



Changing the Way You Eat Cereal

Where a Bowl for You is a Bowl for Them!

Franchise Packet



## Welcome!

Dear Prospective Stir's Enterprises Franchisee,

My name is Sterling Jack and thank you for your interest in owning a Stir's franchise. As you explore this packet, I think you will see why I am proud to be the owner and CEO of Stir's Enterprises Inc. At Stir's, our concept is simple: We are Changing the Way You Eat Cereal® and we have made being a franchisee very easy and seamless.

Owning a Stir's franchise not only gives you the opportunity to be in charge of your own successful business, but it offers the possibility to experience a lifestyle most business owners would envy. Owning a Stir's is not like owning any other restaurant, and I think you will see why as you learn more about the Stir's Revenue models.

The Stir's Enterprises business model is proven and well-established. Everyone at Stir's is dedicated to your success and will provide the resources you need to get started as quickly as possible. So, I invite you to take a moment to review this packet and find out for yourself why a Stir's franchise is a great and unique opportunity for you.

Sincerely,

A handwritten signature in black ink that reads "Sterling C. Jack".

Sterling C. Jack, Ph.D.  
CEO & Founder  
Stir's Enterprises Inc.



## Why Stir's?

In 2013, I officially created the Stir's Enterprises entity, and began to move forward. After years of research and proving the concepts contained in our revenue model, we are proud to offer ownership opportunities.

Every house in America has at least one box of cereal in the kitchen. People have already proven that they love cereal! There are few items in the grocery store that take up an entire aisle, but cereal does. We have not invented a cereal or created a new product to enjoy, we have simply changed the way you eat cereal by delivering it in places you have never had access to it before.

We are trying to do for cereal what Starbucks® did for coffee! The longer you think about that statement, the more powerful it becomes.

Before you consider joining our team and becoming a Stir's owner, you should to get to know us, our model, our background, our commitment, our vision and our mission. Then, you will be better able to see if your hopes and dreams align with ours.

We are the first cereal restaurant that was set up with franchising in mind. There have been a number of corner café type cereal places to open but have never been set up to really thrive. We have evaluated their mistakes and errors and made changes to ensure the success of Stir's. Our hope is that from now on, Stir's is the brand name that comes to mind when you think of cereal.

Independently owned Stir's stores have always been a part of the Stir's concept from day one. We have created a concept that supports location after location, making sure that you have the latest in support materials, training, and operations assistance to run your store, to recruit new members and to make money. We have staff that can help you with any situation that may arise.

Stir's corporate provides excellent marketing and advertising to our franchisees. We will be with you from day one to ensure your franchise's success. Through our partnership, you will have access to radio, television, print, social media, and much more!



Our key to success is the Stir's Business Model with 4 different Revenue Streams:

The Retail Store	The Stir's Food Truck	B2B Recurring Sales	Catering/Special Events
By providing a one of a kind experience with over 70 options plus specialty items, we are able to draw people in to come experience a bowl at Stir's!	Living in such a fast-paced world would be hard if we didn't have a food truck around. By taking Cereal to the People®, anyone can enjoy a bowl of cereal anywhere!	With our business to business approach, we can get inside corporate office buildings and give people what they want even while they are at work!	Cereal lovers go crazy over our catering because now, having cereal at your wedding, birthday party, anniversary or event is SO much easier!

Unlike most restaurants, we have multiple revenue models which lead to even further success.

- 1- Our retail model provides a comfortable place for all people to come enjoy a bowl of cereal, and the store becomes the hub to support the other revenue models.
- 2- The food truck is new and fresh, changing the industry with simple, familiar choices while building the brand everywhere it goes. By taking 'Cereal to the People' we are able to reach a much bigger audience.
- 3- Catering and special events provides a controlled environment that reaches hundreds of people at a time. This is not simply a sign in the window that says 'We Cater!' – this is much more. Margins are the highest in event catering and you now allow for people to have cereal at their wedding, party, or corporate event.
- 4- Our business to business model opens doors for recurring orders and to have 200-300 bowls already sold before the store even opens. Companies can arrange for cereal to be delivered at certain times and places each week or month.

With these four streams of revenue in place and operational, you will easily produce at the level you desire to cover your costs and to pay yourself.

Enjoy the simple life! You can run your business with minimal employees, there are no ovens, stoves, or grills, and you typically only need 2 staff members per shift. Because our model is so simple, it gives your employees quality time to really connect with customers and make sure they are happy and well taken care of.



Stir's has spent the last several years preparing a fool-proof, irreplicable business plan, allowing all franchise owners to achieve success. The business model includes event catering, a food truck, specialty items, on site delivery, and more. You'll tailor your business to your customer's specific needs, which will not only increase your profit but will also make your customers happy.

Lastly, it's fun!! Owning a Stir's doesn't come with all the baggage most restaurants come with. Our model is simple and easy and all other restaurant franchisees will envy your situation. When customers leave Stir's, they say that they 'love it'! You will be able to have happy customers and relaxed employees because the stress levels are not through the roof. You can enjoy what you sell, and even have a bowl for yourself every now and then. Most importantly, you are sure to see the smiles shine as nostalgia encompasses your customers. They will think back to when they were a kid on Saturday morning watching cartoons and eating cereal – and they will love it!

'A Bowl for You is a Bowl for Them!'. One bowl of cereal can change the world, but imagine what a billion bowls could do! The success of Stir's can do so much good in the world, and that is why we have partnered with Friends of Stir's, a non-profit organization whose goal is to eradicate world hunger. A bowl of cereal is donated to the hungry for every bowl purchased at Stir's. By becoming a Stir's franchisee, you are greatly helping to feed the world and eradicate hunger.

Please visit [stirs.com](http://stirs.com) to become more familiar with our company, services, and approach to business.

*I want a franchise.  
How do I get started?*

Fill out the form below and send it back to us! We will have a franchise representative from Stir's contact you and set up a time to meet.

*Please note: The personal information you supply will be used only for the purpose of qualifying you to be a franchise owner. This information is held in the strictest of confidence and never sold, rented, or shared with any other business or third party without your permission.*



Name: \_\_\_\_\_ Date: \_\_\_\_\_ DOB: \_\_\_\_\_

Address: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Citizen: Yes  No

Marital Status: \_\_\_\_\_ Spouse Name: \_\_\_\_\_

Education:  High School Grad  College  Master's  Ph.D.  Other

How did you hear about Stir's? \_\_\_\_\_

Current Business or Employment: \_\_\_\_\_

Any Franchise / Restaurant experience: \_\_\_\_\_

Have you ever owned a business? If so, explain? \_\_\_\_\_

What businesses have you looked at investing in? \_\_\_\_\_

Preferred area for your Stir's franchise: 1st Choice \_\_\_\_\_

2nd Choice \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

What attracts you to business ownership; and what are you looking for or expecting in owning a Stir's? \_\_\_\_\_

What do you like most about your past jobs? \_\_\_\_\_

What did you like least about your past jobs? \_\_\_\_\_

What do you consider your greatest achievement? \_\_\_\_\_

Are you interested in multiple franchises? Yes  How many? \_\_\_\_\_ No

Would friends or family be involved in your business? Yes  No

If yes, explain? \_\_\_\_\_

How soon do you want to own a Stir's? \_\_\_\_\_

Have you ever declared bankruptcy or been privy to a lawsuit? Yes  No

If yes, explain? \_\_\_\_\_



## The Story of Stir's

One of my favorite foods in all the world is cold cereal. I grew up on it and I have always found great comfort in my bowl of cereal. I was raised in South Jordan, Utah by my wonderful parents and 7 siblings. As a family, we loved to eat cereal. I learned early in life that it was a disadvantage to be one of the youngest kids when it came to breakfast. All of my older siblings would go to school before me and this meant two things: one, the powdered milk that my mother would make the night before would be sitting out for hours, so I would be stuck with warm milk. Two, all of the cereal would be gone. I wanted something better.

Then one day I had a brilliant plan. When my mother returned from the grocery store, I would pour 2 or 3 bowls of cereal, cover them in tinfoil, and hide them under the living room furniture. Then, when the cereal was gone for everyone else, I was able to get my hidden bowl and enjoy!

Years would pass, the powdered milk was gone, but I still enjoy my cereal at all hours of the day. Stir's is for people like me: people of all ages who love cereal and want to enjoy it any time, any day, anywhere.

Sterling Jack

Thank you for your interest in Stir's!  
We look forward to being in contact with you!



## FAQ's

Q. How does it work?

A. You purchase a Stir's location, you own the store and everything in it. All purchases are made through Stir's corporate, including inventory and supplies. You pay for all of your own store expenses with your own revenue and the left-over funds are your profits.

Q. What is the total investment in a Stir's? How does it break down? How much is paid to Stir's directly?

A. The initial franchise fee to purchase a Stir's includes the following: the franchise fee, the store buildout, the initial inventory and equipment, real estate lease funds, improvements, signage, the initial marketing packages and a cash reserve. In total, the investment to begin is around \$50,000 - \$250,000, depending on the location and the type of franchise.

Q. Do I have to have all the cash needed up front?

A. No, we have a number of franchisee funding relationships with banks and lenders who can finance your purchase of a Stir's franchise.

Q. What do I get for my investment?

A. Stir's will introduce you to a process of operating a store that is unique in the franchise world. We help you with location selection and train you in your own store/office. As needed, we may also provide additional training at our corporate office and flagship store for 2 days. We support you in a wide variety of ways, including marketing, management, and procurement of equipment and inventory.

Q. Why should I buy a Stir's franchise?

A. Everyone loves cereal, and we are the leaders of changing to the way we eat cereal. We give people what they want, when they want it, and at an affordable price for the convenience. Join us as we lead the change in the cereal industry. Remember when you used to drink coffee only in your house? Well not anymore, and soon that is what people will be saying about cereal. We offer high margins at a reasonable capital investment. We teach you how to be successful in the food service world. This is the least stressful food franchise in the world to own – very little equipment, few employees, and long shelf life product.

Q. How hard is it to design a store?

A. We have already done it for you! WE have already developed a set of plans that prepares us for every store situation and buildout. We have designers that have already thought through all the hard stuff. We can adapt our set of plans to virtually any situation.



Q. What other expenses do I have to operate a franchise?

A. You will also incur expenses for leasing your space, employees, store upkeep, and miscellaneous items such as the cost of accepting credit cards, inventory management programs, insurance, etc. The amounts will vary from location to location.

Q. What are the steps in the process of opening a Stir's franchise?

- A.
- Initial call with Franchise department to understand the basics
  - Receive, review, and discuss the Franchise Disclosure Document
  - Contact existing franchisees, known as "referral and validation"
  - Visit Stir's corporate offices to meet upper management
  - Execute the franchise agreement
  - Begin search for location, with the assistance of Stir's
  - Begin process of permitting/licensing with local government
  - Receive training from a Stir's Franchise rep
  - Open your franchise and start to make money!

Q. How long will it take me to get open?

A. If things go well, we anticipate a 3-6 month buildout phase, or less. We hold your hand every step of the way.

Q. What does it take to operate a Stir's franchise successfully?

A. With owning a Stir's, it's all about the experience. If it isn't for the experience, our customers will quickly return to their kitchens to once again enjoy a dull, boring bowl of cereal. Our job is to make it fun by being involved in the community and being a positive force for good. You should be the kind of person who has an outgoing personality and enjoys the food service industry. Successful Stir's franchisees have outgoing personalities and are entrepreneurial minded, always finding ways to deliver more cereal.

Q. Can I choose when I work?

A. As a franchisee, you absolutely have the freedom to make the decision when to work. Our corporate set days of operation are Monday-Saturday and require all of our operations to close on Sunday.

Q. How much money can I make by owning a Stir's franchise?

A. Although each store is different and profits will greatly depend on local demand, we do have projections based off of several different scenarios and would love to discuss that further down the road. It has to be worth your while, covering your initial investment and paying you handsomely each month.