

The image features a close-up of a wooden cutting board with several pieces of food. In the foreground, a large, golden-brown, flaky roll is cut in half, revealing a filling of melted cheese, meat, and mushrooms. The roll is topped with a vibrant red sauce and a fresh green basil leaf. In the background, there are more rolls and a pile of golden, crispy chips. The overall scene is set against a dark, rustic wooden background.

TRASCA™
— & CO —
EATERY

**Invest In An Italian-Inspired
Restaurant Franchise, with Food
Proven over 50 Years, A Brand Built to
Last, And A Profitable Business Model**

FRANCHISE OPPORTUNITY

BENEFIT FROM OUR TRACK RECORD FOR SUCCESS AND OWN A BUSINESS BACKED BY EXPERT INDUSTRY SUPPORT



Joining the Trasca & Co. franchise family is an exciting opportunity to own an established Italian-Inspired eatery that has proven to be profitable!

Our team is made up of leading industry experts who are ready to share our experience and our success. The streamlined systems we've crafted make operations as easy and enjoyable as possible for any new owner.

Becoming a part of the Trasca & Co. empire means benefiting from low start-up costs, high quality ingredients, and proven business and marketing strategies that have already built a huge following. Having a strong reputation, a leading brand, and a successful business model, Trasca & Co. offers a unique chance for aspiring entrepreneurs to earn a high potential return on investment.

Trasca & Co. is ready to expand our unique and colorful concept that combines a proven operating model with a high-quality product and exceptional customer service. Our eateries offer artisan food in a non-pretentious space that fits today's trending demand for unique gourmet fares. Voted Best Catering, Best Fast Food, and Best Sandwiches, Best Pizza (to name a few), our handcrafted menu served for 50 years is legendary.

A vintage-inspired eatery dating back to 1974, our family serves fresh Italian-inspired foods from scratch, including the famous Panino. Now we're bringing this legacy to the world, welcoming everyone on our journey to spread the Frasca family love. Are you as passionate about family, food, and financial freedom as we are? This is your chance to join our craveable, one-of-a-kind concept!

ALL THE BEST INGREDIENTS FOR A FULFILLING BUSINESS AND CRAVEABLE BRAND

Our expert team has created an unparalleled experience and unique cuisine with high customer demand. Check out the top reasons for investing!

Profitability – Trasca & Co. has an extremely strong potential ROI and a sustainable concept that has been proven by our popular existing location.

Streamlined Operations – The Trasca & Co. model is operationally simple and runs smoothly with top-tier employees. Anyone can do it with our expert training!

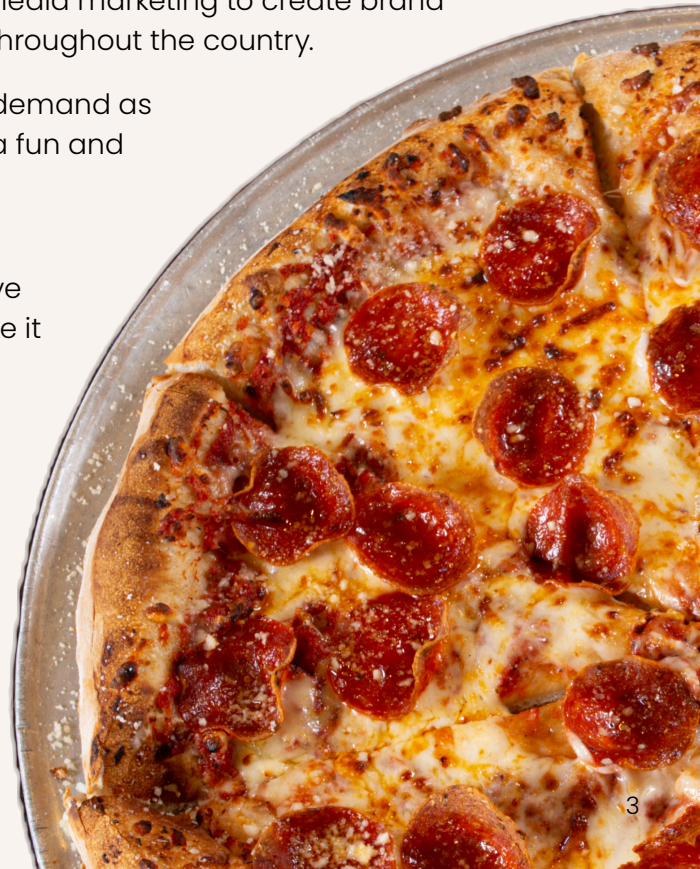
Nationally Adaptable – Trasca & Co. uses modern media marketing to create brand awareness and our model is adaptable to markets throughout the country.

In-Demand Model – The Trasca & Co. concept is in demand as we provide a place to relax and savor great food in a fun and authentic environment everyone can enjoy.

Unique Concept – Trasca & Co. is one of a kind. The atmosphere and ambiance, along with the innovative Italian-inspired menu, ensure there is nothing else like it around!

Quality Product – We use the best ingredients possible at Trasca & Co. and everything is made from scratch guaranteeing consistently fresh and delicious food.

Superior Staff – Trasca & Co. employees are paid better than the industry average. We offer fair share tips and a 5-star incentive, so our staff is always the best of the best.



ARE YOU THE RIGHT FIT FOR OWNING A TRASCA & CO. FRANCHISE?

The best prospective candidates will have strong people skills, a managerial mindset, and the ability to make the most of every opportunity to develop the business, we call it Grit-ability! We also want people with:

- *The ability and desire to Serve & Smile.*
- *Excellent multitasking and organizational skills.*
- *A background in management and proficiency in problem-solving.*



Sara Frasca, Founder

WE'RE WITH YOU EVERY BITE OF THE WAY

We provide the knowledge, experience, and tools necessary to make each Trasca & Co. profitable and fun to run!



Comprehensive Training

An extensive dual-phase initial training program sets Trasca & Co. partners up with all the knowledge they need.



Operational Support

Trasca & Co. provides ongoing support in customer-service techniques, product ordering, pricing guidelines, administrative procedures, and speaking engagements.



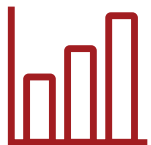
Purchasing Support

Trasca & Co. negotiates quantity discounts on needed items and facilitates the ordering process through our internal purchasing system.



Marketing Support

Trasca & Co. helps leverage its unique brand by developing advertising kits for local activation, national consumer plans, and digital-specific materials.



Developmental Support

Trasca & Co. provides continued research methods and techniques for how to better operate and more profitably manage franchises.

INVESTMENT SNAPSHOT

Franchise Fee
\$40,000

Minimum Initial Investment
\$290,000

Royalty Fee
5% of Gross Sales

Local Advertising
5% of Gross Sales

Corporate Advertising
1% of Gross Sales



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**IT'S THE FRESH START
YOU'VE BEEN DREAMING OF!**



With exciting flavors, a proven model, and a unique brand, our team has created the perfect recipe for success. To become a part of the Trasca & Co. family, visit our website today!

trascaandco.com/franchising



155 Tourside Drive, Suite 1500 | Ponte Vedra Beach, FL 32082

(386) 562-7000

nick.avena@fmsfranchise.com

trascaandco.com/franchising

This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.