



FRANCHISE OPPORTUNITY

Lucille's American Cafe is a 1940s- style upscale diner that captures the "luncheonette" feel of that era's most popular eateries, but seasons it with a dash of 21st-Century finesse. It is conceived as a comfortable neighborhood respite from the home kitchen. Homemade food, served in a stylish but casual atmosphere, with large portions and value pricing make it particularly attractive to families with children as well as couples and singles. Take-out and delivery service, as well as catering, are available and just a phone call away.

The interior design of Lucille's evokes nostalgia while inviting guests to relax and have fun. You'll experience memories of decades past, with vintage photos of "Lucille," the fanciful lady who is the inspiration for the restaurant found everywhere: Lucille at the beach, Lucille sipping a fountain soda, Lucille riding in a classic convertible and Lucille with her many friends and admirers.

Old-fashioned oscillating fans are hung on the walls over the dining room. Liberal use of dark wood, ceramic tile, chrome, leatherette, fabric, mirrors, bullet-shaped hanging light fixtures and wall sconces contribute to the feeling of authenticity. The predominant colors are seafoam green, black, taupe and ivory, selected for a 1940s palette. They complement the interior design and are lively, but easy on the eyes.

Seating is provided in booths or free standing tables. The chairs are framed in chrome, like those found in a typical family kitchen in the 1940s, and finished in black leatherette. The booths are upholstered in a combination of seafoam green and black.



The Numbers Tell The Story

With many years of remarkable growth and performance, Lucille's has become the most exciting favorite family neighborhood restaurant of its time. Lucille's has had seven consecutive years of same-store sales growth. Over these seven years Lucille's has had a 31.5% increase revenue averaging now more than \$2 million a year. The restaurant has been cash flow positive every year of it's existence and is highly profitable.

"Serving now as Chairman of Lucille's American Café I invested my first \$450,000 to purchase a 50% stake in the original Weston, Florida franchise in 2001. Within 3 short years I had all of my original investment back and have been in the black every since. Lucille's is a great investment. It is the right concept for these times. Bringing your childhood favorite classic dishes into a warm atmosphere with impeccable friendly service is a high percentage formula for success. These classic dishes never go out of style." Howard J. Leonhardt

BE A PART OF THE GREATEST FRANCHISE STORY OF OUR TIME

Minimum Financial Requirements*	Net Worth \$500,000 Liquid Assets: \$100,000
Experience	Will need to hire experienced restaurant manager
Franchise Fee Food Truck	\$6,000
Franchise Fees Stand Alone Restaurant	\$35,000 (1st and 2nd) \$25,000 (3rd and 4th) \$15,000 (5th and more)
Total Estimated Initial Investment	\$600,000
Royalty Fee	4% of gross sales
Unit Size	1,450 sq. ft. to 3,212 sq. ft.
Term of Franchise Agreement	20 years
Franchise Training	12 weeks of hands-on management training

THE FOOD IS THE FRANCHISE

The number one reason Lucille's has such a high rate of regular repeat customers is its consistent delicious food. Our recipes are full of flavor. Opener favorites include; sweet potato fries, Maryland crab cakes, spinach and cheese dip and our famous tomato blue cheese soup. Our crispy chicken and west coast blackened chicken salads are highly popular. Our gourmet burgers are unmatched especially the famous Juicy Lucy burger. The Lucille's sandwich is a turkey Reuben served with spiced cole slaw instead of sauerkraut. The café cubano sandwich reflects our origins in the Miami area. Grilled mahi mahi is a favorite healthy entrée. The classics meatloaf and chicken pot pie bring back memories of home. Lucille's homemade bread pudding is a dessert that attracts fans that come for miles for its unique taste. No one beats the Lucille's brunch menu which packs them in with the smell of our banana foster French toast filling the waiting area.

UNBEATABLE FRANCHISE SUPPORT

Lucille's has achieved its unpatrolled success due to attention to detail. Paul Nunez who heads our franchise support team and serves as President and co-owner of Lucille's American Café's has more than 20 years of operational experience. He and his wife Beth have operated our flagship Weston franchise for the past decade. He knows what it takes. Our procedures are solid and cover every aspect of the business. Paul's proven methods of controlling food and labor costs will improve your profitability. However perhaps most valuable is the Lucille's training developed by both Howard Leonhardt and Paul Nunez on getting the most from your people.

For more information contact:

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Annual Sales for Lucille's since opening

The following is the list of annual sales for Lucille's since opening.

1999 \$1,490,688
2000 \$1,643,884
2001 \$1,825,090
2002 \$2,186,757
2003 \$2,396,823
2004 \$2,487,300
2005 \$2,400,048
2006 \$2,453,338
2007 \$2,421,382
2008 \$2,133,789
2009 \$1,954,375



Mobile Food Truck



“Convenience is a major driver in restaurant growth, and food trucks are certainly a convenient option by essentially bringing the restaurant to the consumer,”
- Hudson Riehle

National Restaurant Association

Food trucks are one of the hottest trends in the restaurant industry right now, and consumers are showing increasing interest in mobile foodservice according to new research by the National Restaurant Assoc.

This is not an offer to sell or a solicitation of any offer to buy any securities. Offers are made only by prospectus or other offering materials. To obtain further information, you must complete our investor questionnaire and meet the suitability standards required by law.



LUCILLE'S ON WHEELS MENU

OLD FASHIONED MAC AND CHEESE

ORIGINAL MAC AND CHEESE \$4.00
 APPLEWOOD BACON AND GOUDA MAC \$5.00
 WHITE TRUFFLE AND GRUYERE MAC \$5.00
 LOBSTER MAC AND CHEESE \$7.00

BLACK ANGUS MINI BURGERS

BLACK ANGUS SLIDERS 2 EACH \$4.00
 PULLED PORK SLIDERS 2 EACH \$4.00
 LUCILLE,S FAMOUS JUICY LUCY \$6.00
 CHEESE-.50 (AMERICAN, SWISS, GOUDA,
 GRUYERE, APPLEWOOD SMOKED BACON-.75
 SAUTEED ONIONS OR MUSHROOMS-.50 EACH

SAVORY SIDE DISHES

SWEET POTATO FRIES
 ONION RINGS
 CHILI CHEESE FRIES
 PARMESAN TRUFFLE FRIES

LUCILLE'S SOFT TACOS

TACO'S-BLACKENED,GRILLED, FRIED-\$4.00
 FISH-MAHI MAHI,SNAPPER,SOLE
 CHICKEN-\$4.00
 PULLED PORK-\$4.00
 COMES WITH SLAW, TOMATO AND CHIPOTLE AIOLI

SENSATIONAL SANDWICHES

OUR FAMOUS LUCILLE'S-\$5.00
 SLOW ROASTED PULLED PORK-\$5.00
 GRILLED BACON GOUDA CHEESE-\$5.00
 ADD BACON, HAM, PORK-.75
 TOMATO, GRUYERE, ONIONS, MUSHROOMS-.50

\$2.75

HOMEMADE COLESLAW
 HOMEMADE APPLESAUCE
 RED BEANS AND RICE
 RICE PILAF