



Home of the

**FREEDOM FRANCHISE**

We did away with one of the most commonly cited drawbacks of franchising: lack of control.

Make your business your own.

## WHY GREAT HARVEST?

The Great Harvest franchise started in 1978 and now has over 200 independently owned and operated bakeries across the U.S.

We are committed to building thriving businesses while supporting work/life balance, strengthening our communities and giving back to causes we believe in.

Our unique way of doing things led us to create our own franchise model, called the Freedom Franchise. Its franchising for those who don't want to be held captive by a contract that dictates everything from wallpaper to uniforms in a 750-page operation manual. And it still has the advantage of a proven, successful business model with a built-in support network.

At Great Harvest loving what you do and owning a successful business aren't mutually exclusive.

## START YOUR JOURNEY HERE

See the steps along the path to bakery cafe ownership with Great Harvest.

**Our Guiding Star:**

Be Loose & Have Fun,  
Bake Phenomenal Bread.  
Run Fast to Help Customers.  
Create Strong & Exciting Bakeries.  
And, Give Generously to Others.

Go Your Own Speed

- 1 apply**

Complete a confidential, no obligation application to explore bakery cafe ownership with Great Harvest!

We'll review your application for fit (are your goals realistic?), your desired location, and financial qualifications. You'll know within three days whether we are able to move forward.
- 2 unlatch the gate**

We'll send you our latest Franchise Disclosure Document (FDD), along with a confidentiality agreement (CA). Upon receipt of signed CA and credit check, we will proceed to step three.
- 3 get to know each other**

Speak with Great Harvest's Franchise Development Team about your expectations, what Great Harvest is about, and your questions about the FDD and due diligence.
- 4 do due diligence**

At this point you will connect with other bakery owners, pin down your geographical area of interest, figure out your financing and consult with an attorney to complete your due diligence research.
- 5 continue conversation**

Our ongoing talks will cover your vision for your bakery cafe and help you decide whether this business is a good fit for you.
- 6 visit Montana!**

Visit our franchise headquarters in Dillon, MT, and meet your future support team. You'll visit with representatives from each of our departments during your Experience Great Harvest Day!
- 7 decision time**

The next business day after Experience Great Harvest, we'll decide whether to award you a franchise opportunity. You have time to accept or decline.
- 8 focus**

If we agree to proceed, you'll be assigned a Training Specialist & Location Hunter to guide you through the bakery opening process. From here on out, the focus is on preparing for opening day success.
- 9 pre-opening planning**

Next, we help you find a location and negotiate a lease (this often takes 3-4 months). During this busy stage you will plan your layout and menu, secure permits, insurance, and oversee construction. After the lease is signed, we are generally 3-5 months from opening day.

Average time on the path to bakery cafe ownership is currently 14 months.
- 10 begin training**

Great Harvest University includes online coursework and in-person training (5 days in MT for each): Made-To-Order School; Baking Fundamentals School; and Bakery Cafe School.
- 11 crunch time**

You have full on-site support from our team for 3 weeks spanning your bakery cafe's pre, during & post-opening. We help with press releases, local marketing, training employees and putting the finishing touches on your store for the big day.

**opening day!**

Congratulations! You have realized your dream of small business ownership.

## What's Next for Bakery Cafe Owners?

**you've arrived; now what?**

You are not on your own. Support from Great Harvest's franchise headquarters continues after your bakery cafe opens. We'll come back again for on-site visits to your growing bakery several times during your first year, and will be in communication with you throughout. You also have 24/7 access to our online community of bakery franchise owners.

**one journey ends, another begins**

Your next challenge is to maintain the successful start established at your bakery cafe's opening and grow your business. Expand your menu, build relationships and nurture your customers.

What will you chase next? A second bakery in a neighboring market? Be one of the Top 10 Great Harvest Bakeries in sales performance? Improve your earnings through excellence? Whatever your next goal, Great Harvest can help you reach it.

## Facts About Great Harvest

stores in 1976: **1**

stores in 2017: **224**

**Find one near you.**

Longest period of time a franchisee has been with Great Harvest?

**36 years (and counting)!**

**from a franchisee:**

"We make our own decisions about...details that would be made for us by most franchise companies. We have the freedom to run our own stores, yet help from the franchise company or fellow owners is available when we need it. Great Harvest has the best bread, the best bakery concept, AND the best franchising arrangement."

— Mike and Julie Scheel, Great Harvest bakery owners since 1989.

**we are no cookie-cutter franchise.**

Each owner puts their own unique spin on the Great Harvest concept; no two locations are exactly alike. From design to menu, bakery franchise owners have a level of freedom that is almost unheard of in franchising.

Great Harvest was started with a single 5-ingredient recipe for Whole Wheat bread. We now have over 75 bread flavors, not including local specialty breads.

(That's not counting our many goodies, salads, grain bowls, and sandwiches).

### Franchise Costs

total initial startup costs: \$215,592 - \$551,762

franchising fee: ranges from \$20,000-\$30,000

royalty fee: 5% for new franchisees

marketing fee: 2.5%

term of franchise agreement: 10 years, renewable

territory: 50,000 to 150,000 people

### Financial Requirements

net worth: \$350,000

liquid cash requirement: \$130,000 - \$140,000

### Veteran Incentive

We offer a 15% discount off the initial franchise fee of \$20,000 to \$30,000 for honorably-discharged veterans of the United States Armed Forces who control at least 50% of the bakery at the time of signing their Franchise Agreement.

# Great Harvest Bread Co.

**more than bread**

A whole grain bakery at heart, many locations also offer espresso drinks, delicious goodies, gourmet sandwiches, salads, grain bowls, and more.

**authentic quality**

Our food's exceptional taste comes from the best whole wheat in the world, simple ingredients and old-fashioned slow food methods.

**over 200 locations**

Each of our independently owned locations is a little bit different, and 100% Great Harvest. Stop by and get a free slice.

[www.GreatHarvest.com](http://www.GreatHarvest.com)

Read Our Blog  
<http://blog.greatharvest.com/the-bread-business-blog>