

Franchise Support

Joining the Manny's franchise family gives you access to a meticulously planned system of support.

Before the doors open, you and up to two assistants will receive training in key areas including administration, operations, and sales/marketing in addition to valuable on-the-job training.

Shortly before and immediately following your grand opening, an experienced trainer from Manny's will provide on site training to you and your staff.

Your food preparation training will be uncomplicated. All of Manny's delicious recipes, including our Greek and Mediterranean dishes, require only basic ingredients. Yes, they're easy to prepare. And you'll be trained in our wonderful, efficient techniques.

You will also receive guidelines for selecting a suitable site for your Manny's restaurant. Additional considerations will include access to a high-traffic street with high visibility from either direction.



Manny's is experienced in the creation of highly effective marketing promotions; from ads and flyers to radio spots and more! Our marketing support will assist in spreading the good word about your Manny's franchise.

Should you at any time need a quick reference to Manny's policies and procedures, you will be able to access them readily in our comprehensive operations manual. This well organized guide contains easy-to-find information on every aspect of operating your Manny's restaurant, including

our delicious recipes, food preparation, and techniques.

You will receive ongoing operational support on crucial areas, including unit operations and maintenance, customer service techniques, product ordering, suggested pricing guidelines, and administrative procedures.



Insightful Planning Outside and In

As with everything about Manny's, its appearance and floor plan have been carefully crafted down to the last detail.

Manny's facilities range in size from 4,000 to 5,000 square feet. Inside the restaurant, multiple floor elevations enhance the seating vignettes and create mini-environments throughout Manny's that will

accommodate virtually any group size or makeup. The open floor plan enables patrons to experience the restaurant's positive energy flow as they relish a meal, enjoy entertainment, or simply relax in their own "space."

Manny's implements an innovative, high-tech cigarette smoke air movement system to accommodate both smokers and non-smokers. This system is so efficient that patrons dining at a non-smoking table will not detect cigarette smoke at a nearby table!



A Menu With Something For Everyone, Featuring Pan-Mediterranean And American Cuisine.

A franchise opportunity that appeals to a broad geographic arena across a broad target demographic. Manny's is the right place at the right time for you and for your patrons!

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Thinking of a restaurant franchise but haven't decided into which market niche you'd like to invest?

Manny's Neighborhood Grill is like owning several restaurants in one. Here's why Manny's is the destination venue for customers of all kinds...

Where can the family enjoy a delicious meal?

Manny's warm, comfortable atmosphere makes it a natural choice for family dining. Mom, dad and the kids can enjoy a great meal in great company. Dining out is a way for families to spend more time together and enjoy the convenience of not having to cook. It all adds up to good news for Manny's franchise candidates!



Who's got the game on?

Sports bars remain popular because they offer the conviviality of a party along with the bounty of individual choices for the passionate fan, but they aren't just for diehards. Sports bars have reinvented themselves into sports entertainment

concepts to attract a more diverse clientele. Once unlikely customers, such as women and families, are cheering



the new format both in attendance and dollars. Manny's is no exception.

Who has authentic Greek dishes?

In addition to a wide selection of American, our menu features an abundance of mouth-watering and authentic Greek and Mediterranean food. These food offerings dovetail with the continually rising popularity of ethnic cuisine. Customers want more ethnic variety and the market for ethnic food is predicted to grow by more than 50% in the next decade. Moreover, Greek food and wines have become top contenders in the competitive culinary world. Americans in search of flavor, adventure, and inherently healthy eating are responding with dining dollars.



Something for everyone!

When it comes to food, diversity, quality and absolute freshness are Manny's guiding principles. We don't use microwaves and every item is cooked-to-order. The marriage of our recipes and preparation methods ensures delicious, fresh-tasting meals with a home-cooked appeal – the crux of our operation. In addition, our portions are so huge that they often solicit a "WOW!" when an entree is presented to a diner.

Many restaurant menus boast "something for everyone," but Manny's bill-of-fare truly lives up to this promise. Our authentic Greek specialties include our signature Greek-style Lamb Shank, Pastitsio (Greek lasagna), Mousaka (Greek Eggplant Parmesan), and Spanakopita (Greek Spinach Pie). Our mouth-watering Mediterranean fare includes such delights as our "Mediterranean Trio" of Hummus, Babaganouj and Tzakiki served with Pita wedges and three sauces, as well as our delicious Falafel Appetizer, Mediterranean Pasta and Mediterranean Chicken and Shrimp entrees.

Diners may also choose from extensive offerings within these abundant categories.

- Appetizers, Salads, Soups, and Desserts
- Beef, Chicken, Seafood, and Pasta
- Hand-tossed Pizza
- Quesadillas, Calzones, and Pita Sandwiches
- Burgers and other sandwiches
- Children's menu
- Complete Drink Menu

Could I get that to go?

While customers love our high energy, positive dining experience and they also appreciate our take-out and delivery.

Responding to the ever increasing need for convenience is a part of Manny's strategy. In a January 2005 survey, Technomic, Inc. asked consumers how many times in the past week they had ordered food from a restaurant (excluding fast-food) for takeout or delivery. Technomic found 54% had ordered takeout or delivery once; 17% had ordered twice; 5% had ordered three times, and 3% had ordered takeout or delivery four or more times. Clearly these features are key components to look for when considering a restaurant franchise investment.



Manny's Neighborhood Grill...what a concept!

With all of these in-demand elements in place, the Manny's franchise concept represents a remarkable opportunity to start a business where all the mistakes and pitfalls have been confronted and overcome. Beginning with the basics in 1991, Manny's Neighborhood Grill is the result of careful evolution and expansion in response to strong consumer trends. What makes the restaurant even more exceptional is the seamless manner in which these various aspects fit together.



Manny's franchises will take advantage of our superb business system, the guiding force behind the many faces of Manny's. Our system is the product of our founder's vision, lifelong restaurant expertise, and time-tested methodologies. Moreover, it contains the keys to the proper execution of this remarkable franchise concept.

What kind of place is Manny's?

That depends on the time of day and day of the week! At lunch and throughout the daytime hours, customers can enjoy a combination of traditional Greek, Mediterranean and American fare. At the dinner hour, there is a heavier focus on our savory Greek

specialties. And still later, Manny's patrons can enjoy a beer or cocktail while perhaps munching on our delicious appetizers.

On game night and weekends, we switch into high gear as an action-packed sports bar!

But from opening to closing, the basics of our business hold constant:

- Exceptional food
- More-than-generous portions
- Warm, comfortable, friendly feel
- Efficient teamwork and fast service
- A high-energy atmosphere.

These elements create a delightful synergy that is distinctly Manny's.

