



January 30, 2008

Dear prospective buyer –

Please find to follow a preview of the Greenville SE Super Suppers franchise for sale. The owners have taken a moment to put together many of the items that they believe will be important to you as you review their business and some of the things that make them unique as well as highlight their many strengths.

In this overview, you are provided a summary of the owner's reasons for selling, their operations and a brief business assessment.

Please feel free to call me if you have any questions or would like to discuss any of these elements at greater length.

The owners hope you find this business as great as they have over the last two years, and that you are ready for the exciting challenge of growing this franchise in such a fantastic new market segment.

PRESENT OWNERS: Chuck & Terri Henry

RE: Super Suppers Greenville SE

Summary of Sale and Business History

The Super Suppers Greenville SE franchise was purchased in February 2006. The owners had recently become familiar with the meal assembly concept and had a strong desire to bring this service to the Greenville area. The owners formed a Limited Liability Corporation, and the business found its location on Butler Road in Mauldin and started its business marketing in September 2006. The franchise improved its leasehold at 1054 E. Butler Road Mauldin, SC during the spring and summer of 2006 and was given its Health Department and City Building permits in September 2006.

The first customers were introduced to Super Suppers on September 18, 2006. Since that time, Super Suppers Greenville SE has offered its sessions and products for sale each month. The owners of the business have been solely responsible for the operations of the business.

The owners of Super Suppers Greenville SE have always enjoyed their business and their wonderful customers. Unfortunately due to a recent medical concern, the owners are forced to consider selling the business.

Mission Statement

Bringing families back to the dinner table one meal at a time.

Franchise

The Super Suppers franchises became available for sale in September 2004. Super Suppers Greenville SE was the 63rd franchise license purchased in June 2005, and several months later the store opened its doors.

As of today, there are over 300 open Super Suppers franchises and there are over 250 purchased franchise licenses. They are located in over 38 states including Alaska.

Franchisor

The Culinary School of Fort Worth is the franchisor for the Super Suppers franchisees. They are based in Fort Worth Texas and have been in business for over 30 years. Judie and Bill Byrd own the school.

Products and Services Offered

Super Suppers Greenville SE sells individual and bulk meal assembly services that include all food purchases, food preparation and display, food containers and cooking instructions and clean up. They offer these assemblies in four formats: 1. They offer weekly sessions where people can reserve a session spot that allows them to come in and assemble multiple meals at a set time in a friendly relaxed atmosphere accompanied by food, beverages and fun giveaways. 2. They offer Walk-in Days where people can drop in and make meals without reservations. Walk-in s are welcome any time except during private parties. 3. They also offer custom-assembled meals for their customers in exchange for an assembly fee. 4. They offer their Grab N' Go pre-assembled meals, side dishes and desserts, which are sold frozen to customers and are available during all business hours.

Other services that are in the pipeline include, but are not limited to: 1. Super Suppers Complete Meal Option including entrée, side dish, salad, and bread; 2. Single Serving Options; 3. Delivery services.

According to the Super Suppers Franchise Agreement, the store has the flexibility to offer whatever combination of the sessions and items listed above. They set their own session calendar and number of sessions (there is minimum number of sessions required in the Franchise Agreement).

According to their Franchise Agreement, the store has the ability to sell their products and services for whatever price they determine is reasonable. They currently charge the following prices for their services:

Large entrée = \$24.00

Regular Entrée = \$13.00

Grab & Go Meals (pre-assembled meals frozen for sale)

Regular Entrée = \$15.00

Side Dishes, Desserts & Breads – range from \$5.00 to \$12.00

Assembly charges = \$2.00

In addition to the meal assembly services they provide, they market their store as a destination for Private Parties for a variety of groups including MOPS groups, baby showers, bridal showers, birthday parties and girls'/guys' night out.

Operations and Employees

They currently offer their regular assembly sessions and/or Walk-in days on six days of the week (Monday thru Saturday). They advertise store hours of 9:30 am to 7:00 pm on Monday through Friday and 10:00 am to 2:00 pm on Saturday.

They have six employees who work part-time hours and perform all duties related to the operation of the business including: prepping ingredients for sessions, assembling entrees for the Grab n Go and for custom pickup orders, getting the store ready for customers, assisting customers with assembly, cleaning and providing refills during the sessions and Private Parties and cleaning up afterwards. The number of customers and assemblies determines the number of staff per shift that they are to prepare during the session. In-store Grab N' Go sales is also a major responsibility of the staff. They also have several high school students who are available to work as Dishwasher when the session/Party numbers warrant having someone full time to do dishes.

Marketplace

Customers

Super Suppers Greenville SE currently has over 4,000 people on its e-mail list, which is comprised of current and past customers, and people that have chosen to share their addresses with us.

They have a target audience of many different market segments.

They have customers from mainly these categories:

- Young urban professionals

- Single parent families

- Families with young children

- Baby boomers with disposable income

- Retired individuals who no longer desire to cook

- Elderly

Over the past year, the owners have not limited the marketing to any one group in particular and have been successful across the board when it comes to attracting new customers.

Suppliers and Business Partners

Sysco is the main food vendor and they currently participate in a National Contract, which guarantees a set margin on all products ordered and delivered pricing on certain products negotiated by Super Suppers Corporate. Their website is maintained by a service contracted by the Franchisor to do so. They have other regular suppliers such as pest control and utilities.

Competitors

Competitors in their area are **Dream Dinners** located on W. Butler Road in Mauldin. They offer a similar service to their franchise owners.

For the customer, Super Suppers is the only franchise that is associated with a culinary institute who designs and tests their recipes. Super Suppers is the only store that provides a warm, non-commercial atmosphere. They offer the greatest flexibility to their customers including single meal purchases, 3-serving (Regular) portions, custom assembly and pre-assembled (Grab n Go) meals available at all times.

From the franchisee prospective, Super Suppers is the franchise with the lowest cost to enter and the lowest monthly franchise fee percentage.

Management and Key Employees

The owners of the Greenville SE franchise are actively involved in the daily operations. The store can be operated without the owner being present as the employees have been trained to accept payment, take care of customers and run the store.

Ownership

The franchise is currently owned by Chuck Henry owner of the franchise. The owner will sell the franchise according to the detailed offering.

Marketing

They are currently using the following marketing streams to increase their customers' awareness and attract new customers:

Neighborhood Schools - From their inception they have continually marketed to preschools, elementary, middle and high schools within a five-mile radius from their store. They have been successful in offering fund raising opportunities; special Teacher Appreciation Days, periodic Teacher specials, and most recently they have tested a delivery program at a Preschool and Elementary School.

Direct Mail – They sent direct mail pieces to their target customer base during the month of October. The postcards mailed detail Super Suppers, their location, events and offer the recipient either “Free Assembly on a Custom Pick Up Order” or “\$10 off”. They will analyze continuing this form of marketing depending on customer response.

Radio – They have advertised on several local radio stations over the last two years.

Eventalope – Monthly calendar of events for Greenville delivered to targeted neighborhoods.

Activate Upstate – Super Suppers is an approved sponsor and service provider of the Greenville YMCA Weight Loss program.

Greenville Special Events

Super Suppers Greenville SE has been involved in many special events that provide huge marketing opportunities for small dollars. These events include: Mauldin Fest, Employer/School Wellness Fairs, Upstate Parent Festival, SOBA Winter Festival/Scavenger Hunt, to name just a few. They have also had the opportunity to speak at area churches' MOPS groups, Women's Groups (Christian, Business & Academic), Realtor Groups, Newcomer's Club and other various groups in their area. They continually pursue opportunities to speak to large groups.

Lease Obligations

Their currently lease their space of approx. 1,750 sq. feet at 1054 E. Butler Road in Mauldin, SC. Their location is adjacent to Veggies-to-Go and Arthur Murray Dance Studio and has direct access to I-385 and Woodruff Road.

J. Hoover manages the building. The lease that is held by the owners is under a 5 year term. The lease terms are extremely favorable for the Greenville area. The landlord does require that the new buyer be qualified under their terms.

Financial Information

Financial information and the sales terms will be provided upon request.



Introducing Super Suppers Greenville SE, SC

Super Suppers Greenville SE has been operating at this location since September 2006, and they have over 500 loyal customers. They want you each to know how much they appreciate their customers business and enjoy helping them provide delicious, healthful meals for their families.

The owners of Super Suppers Greenville SE have always enjoyed their business and their wonderful customers. Unfortunately due to a recent medical concern, the owners are forced to sell the business.

If a sale is in their future, their hope would be to sell their location to a customer or neighbor that understands the business and can carry on the great culture and quality of Super Suppers that sets them apart from the competition.

The purchase of their Super Suppers location will include the following:

- Protected territory
- A customer base of over 4,000 customers
- Approximately \$90,000 worth of commercial equipment/leasehold assets
- Approximately \$40,000 worth of kitchen equipment
- Approximately \$15,000 worth of décor items
- Approximately \$500 worth of resale items
- Approximately \$55,000 worth of intangible assets
- Trained staff, including a Kitchen Manager
- Five days of training at Super Suppers headquarters in Fort Worth, TX
- A trained corporate trainer for 3 days during your first week of operations
- A customized website
- On-going franchise support provided by Super Suppers Corporate through National Field Representative & Operations Support Staff.

The owners want you to know that their commitment to their valued customers will not waver while they make any changes necessary. One of the greatest assets are their fabulous staff that remains devoted to Super Suppers and dedicated to providing their customers the best meals and the best service in the industry! If they determine the sale of their store is not the right path for them at this time, they look forward to continuing to provide delicious entrees, sides and desserts their customers have come to expect from Super Suppers.