



Patience is a Construction Virtue

MIDDLETOWN- Construction can be the most emotionally trying part of opening your new business. Many of our franchisees are successful businesspeople with wonderful professional experience, but no background in commercial construction. For first-timers, the process can be fraught with pitfalls and unpleasanties.

Whether you use the Frutta Bowls corporate recommended contractors or use your own, there are some important things to keep in mind. Understanding some of the challenges may help minimize your frustration.

First and foremost, understand that there are some things in the construction process that must follow a specific order. It is simply impossible to leap-frog many elements of the process. For example, in constructing the countertops, there is simply no way to expedite the curing time for the concrete. It takes time for all the moisture to evaporate from the concrete naturally. Weather factors into this curing period, and can affect the drying process. There is no way to grind, and then seal the concrete until the curing is done. It is difficult, we know, but it is simply a situation where you must exercise patience.

Next, most contractors are very reasonable businessmen and women, like yourself. In a perfect world, they want to complete a job as quickly as possible. They want to keep their manpower costs down and maximize their profits, just like you. But, they must also follow all local zoning and code laws, as well as any policies put in place by a landlord. This often means waiting to progress to the next step of a project until local code enforcement and building inspectors come out to your project and clear the current process. We have seen towns where building inspectors are improperly informed by their own municipal offices of a project's plans, thus causing delays in clearing a project element until the error is researched and corrected. Some municipal offices are simply inefficient and do not carry the same sense of urgency as you or your contractor.

Finally, there are contingencies that arise in every construction project. They may be as simple as needing to reset the locks on the doors or as complicated as removing outdated plumbing that will not meet code. In a perfect world, these situations would not add more time to a project, but we do not live in a perfect world, and it is necessary to be reasonable in these situations. It is better to approach a contingency with a level-headed, thoughtful approach than rush a resolution that may cause more problems in the future.

So, in conclusion, Frutta Bowls corporate works very hard to continually improve the build-out process. We constantly analyze the efficiency of every step and work with our vendors, suppliers, planners and contractors to improve the process. We will do everything in our power to expedite the build-out and get your store ready to open. Unfortunately, there are many things that are out of our control and affect the timely completion of the project. We know you want to open as soon as possible, we want you to open as soon as possible, too.



The Franchisee's Obligation

FREEHOLD- It is natural for a business owner to want to put their own personal touches on a growing company. When the business is independent, that's absolutely acceptable. But when you purchase into a franchise, you are bound by your contract to maintain the parent company's policies, procedures, standards and practices.

The parent company sold you the franchise with the reasonable expectation that your location is prepared to do business exactly as they prescribe. And that relationship is two-way in nature, you have a reasonable expectation that the parent company will provide you with the tools to be successful. To that end, you are obligated by your franchise agreement to follow the parent company's system.

That means using the specific ingredients in prescribed portions to fulfill the menu. Customers want to have a consistent experience at all locations. If they have become a customer at one franchise location and order a menu item at another location, the product must be identical. The Big Mac is exactly the same at the Louisville, Kentucky McDonald's as it is at the San Diego, California McDonald's, as it is at the Beijing location. The Frutella Bowl should be exactly the same at the Freehold, New Jersey location as it is at the West Palm Beach location.

Similarly, we understand that everyone wants some autonomy when it comes to decorating. There are regional considerations, local events, sports teams and schools—but Frutta Bowls has a desired image that has been carefully cultivated. Franchisees must conform to the visual and physical designs created by the parent company. Any variation from the image enhancement program must be approved by corporate.

These obligations are in place because in our experience, they work. Customers have responded positively and the business is successful. That's not to say that corporate is all-knowing, or unwilling to change and/or improve things. We encourage our franchisees to innovate and help us grow, but it is imperative that corporate is contacted and permission is sought before an alteration or addition is made.



Trainers' Corner

HOWELL- Frutta Bowls products are always the highest quality. When we make a bowl, we make it fresh and we make it to the customer's order. With that in mind, our products must always meet our quality standards. The fruit must be fresh, vibrant in color, and properly cut. The twists and add-on toppings must be properly dispensed.

It is absolutely essential to our operation that all bowls meet our standards. Our customers expect a consistent experience at every Frutta Bowls location, every visit. As a franchisee and/or manager, it is your responsibility to make sure that your employees are properly preparing all products. If Frutta Bowls corporate sees repeated issues with products from a particular location, it could result in mandatory retraining (at the franchisee's cost) for that store.



Unacceptable



Proper Presentation

Corporate Contacts

Team Leaders

Ashley - ashley.mole@fruttabowls.com
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Kari - kari.sielski@fruttabowls.com

Trainers

Amy - amy.benedict@fruttabowls.com
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Accounts & Financial

Chris - chris.ives@fruttabowls.com

Communications

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Compliance Issues

FREEHOLD- As a reminder to all of our franchisees, operators, and managers; failure of a store's employees to prepare any Frutta Bowls to corporate specifications is an infraction upon your franchise agreement and can negatively affect your standing with Frutta Bowls corporate. If your team leader, corporate trainer, or a member of the Frutta Bowls corporate leadership feels that your store is not maintaining the expected level of quality in our products or failing to operate in a manner commensurate with documented expectations, the franchisee and/or management team may be subject to retraining at your store's expense.

Every individual store's management (whether owner/operator or salaried manager) is responsible for properly training and reinforcing employees in Frutta Bowls procedures. The latest edition of the Employee Training Manual is always available through dropbox. If any difficulty is experienced retrieving the manual, or finding any other essential information, do not hesitate to contact your team leader or Larry Lichtenfeld at the corporate office.

Obviously, we do not want our franchises to block or remove a customer's photos or comments from social media, but photos that show our products in a less than appetizing fashion are detrimental to our continued growth. The best way to counter bad publicity is to prevent it by providing superior service and the finest products available.

New Construction

MIDDLETOWN, NJ- The Frutta Bowls construction team is hard at work building the newest locations. Middletown and Colts Neck, NJ are currently in the construction phase and will open this coming Autumn.

Middletown has taken a location in Middletown Plaza, a popular strip mall on NJ Route 35 that features a Retro Fitness, several popular shops and restaurants, and Petco and Shop Rite anchoring the property.

The Colts Neck location, at The Orchards at Colts Neck shopping center, is located on the corner of NJ Route 34 and Monmouth County Route 537. Colts Neck is in close proximity to popular, local shops like Delicious Orchards and Becker Hardware, as well as Colts Neck High School.

These two, new stores will strengthen Frutta Bowls' presence in Central Jersey and add to our ever-growing roster of great locations.

Fun Facts

Graham crackers are named for the Rev. Sylvester Graham, who was an early proponent of a vegetarian diet. Rev. Graham believed that life should be mentally and physically challenging. Therefore, he believed wheat should be ground coarsely and by hand.