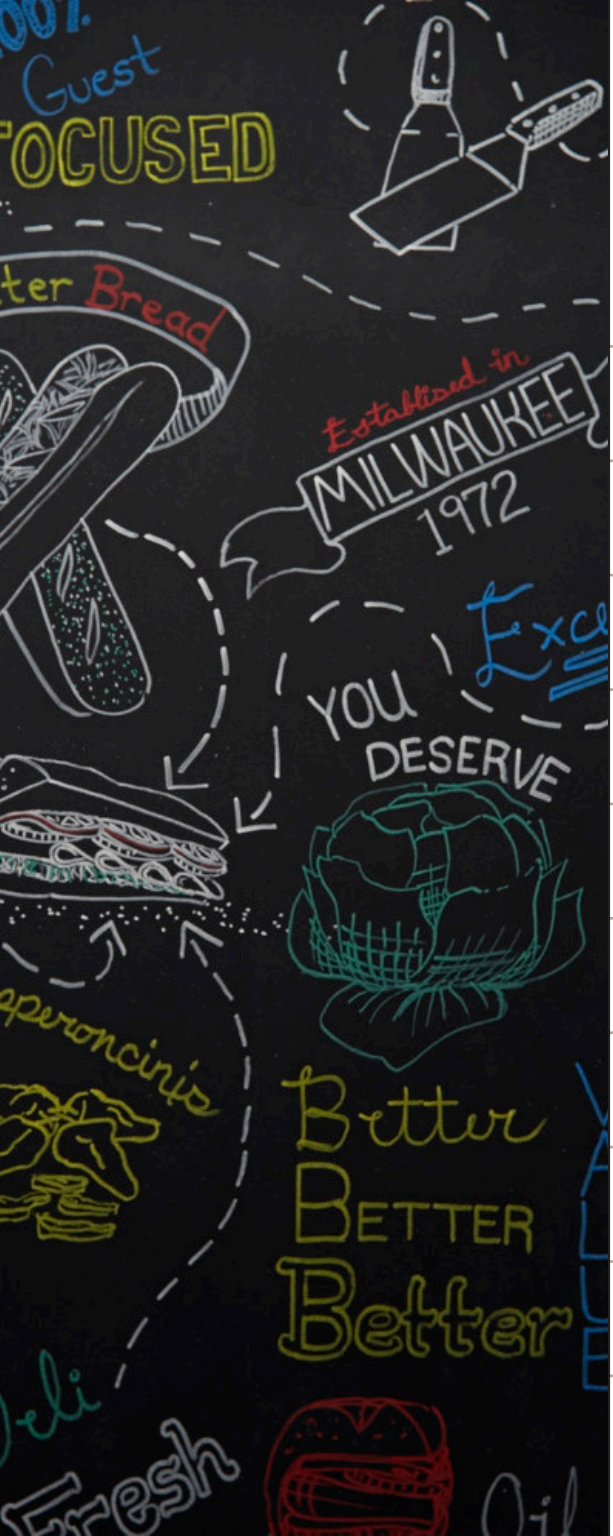




# OWN YOUR OWN COUSINS SUBS

THE FRANCHISE THAT BELIEVES IN BETTER





**ABOUT US**

**WHY COUSINS**

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**OUR LOOK**

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# ABOUT US

**WE BELIEVE IN**  
**BETTER**

Through continual improvement and uncompromising quality, Cousins Subs is committed to bringing a little *better* to every community we serve.

Our better bread, fresh ingredients and exceptional support to both our franchisees and our guests have turned Cousins Subs into a true family franchise.

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**“KNOW THAT YOU’RE WITH A BRAND THAT CARES. THAT’S IMPORTANT. FOLLOW WHAT’S BEEN LAID BEFORE YOU. THE CULTURE IS GREAT. THE PRODUCT IS GREAT. IF YOU FOLLOW EVERYTHING HOW IT WAS ORIGINALLY SET UP AND DO EVERYTHING THE COUSINS WAY, THEN YOU’LL BE SUCCESSFUL.”**

**Mike Smith**

Multi-Unit Franchisee

# WHY COUSINS?

## THE PROOF IS IN *the* NUMBERS

**\$627,658**

System-wide Average of  
Traditional Franchised Shops<sup>1</sup>

**55%**

AUV Increase Since 2011<sup>2</sup>

**26.2%**

Same Store Sales Increase:  
2011 – 2019<sup>3</sup>

For more than 47 years, Cousins Subs has been proving ourselves as a true leader in the growing sub sandwich segment — serving up superior subs with our signature hometown heart.

### BELOVED BRAND

We've built our business on sincere values and our fans can spot the difference.

### GENUINE SUPPORT

We treat you like family, from your personal business consultant all the way up to our CEO.

### BETTER PRODUCTS

Premium ingredients, real Midwestern suppliers and fresh baked bread keep guests coming back.

### CONVENIENT FEATURES

Online ordering, delivery options and loyalty programs have been proven to boost sales.

1. For more information see Page 47 of the 2020 Cousins Subs Franchise Disclosure Document, Part 1-B: Average Gross Receipts of Franchised Shops for Years 2017 to 2019

2. For more information see Page 53 and 54 of the 2020 Cousins Subs Franchise Disclosure Document, Part 3: Growth in Average Unit Volume Between Fiscal Year 2011 and 2019

3. For more information see Page 54 of the 2020 Cousins Subs Franchise Disclosure Document, Part 4: System-Wide Annual Net Sales for Shops in Fiscal Years 2011 and 2019

# OUR LEGACY



Founder Bill Specht at a sandwich board. Circa 1973



Our first store. 1972



Founder Bill Specht and his daughter Christine Specht, 1977

It all started in 1972 when two cousins set out to bring their favorite style of sub sandwiches from the East Coast to their new hometown of Milwaukee, Wisconsin.

Believing in quality above all else, they sourced the finest local ingredients, including real Wisconsin cheese, to create a better sub sandwich than anyone else.

Today, we're just as committed to consistent quality and we're excited to bring new fans into the Cousins Subs family.

**NEWS & UPDATES**  



Click to meet Christine & her Leadership Team



# OUR FOOD

## QUALITY HAS NO SUBSTITUTE

Better products create a more satisfying dining experience. That's why, from the very start, we've been baking better bread fresh in our stores every day and using only the finest ingredients sourced from real Midwestern suppliers.

When you offer your guests a better product, in a convenient and friendly environment, they become loyal fans for life.



# BETTER BREAD BAKED FRESH

100% WISCONSIN  
CHEESE



**CLICK  
FOR  
COMMERCIALS**



EXCITING MENU ADDITIONS

# SUBS GRILLED TO PERFECTION

# OUR LOOK

VIEW  
VIRTUAL  
TOUR



# SUPPORT & TRAINING



Whether you're new to franchising or just new to us, we offer support and training to turn you into a sub sandwich superstar in no time. We believe in giving you direct contact with our leadership team and letting your voice be heard.

YOU OR YOUR GENERAL MANAGER  
*will* **EXPERIENCE:**

- 5 days of deep dive into the Cousins brand at our headquarters
- 20 days in a certified training location learning the Cousins method firsthand
- 4 days of pre-opening training on-site at your restaurant
- 10 days with our corporate support team sticking around your location after grand opening to ensure you have everything you need to thrive

*Your Personal*  
**BUSINESS CONSULTANT**

With Cousins Subs, you're never alone. After our training team has you up and running, your personal business consultant will be available to answer any questions that may pop up. They're your ongoing touch point for all things Cousins Subs so you're never left wondering what comes next.

# WHO WE WANT

## PURPOSEFUL

We believe in creating positive change, serving others and meeting the highest standards.

## OPTIMISTIC

We believe in the power of personal growth and in always striving to be extraordinary.

## PASSIONATE

We are driven to constantly improve and inspired by helping those around us succeed.

## GROUNDED

We believe nothing grows without strong roots, so we honor our history and treat everyone like family.

We also highly value restaurant and/or franchising experience and the long-term desire for multi-unit expansion.

**CLICK  
HERE**  *Our*  
**CULTURE**

## FINANCIAL REQUIREMENTS

**\$250,000**  
Available Liquid Capital

**\$1,000,000**  
Net Worth

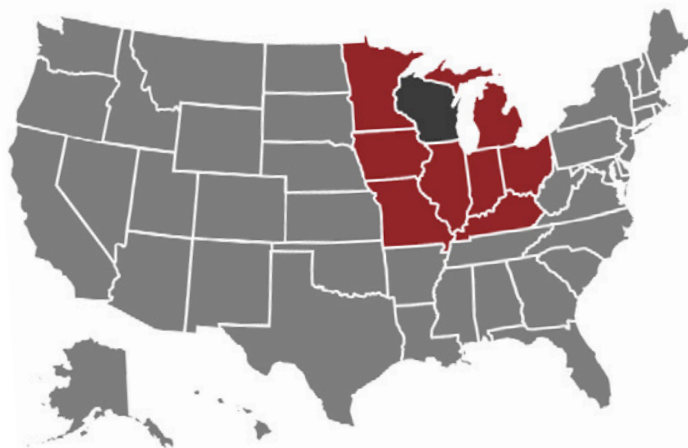


# INVESTMENT | MARKETS

(Benchmark: 2,000 Square Feet)

| TYPE OF EXPENDITURE                 | AMOUNT                       |
|-------------------------------------|------------------------------|
| Initial Franchise Fee               | \$25,000                     |
| Leasehold Improvements              | \$40,000 - \$195,000         |
| Equipment and Small Wares           | \$50,000 - \$141,000         |
| Seating Package / Millwork          | \$22,500 - \$75,000          |
| Initial Inventory and Supplies      | \$2,500 - \$6,500            |
| Point of Sale System / Technology   | \$10,000 - \$30,000          |
| Architectural Fees                  | \$4,500 - \$37,000           |
| Rent                                | \$3,000 - \$15,000           |
| Lease and Utility Security Deposits | \$0 - \$15,000               |
| Insurance                           | \$700 - \$1,500              |
| Training                            | \$2,500 - \$10,000           |
| Store Marketing Fee                 | \$10,000                     |
| Lease Addendum Review Fee           | \$0 - \$2,000                |
| Signage                             | \$6,500 - \$35,000           |
| Additional Funds – 3 Months         | \$20,000 - \$50,000          |
| <b>TOTAL INVESTMENT</b>             | <b>\$197,200 - \$648,000</b> |

*We have*  
**OPPORTUNITIES  
AVAILABLE**  
IN MULTIPLE MIDWEST MARKETS NEAR YOU.



TARGET MARKETS



SOLD OUT



FUTURE MARKETS

# LET'S GET STARTED



## CONTACT

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