

**CARUSO'S**



**AMERICAN CAFE**



# About Us

Caruso's American Cafe was formed in 2001 as we wanted to give our customers a place to come and enjoy our specialty coffee and unique beverage products. Since we offer all of the best beverage products in the world we wanted to combine the ultimate cafe menu in a classic Americana, service oriented setting. This philosophy was an immediate success as restaurant & food enthusiasts continue to visit us everyday. Our food menu has evolved over the years and we feel we have really given our customers the best variety and value for money of any cafe concept. Come and see why we are one of the hottest franchise concepts in the U.S.A

**Caruso's American Cafe...**

**Where only you & quality matter!**



# Menu Items



# CARUS'S



# Interior Design





# Concept Type

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## Express Unit

- An Express is a flexible opportunity for high traffic locations with limited space, reduced expenses and a potential for high return.

## Cafe

- A Cafe is the most popular concept we have and offers between 15-35 seats with the possibility of an outdoor patio and drive thru. Cafes also offer a creative and expanded menu options along with our unique beverage and dessert recipes.

# Financial Analysis



	Express	American Cafe	Costs Fixed & Variable	Sales \$750 Day	Sales \$1,000 Day	Sales \$1,500 Day
Franchise Fee	\$15,000	\$40,000				
Lease Deposit	5% rent total	5% rent total				
Leasehold Improvements	\$5,000	\$30,000	Lease Amount Monthly	\$4,500	\$150(Daily rent)	\$150(Daily rent)
Equipment/Furniture	\$35,000	\$65,000	Food Cost	33% - \$247.50	33% - \$330	33% - \$495
Signage	\$3,000	\$8,000	Labor Cost	15% - \$112.50	15% - \$150	15% - \$225
Utilities, Ins., Licenses	\$3,000	\$6,000	Utilities/Insurance	3% - \$22.50	3% - \$30	3% - \$45
Opening Inventory	\$8,000	\$12,000				
Grand Opening Promos	\$4,000	\$8,000	Admin Fees	2% - \$15.00	2% - \$20	2% - \$30
Total Amount	\$73,000	\$167,000	Royalty Fees	4% - \$30.00	4% - \$40	4% - \$60
Working Capital	\$6,000	\$10,000	Total Costs	\$427.50	\$570	\$645
Est. Total	\$81,000	\$177,000	Total Profit Daily	\$322.50	\$430	\$855

## Contact Us

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

