



<b>BAKED DELICACIES</b> Baked fresh daily	<b>BREAKFAST SELECTIONS</b> Egg with substitute \$1.00	<b>SPECIALTY SANDWICHES</b> Prepared fresh and oven toasted	<b>TRADITIONAL SANDWICHES</b> Enjoy real or hot oil "sañudo"	<b>MIAMI-FUSION HOLIDAY MEALS</b> INTRODUCING HOLIDAY GATHERING	<b>DRINKS</b>
<b>DRINKS</b>	<b>COFFEES</b>	<b>COFFEES</b>	<b>COFFEES</b>	<b>COFFEES</b>	<b>COFFEES</b>



Pinecrest **BAKERY & Cafe**



**BITE INTO TRADITION**  
**MILLIONS OF PASTELITOS SERVED SINCE 2012**



## COMMITTED TO BRINGING FAMILY TRADITION TO YOUR TABLE

Pinecrest Bakery opened December 2012 with lines reaching out the door early weekend mornings, a sweet-spot filled the hearts, homes and appetites of South Florida families, and has since become a staple in the community.

Founded by the Valdes and Rodriguez families, natives of the Little Havana area of Miami, combined vision and talent to share their passion for Cuban baked delicacies and café in neighborhoods that would benefit from a taste.

Our mission is to provide modern families and fast casual diners of all cultural backgrounds with authentic and affordable Latin American food that is prepared with quality ingredients, and delivered consistently in a clean environment and homelike upscale atmosphere.



## TOP REASONS TO INVEST IN FRANCHISE OPPORTUNITY

After 10 years of high standards, customer service, and accomplished management, we have developed excellent franchise conditions to share with interested investors who share the dream of bringing a taste of tradition to their own communities!

- **CURRENT LOCATIONS**  
Pinecrest has 20 established and successful stores that demonstrate firsthand how to run a lucrative bakery.
- **PROFITABLE ROI**  
With a reasonable overhead, low start-up cost, and applicable in about any market, we provide a strong potential profit.
- **OPERATION SYSTEMS**  
Our systems model is operationally simple. We provide 50% pre-prepped product to limit intricate procedures.
- **UNIQUE SELLING POINT**  
Providing Latin American favorites, consistently, with a modern approach, is our unique expertise in the marketplace.
- **TEACHABLE TO NEWCOMERS**  
Our built-out systems and applied training offers a short operational learning curve for starting to reap success quickly.
- **24 HOUR MODEL**  
Options to smoothly run a 24-hour Latin bakery concept is available in fitting markets, and iconic our brand's fans.





## THE RIGHT FRANCHISEE FOR THE P-TEAM

Anyone who has the passion, skill set, and interest in the Pinecrest Bakery brand could be considered for our franchise opportunity.

We want well-rounded hard workers who are curious, intelligent, responsive under stress, decisive, community oriented, charming, business-minded, good with numbers, down-to-earth, friendly, and clean. Bilingual is a bonus!

The number one quality we look for is experience in management, and the ability to get the most out of employees.

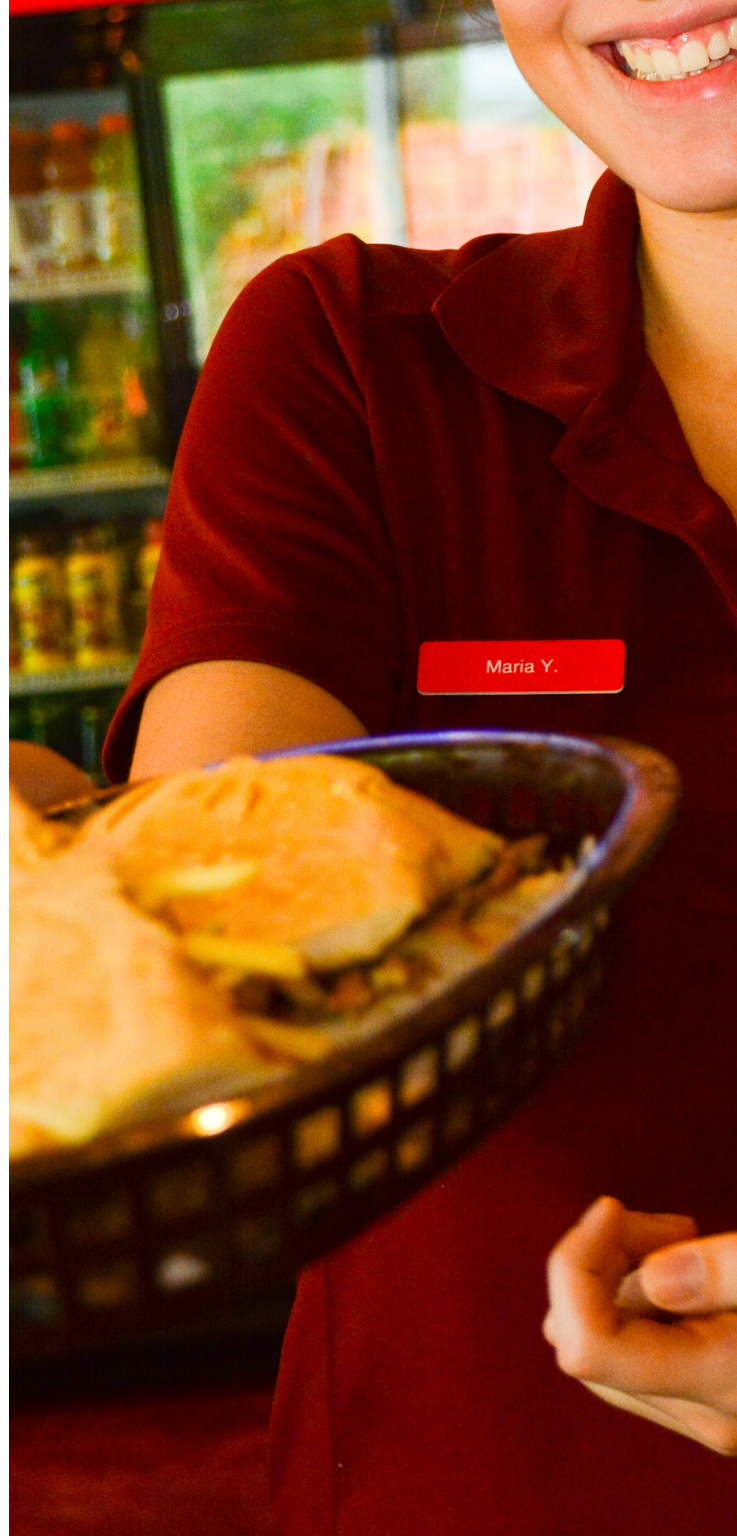
Targeted groups include: entrepreneurs, former or current restaurant owners, hospitality workers, managers from the business field, and retail workers.



# HOW WE SET FRANCHISEES UP FOR SUCCESS

We provide the knowledge, technology, and equipment necessary to make each Pinecrest Bakery a profitable business, along with a dedicated franchisee support team!

- **TRAINING**  
An extensive dual-phase initial training program at Pinecrest Bakery Headquarters will set up our partners to run a franchise.
- **OPERATIONS**  
Includes ongoing training and support in maintenance, quality control, product ordering, pricing guidelines, customer service, and administrative procedures.
- **MARKETING**  
We help you leverage our unique brand by coordinating advertising materials and consumer marketing strategies.
- **BUSINESS DEVELOPMENT**  
Continued research methods and techniques to enhance profitability will be provided based on marketplace insights.





## INVESTMENT SNAPSHOT

We aim to create a fair-practice environment, where everyone wins. Our goal is for each franchisee to be successful, in order to continue opening additional stores, and aim to reach 100 stores within the next ten years together.

- **FRANCHISE FEE: \$50,000**  
Includes the brand identity, recipes, items, and more that is exclusive to the company's rights reserved.
- **ROYALTY FEE: 5% OF GROSS SALES**  
Your success is our success, and we intend to provide our franchisees with a high margin of profit in business with us.
- **MINIMUM INVESTMENT: \$450,000**  
The start up costs to opening a business, location overhead, supplies, staff, and more yields a healthy investment to start.



## A PROFITABLE BUSINESS MODEL ROOTED IN RELIABILITY

This robust food company stands firm within the market and has stood the test of time. We offer you the recipe for success, with a trusted brand, and streamlined operational systems.

We're offering a very exciting opportunity to become part of the Pinecrest Bakery family and invest in our proven concept for your financial future.





**Pinecrest  
Bakery®**

**PINECREST BAKERY FRANCHISING, LLC**  
(A Florida limited liability company)  
21657 South Dixie Highway  
Miami, FL 33170

**CALL TODAY!**  
786.256.4744  
franchise@pinecrestbakery.com  
www.pinecrestbakery.com

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.