Deli looking for in a franchisee?**

Here's the shortlist: honest, capable, competitive, genuine and community minded. Listen, you must have a love for our sandwiches, a devotion to our customers, and the need to "crush it" every day. You have experience leading teams and following systems. Essentially, you take comfort in a roadmap. Oh, and you're financially qualified to make this kind of investment in your future.

## **Do we offer financing?**

Yes, we have financing sources to connect with.

## **How long does it take to open a restaurant?**

We estimate it will be 4-6 months or more after you sign the Franchise Agreement before you open your doors, but the timeframe could vary depending on a variety of factors, including your diligence in the site selection and leasing processes and existing market conditions, availability of construction materials, etc.

## How important is community involvement?

We've found that those who love their communities are going to be a success. Leveraging existing relationships or are willing to create relationships with community leaders, businesses, schools, churches, local sports teams, local charities and, anyone who enjoys fresh, high-quality deli sandwiches.

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