

# THE RUFFLED CUP

## franchise snapshot



## WHO WE ARE

- 15+ YEARS BUILDING ONE OF TEXAS' MOST BELOVED BAKERIES
- OVER 200 CUPCAKE FLAVORS + COOKIES, BROWNIES, CROISSANTS, PIES, CAKES, AND SEASONAL SPECIALTIES
- KNOWN FOR COMMUNITY-DRIVEN MARKETING AND HOLIDAYS BEING "OUR SUPERPOWER"

## WHY CHOOSE RUFFLED CUP

- MARKETING DONE FOR YOU – CORPORATE MANAGES THE MAJORITY OF SOCIAL MEDIA + NATIONAL CAMPAIGNS
- HOLIDAY & EVENT PLAYBOOK – SYSTEMIZED PROMOTIONS TIED TO KEY DATES = REPEAT TRAFFIC & RECORD SALES
- CREATIVE FREEDOM – WHILE OUR CORE MENU IS REQUIRED, FRANCHISEES MAY ADD SELECT LOCAL FAVORITES OR SPECIALTY ITEMS THAT FIT THEIR MARKET (WITH CORPORATE APPROVAL). THIS KEEPS THE BRAND CONSISTENT BUT LETS YOUR CREATIVITY SHINE.
- TURNKEY TRAINING – 1-2 WEEK ONBOARDING AT HQ + ONGOING WEBINARS, GUIDES, AND PRODUCT DEMOS
- OPERATION SPECIALISTS – WE'VE DONE ALL THE HARD WORK, SO YOU CAN BEGIN A BAKERY WITHOUT THE STRESS AND WORRY OF OPERATIONS

# SUPPORT YOU WILL RECEIVE

- PRE-OPENING TRAINING FOR OWNER + GM/LEAD BAKER
- STORE DESIGN, VENDOR CONNECTIONS, AND PACKAGING GUIDELINES
- NATIONAL & LOCAL MARKETING STRATEGY (HOLIDAY CAMPAIGNS, SEASONAL LAUNCHES)
- ONGOING OPERATIONS SUPPORT + SCORECARD EVALUATIONS

## AVAILABLE *territories*

PRIME MARKETS NOW OPEN IN  
TEXAS, FLORIDA, & BEYOND!  
PROTECTED TERRITORIES WITH  
100,000 POPULATION MINIMUM



*don't forget to  
give us a follow*



@THERUFFLEDCUP

## LET'S CONNECT

*for more info, contact*

DEANNA HURT



806-340-8905



FRANCHISE@THERUFFLEDCUP.COM

DEANNA@THERUFFLEDCUP.COM



WWW.THERUFFLEDCUP.COM

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WE ARE IN OUR INITIAL DEVELOPMENT STAGE, PLEASE NOTE ANY AND ALL OF THIS INFORMATION IS SUBJECT TO CHANGE.