

# HEAL

acai bowls • smoothies • wellness



[healwellness.ca](http://healwellness.ca)

**FRANCHISE  
OPPORTUNITY**

@heal.wellness



## OUR STORY

HEAL Wellness is an acai bowl and smoothie shop dedicated to providing all natural superfoods that are not only nutritious, but also delicious.

All of our smoothie bowls are made with **real fruit** including nutrient rich superfoods like acai, pitaya, blueberries, spirulina, chia seeds, and hemp hearts. Each bowl is handcrafted in front of you with a variety of add-ons, including nut butters and protein powder.

Our smoothie bowls are perfect for breakfast, lunch, or a snack, and can be enjoyed on-the-go or at home. We strive to make healthy eating both simple and accessible.



## THE TEAM

Jesse and Jay are the founders of HEAL Wellness, who opened their first health focused acai bowl shop in Hamilton, Ontario in 2019.

The two friends started the business with the intention of creating an accessible way for people to enjoy nutritious, great tasting smoothie bowls and smoothies.

Their mission has always been to provide natural superfoods that help people fuel their bodies with the nutrients they need to thrive, stay healthy, and be energized.

# HAPPYBELLY

FOOD GROUP

With decades of experience in the restaurant industry, Happy Belly Food Group has had countless success stories under their leadership and led the growth of multiple brands to be nationwide leaders in their categories. Some of these include Extreme Pita, Mucho Burrito and The Burger's Priest.



The Happy Belly Food Group was formed in 2022 and it has quickly developed and acquired a portfolio of strong and successful brands. Our brands are known for their high quality food, exceptional customer service, and unique dining experiences. Whether you are a fan of traditional cuisine or are looking for something more innovative, we have a brand that will fit your taste buds and your investment profile.



## THE OPPORTUNITY

At HEAL we blend wholesome and fresh açai bowls with an invigorating environment, ensuring an exceptional healthy eating experience that rejuvenates and revitalizes every guest. This presents an excellent chance for aspiring entrepreneurs in search of a proven and efficient business model, streamlined processes, a rapidly expanding market, affordable investment, and guidance from an experienced executive team dedicated to the prosperity of each franchisee.

## UNIQUE OFFERING

Embrace a fruitful adventure that promotes your health and taste buds with every spoonful at HEAL! Our star menu item, the smoothie bowl is a nutrient-rich meal bursting with distinctive textures and flavors that guarantee a fresh experience with every bite. Our bowls are crafted using all-natural ingredients, free from dairy and gluten, and are entirely plant-based, ensuring a wholesome meal packed with essential vitamins and nutrients tailored for your well-being. Moreover, our team can create these delightful bowls in 4 minutes or less. While we may not be classified as “fast food,” the efficiency of our service is truly impressive!



## LOYAL CUSTOMERS

At HEAL, we take pride in our exceptionally devoted customer base. Once someone tries our distinctive signature bowls, they become a lifelong guest. Our commitment to providing a remarkable customer experience has garnered us a loyal following. We attract individuals who align themselves with an active and healthy lifestyle, evident through our guest loyalty program and the regular patronage of numerous professional athletes who love our bowls. Join our community of like-minded individuals and experience the allure of HEAL, where living well and enjoying nourishing meals go hand in hand.

## BRAND CULTURE

Our customers appreciate the meticulous attention and passion we pour into crafting each menu item. We believe that it's not just about serving an incredible smoothie bowl; it's also about cultivating a culture within our stores that makes the entire buying experience truly memorable. We combine exceptional bowls with an inviting culture, placing the utmost importance on customer satisfaction. Experience the fusion of taste, ambiance, and personalized service that sets us apart from the rest.

## DEMOGRAPHICS

In a world where the on-the-go lifestyle has become the norm, we have discovered that our product at HEAL appeals to individuals of all ages and genders. Our offering transcends demographic boundaries, catering to the needs and desires of anyone seeking a healthier alternative to the typical options provided by fast-food establishments. Our guests are not only seeking convenience but are also actively searching for a nourishing option that aligns with their well-being goals. At HEAL, we provide the perfect solution, offering a healthy alternative that caters to the diverse preferences and dietary requirements of our valued customers. Whether you're a busy professional, a parent on the move, or a health-conscious individual, our offerings are designed to accommodate your lifestyle and provide you with a satisfying and nutritious meal.

## INVESTMENT

Our franchise program is based on a proven business model that has been refined over the years. Our franchisees benefit from our extensive knowledge and expertise in the restaurant industry, as well as our established supply chain, which helps keep costs low and ensures consistent quality across all our locations.

As a franchisee, you will receive ongoing support from our experienced team to help you build and grow your business. Our team will assist you with site selection, construction, and restaurant design, as well as provide comprehensive training programs for you and your staff. We will also provide you with marketing support to help you build your brand and attract new customers.

Investing in a restaurant franchise can be a lucrative opportunity, and we strive to make it accessible for aspiring entrepreneurs. Our franchise program offers a range of investment options, from single-unit to multi-unit opportunities, so you can choose the option that best fits your goals and financial situation.

At HEAL Wellness, we are a family of health food enthusiasts who are passionate about providing our customers with all natural superfoods that are not only nutritious, but also delicious. We are equally committed to supporting our franchisees in their journey towards success. Join the HEAL Wellness family today and become a part of a thriving wellness food industry.



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