

WHICH WICH®?

SUPERIOR SANDWICHES



UK FRANCHISING
www.whichwich.co.uk



OUR MISSION

Some want to make superior sandwiches.
Some want to make the world a better place.
We want to do BOTH!





A SUPERIOR BRAND

At Which Wich®, we take sandwiches to a whole new level—it would only make sense for us to do the same with our franchises. Our brand is totally craveable. With more than 300 locations open or in development in the United States and internationally, you could call us something of a big deal. Forbes even ranked us #6 out of more than 3,000 food chains for “Best Franchises in America!” Guests love us for our foodie Vibes and franchisees love us for our emphasis on self-expression and personality. More than that, our franchisees are backed by one of the best support systems in the industry. Each and every team member is dedicated to helping new franchisees develop their location and implement our tried-and-true business model founded on superior sandwiches, quality service, and a simply unique ordering system.



OUR FOUNDER

“We live by The Vibe—the positive energy that’s at the heart of our culture and courses through the veins of the Which Wich system,” Sinelli said. “When I founded Which Wich, I really wanted to build a special company where every member of the team would feel like they were making an impact in their local community, on the world and in people’s lives. That’s more important today than ever before.”

Jeff Sinelli

JEFF SINELLI
Founder, CEO and
Chief Vibe Officer



SUPERIOR FOOD

Superior food differentiates us. We take premium food seriously and hand-slice our proteins, as well as veggies and cheeses. Even our milkshakes are superior – all are hand-dipped with real ice cream. Our sandwiches are served hot, with more than 40 toppings to choose from, including veggies and dressings. The menu offers both favorite and customizable “wiches,” from the signature Wicked® sandwich, loaded with five meats (turkey, ham, roast beef, pepperoni, and bacon) and choice of three cheeses, to other unique offerings that satisfy everyone’s cravings. This is inclusive of our sides such as our regular and sweet potato fries, served with our house-made dipping sauces. The menu includes plenty of vegetarian “wiches” as well as salads and our “wiches” wrapped in lettuce leaves (Lettucewich®) for lighter options. Guests can also convert their favorite “wich” to a bowl. Breakfast is an additional daypart that we capture which includes our craveable California Breakfast Pot made with a poached egg, feta and avocado along with our Ultimate Breakfast that is made with freshly cooked sausage, bacon, melted cheddar cheese, tomato relish and poached egg on a toasted English muffin.



BUILD YOUR OWN

YOUR NAME

RAMI

PICK YOUR WICH

- ☐ Chicken
- ☒ Roast Beef
- ☐ Tuna & Mayo
- ☐ Vegetarian
- ☐ The Italian
- ☐ Wicked™

EXTRAS*

- ☐ Double Meat
- ☐ Bacon
- ☐ Sliced Egg

STYLE

WHITE: ☐ Regular ☐ Large ☐ Skinny My Wich

WHEAT: ☒ Regular ☐ Large

☐ Lettucewich™ ☐ Spinach Wrap

☐ Salad

CHEESES

- ☒ Double Cheese*
- ☐ Cheddar
- ☐ Provolone

MAYOS & MUSTARDS

- ☐ Regular Mayo
- ☐ Light Mayo
- ☒ Spicy Mayo

SAUCES & DRESSINGS

- ☐ Ranch
- ☐ Spicy Ranch
- ☐ Balsamic Vinaigrette
- ☐ 1000 Island
- ☐ Extra Virgin Olive Oil

ONIONS & PEPPERS

- ☐ Crispy Onion Strings
- ☐ Red Onions
- ☐ Bell Peppers

VEGGIES & MORE

- ☒ Avocado*
- ☐ Hummus
- ☐ Black Olives
- ☐ Cucumbers
- ☐ Dill Pickles
- ☐ Coleslaw

SPICES

- ☐ Salt
- ☐ Pepper

SIDES

- ☐ Fries
- ☒ Sweet-Potato Fries

HOUSE-MADE DIPS

- ☒ Garlic Aioli
- ☐ Special Ranch
- ☐ With A Price Supplement

FAVOURITES

YOUR NAME

Kelly

STYLE

☒ Regular ☐ Large

PICK YOUR WICH

- ☐ Cali Chicken Club
- ☐ ULTIMATEBLT
- ☐ Shrimp & Po' Boy
- ☐ BEEF Mushroom Melt
- ☒ Garlic Chicken
- ☐ BIG ITALIAN
- ☒ MUSHROOM AVOCADO MELT
- ☐ SALT BEEF
- ☐ LOADED BBQ PORK
- ☐ Ham & Cheese Please

SIDES

- ☒ Fries
- ☐ Sweet-Potato Fries

HOUSE-MADE DIPS

- ☒ Special Ranch
- ☐ With A Price Supplement

SUPERIOR ORDERING SYSTEM

Which Wich is the first concept to use an interactive, fully customizable bag ordering system.

OVER 40 TOPPINGS



CRAVE INTERESTING™

OUR BAG

Which Wich Superior Sandwiches is an international sandwich chain best known for its customizable sandwiches, creative ordering system, and personalized sandwich bag.

Which Wich was the first concept to use an interactive, fully customizable bag ordering system.

HERE'S HOW IT WORKS:

Guests use red Sharpies® to mark up a pre-printed menu on sandwich bags. They select a sandwich from our Premium or Favorites categories, or a Build your Own, choosing bread, cheeses, spreads, and toppings. The sandwiches are prepared to guests' exact specifications, and delivered in the now personalized sandwich bags. After they've enjoyed their "wiches", guests are encouraged to draw on their bags using Sharpies and hang their "artwork" on the community wall. The brown bag – or global symbol for lunch – is simply ingenious. The guest customizes it, controls it, and gets a fun experience ordering a favorite sandwich, or exploring a different bag every visit!

CATERING & DELIVERY

Our catering packages are perfect for any meeting or event and have the following platforms to meet our guest's needs:

- Delivery partners with Just Eat, UberEATS, Deliveroo, Feedr, JEFB, Eat First and Orit.
- Grab & Go Guests - We have a click and collect ordering technology as well as the option for our Quick WICH counter in-store for pre-made meals.
- Traditional Catering - For office and party catering, we have an elaborate catering menu that is suitable for events and bigger size orders. We have established great relationships with the main catering providers such as Just Eat for business, Feedr amongst others. We also provide our own direct catering channel via whichwich.co.uk/catering and have achieved 300% volume growth year-over-year volume since our initial launch.



LETTUCEWICH





SUPERIOR STORES

Our stores are as uniquely styled as our concept. Which Wich is strategically positioned in the fast casual sector, the fastest growing segment of the restaurant industry. By design, we have eliminated most of the moving parts in typical restaurants. This proprietary system creates maximum efficiency, thereby controlling costs and improving the bottom line. Part of our brand flexibility includes our "Quick Wich" express display counter with our selected range of hot and cold favourite sandwiches for our "Grab and Go" customers. The highly adaptable Which Wich store design is ideal for a variety of location types.

- Urban & Suburban Locations
- Travel Hubs (Airports and Rail)
- Colleges and Universities
- Stand Alone
- Endcaps and Inline Retail
- Shopping Malls
- Food Courts
- Freestanding Kiosk
- Hospitals
- Virtual Kitchens



CLICK HERE

FOR A VIRTUAL DESIGN WALKTHROUGH

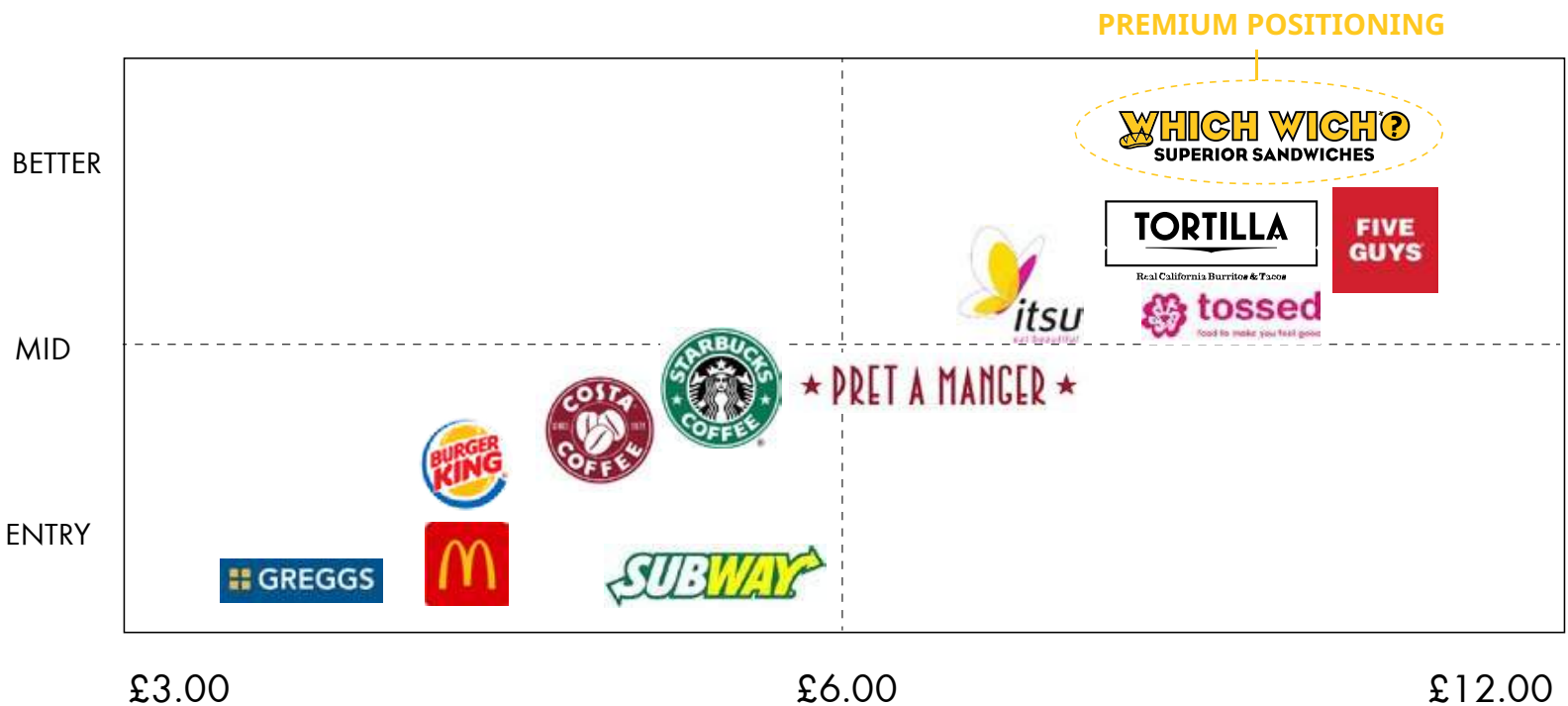


COMPETITIVE BRAND POSITIONING

1. The Five Guys of the sandwich market – like Five Guys has successfully demonstrated in the UK market, Which Wich offers a tangibly superior experience to the average mainstream sandwich brands – superior product range and quality in a freshly toasted customisable sandwich, with an enhanced guest experience for a more premium price point.

2. A hot meal sandwich – again compared to the burger market (a burger sandwich), Which Wich is more of a full meal experience than a typical lighter eat sandwich – served in a sub rather than a burger bun.

3. Daypart stretch - The menu range and the hot meal portion makes Which Wich suitable as a meal substitute for all key daypart occasions – breakfast, lunch, and evening meal.



Which Wich is well placed amongst premium fast casual brands.



GOOD VIBES

Fast Casual – Most Unique and Innovative Brand

Franchise Times Fast & Serious List

Entrepreneur's Top Food Franchise

Restaurant Business Future 50 Pacesetter Award - Winner

Fast Casual Top 100 Movers & Shakers

Franchisee of the Year by the International Franchise Association – Winner

Restaurant Neighbor Award Winner

Nation's Restaurant News Menu Masters
"Healthful Innovations" Award

Guinness World Record for Most Sandwiches in an Hour
(held record twice)

Nation's Restaurant News – Hot Concept Award Winner

Entrepreneur – Breakout Star

Forbes Best Franchise in America

Restaurant Business News – Pacesetter Award Winner



OUR CULTURE

It's difficult to contain our passion for Which Wich® Superior Sandwiches—so we don't! From our creative ordering system and delectable sandwiches, to our community outreach and positive energy, Which Wich is a rising star in the food industry. When potential franchisees approach us to discuss joining our team, it's more than just a business move. They identify with the values and culture that the Which Wich brand stands for. In return, our team works hand-in-hand with new franchisees and offers resources to help with the development process.



CLICK HERE 

OUR VIBE

VIBEOLOGY



A graphic representation of our values, so to speak. Like art or music, they're open to interpretation, so it's up to you to assign meaning.



Smile

**SUPERIOR SERVICE
THAT LEADS TO
HAPPINESS.**



LOVE

**A FUN, WELCOMING
ENVIRONMENT THAT CAN BE
ENJOYED WITH
THOSE YOU LOVE.**



Voice

**A CREATIVE ATMOSPHERE
THAT INCORPORATES ALL
THE ARTS AND WELCOMES
SELF-EXPRESSION.**



PEACE

**COMPASSION AND
TOLERANCE FOR ALL OF
HUMANKIND.**



Global

**LOCAL OUTREACH
PAIRED WITH
INTERNATIONAL
EXPANSION AND
INTERESTS.**

Spreading our good Vibes. Each and every Which Wich® location is filled with positive values and good Vibes— five official Vibes to be exact. We like to think of our five core Which Wich vibes as the HEART AND SOUL of our company. A graphic representation of our values, so to speak. Like art or music, they're open to interpretation, so it's up to you to assign a meaning. These Vibes represent what we hope to contribute to the communities where our storefronts are located. By spreading good Vibes, we are creating a positive feeling in the guest through our actions as an overflow of our philosophy. Our guests come to us for a stop in their daily routines—we want them to leave in an even better mood than when they walked into our doors.



**PROJECT
PB&J®**
AN INITIATIVE OF THE
WHICH WICH CARES FOUNDATION

1+1=LOVE

When you buy a Project PB&J sandwich, you're helping somebody in need.



You get a sandwich, which you can give away or gift if you're not in the mood for PB&J.



Which Wich banks a sandwich to help the world during times of greater need.

OUR CAUSES

At Which Wich, we have various programs in place to give back to our communities and fulfill our mission of making the world a better place. We believe a simple peanut butter and jelly sandwich can change the world. Project PB&J® was started to bring comfort and comfort food to those in the world who need it; to let them know someone out there cares. From those affected by natural disasters to local organizations, Project PB&J® helps bring nourishment and comfort to people around the world. Learn more at projectpbj.com

WE'VE GOT FRANCHISING IN THE BAG!



WHICH WICH 4 U

FRANCHISE SUPPORT SERVICES

- ☒ REAL ESTATE
- ☒ CONSTRUCTION
- ☒ SUPPLY CHAIN & SOURCING
- ☒ RESEARCH & DEVELOPMENT
- ☒ OPERATIONS
- ☒ MARKETING
- ☒ TRAINING

Which Wich has spent years perfecting our craft and that means we've gone to extraordinary lengths to ensure the nuances between the UK and USA markets are consistent with delivering a superior experience for every franchisee that joins the Which Wich family. Plus, we're continually thinking up new ways to help you make franchise ownership easy and profitable. The only thing missing is your good vibes, positive energy, and solid work ethic.

KEY ADVANTAGES

Industry Leading Franchise Model -

Which Wich's sustainable growth is highly related to its franchisee selection strategy. Our company spends the time and effort to ensure we choose the perfect franchisees and, in turn, strive to make our franchisees as successful as possible.

Successful Operations -

You don't need prior restaurant experience! Our franchise training program covers everything you need to know about the business. Our approach is simple: We keep to the core business of making great "Wiches" fast and focus on giving our customers the ultimate sandwich experience. We're also relentless in our pursuit of new ways to innovate and help franchisees connect with their customers and run stores more efficiently.

Affordable To Open -

We've designed our stores with cost in mind. We treat your investment as our own and work closely with our vendor partners to make sure we have the best possible pricing for our franchisees. By doing so, we're able to maintain a low point of entry.

Purchasing Power -

As a franchise owner, you get to leverage Which Wich's buying power in order to benefit from the negotiated pricing and terms. Superior purchasing power equates to greater profit margins for you.

Dedicated Support and Tools - We understand that many of our franchisees are new to not only franchising, but restaurants as well. That's why we've spent the time developing and perfecting our Superior Support System so that you'll never be alone in the process.



*YOUR SUCCESS =
OUR SUCCESS*

Which University involves classroom time and plenty of hands-on training. We have experts in real estate, construction, training, purchasing and distribution, marketing, and operations. In addition to our team's expertise, we foster relationships with the restaurant industry's top vendors and research firms.

As a result of our business model and support system, Which Wich has quickly become recognized as a major player in the franchise industry.



Which Wich named "Breakout Star" in Entrepreneur Magazine's list of fastest-growing franchises.

SUPERIOR SUPPORT

OPERATIONS

Which Wich Franchise Business Consultants (FBC) support new store openings by assisting in staff training and ensuring your store is fully set up for your first customers. After opening, your FBC will perform regular calls and visits to answer questions, analyze results and support your team.

MARKETING

Franchisees are provided with local marketing tools, brand creative materials and tactical guidance to execute.

SUPPLY CHAIN AND SOURCING

Franchisees have access to our global vendor network and take advantage of competitive pricing.

RESEARCH AND DEVELOPMENT

Our model allows us to easily add ingredients or menu options that will enhance appeal to the local consumer.

REAL ESTATE

Site selection is a complex process that involves collaboration between the franchisee, the Which Wich team, and our preferred real estate brokers. The Which Wich real estate department is available to help determine viability of a site and ensure it meets brand criteria.

DESIGN AND CONSTRUCTION

Which Wich takes a hands-on approach during new store design and construction. A regimented new store opening process along with weekly conference calls to discuss progress is integral to executing openings on time and within budget.

TRAINING

Which Wich supports all new franchisees with a premier training session called Which University. Franchisees receive classroom and hands-on training from our experts to help ensure success.

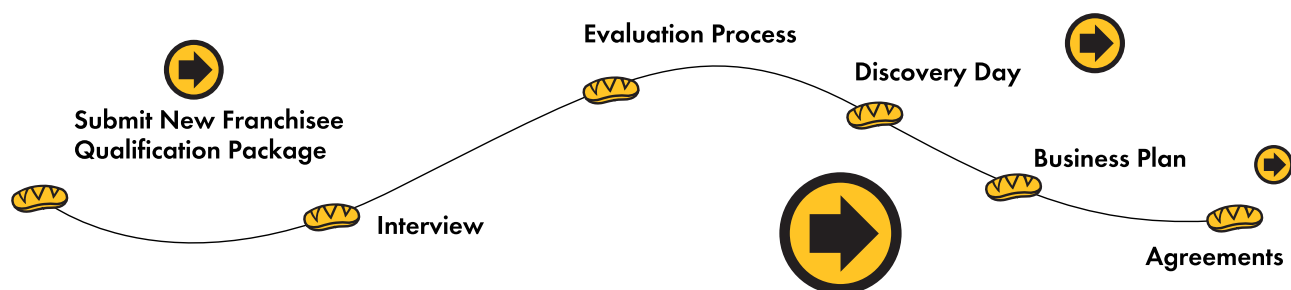




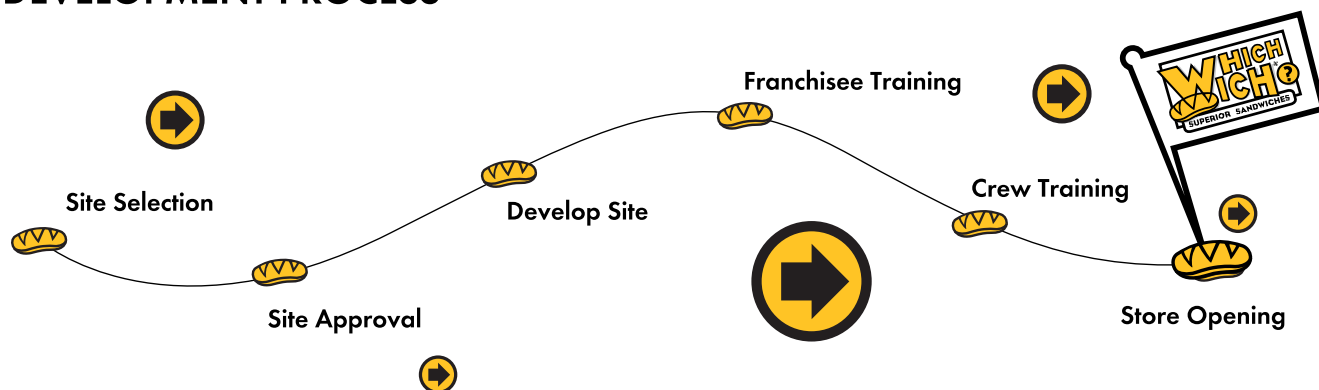
WE DELIVER!

BECOMING A FRANCHISEE

APPLICATION PROCESS



DEVELOPMENT PROCESS



HUNGRY FOR SUCCESS



READY TO TAKE THE LEAP?

Contact our team today about franchise
opportunities in your desired development area.

email us at: franchise@whichwich.co.uk

Check the website for upcoming events.
www.whichwich.co.uk

