



COSI[®] Catering & Delivery Program

*This is a product licensing arrangement and not a franchising program Confidential Information of Cosi[®], Inc.

Our Menu

Sandwiches



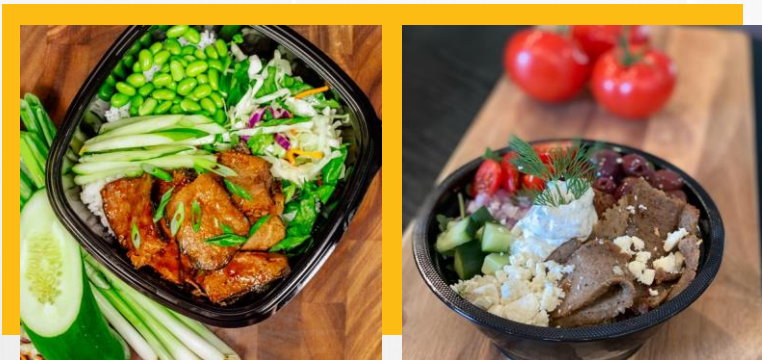
Salads



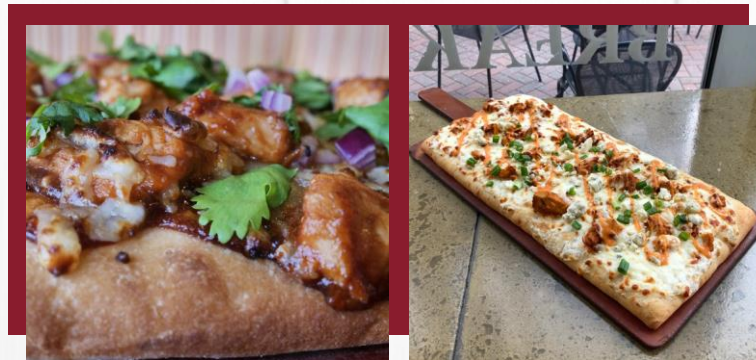
Soups



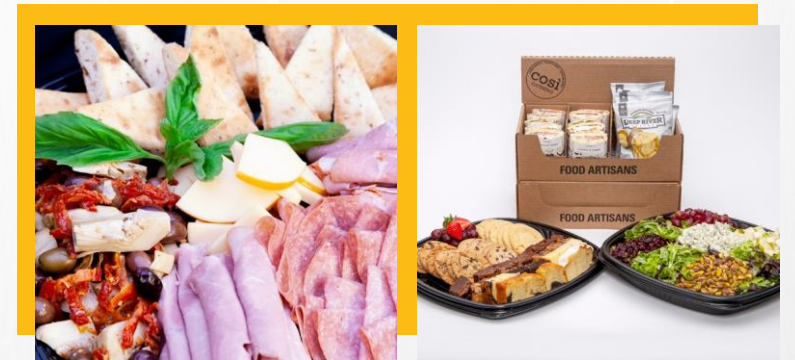
Rice Bowls



Tuscan Pizza



Catering



How it works



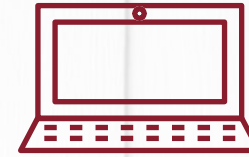
Bring COSI® Licensed products to your menu

We make the process simple for you. You will have access to the COSÍ menu options, including COSÍ branded bags and boxes, proprietary products, and a multitude of 3rd party platforms to help build your sales.



On site training with COSI®

COSÍ will assist you in establishing the optimal menu of COSÍ licensed products for your location based on the size and abilities of your operation. With a vast selection of items, we can help you customize your COSI offerings to be easily executable, attractive to both your existing and new guest base. COSI will provide you with training materials and recipes for the COSI licensed products, and you will have full control over your business operations.



Set up your platforms and go live

Gain access to all our available 3rd party platforms, go live, and start building sales and adding to your guest base. Our 3rd party integration has been designed to streamline the entire ordering process through the COSI system directly to your location. This allows you to focus solely on menu execution.



Simple and easy

You will use COSI branded bags and boxes with the COSI trademark for COSI licensed products you are selling. After initial training (other than fees for additional training, assistance of materials you may request or require), there are no fees charged to you by COSI except the license fees on the sales of COSI licensed products.

Why work with COSI®?

Cosi® is a brand that has existed over 20 years and has served millions of customers in that time. We have a strong brand recognition based on our reputation of serving high quality ingredients on one-of-a-kind signature flatbread. We have a loyal following to give your operation an instant customer base.

Some Key Facts and Figures:

- A catering client data base of over 268,000 guests
- A loyalty client database of over 300,000 guests
- An average client's group/catering order that exceeds \$300 and an average online menu delivery order that is almost \$30
- With a former brick and mortar presence of over 100 units in over dozen states, Cosi's® brand recognition stretches far and wide across the United States.

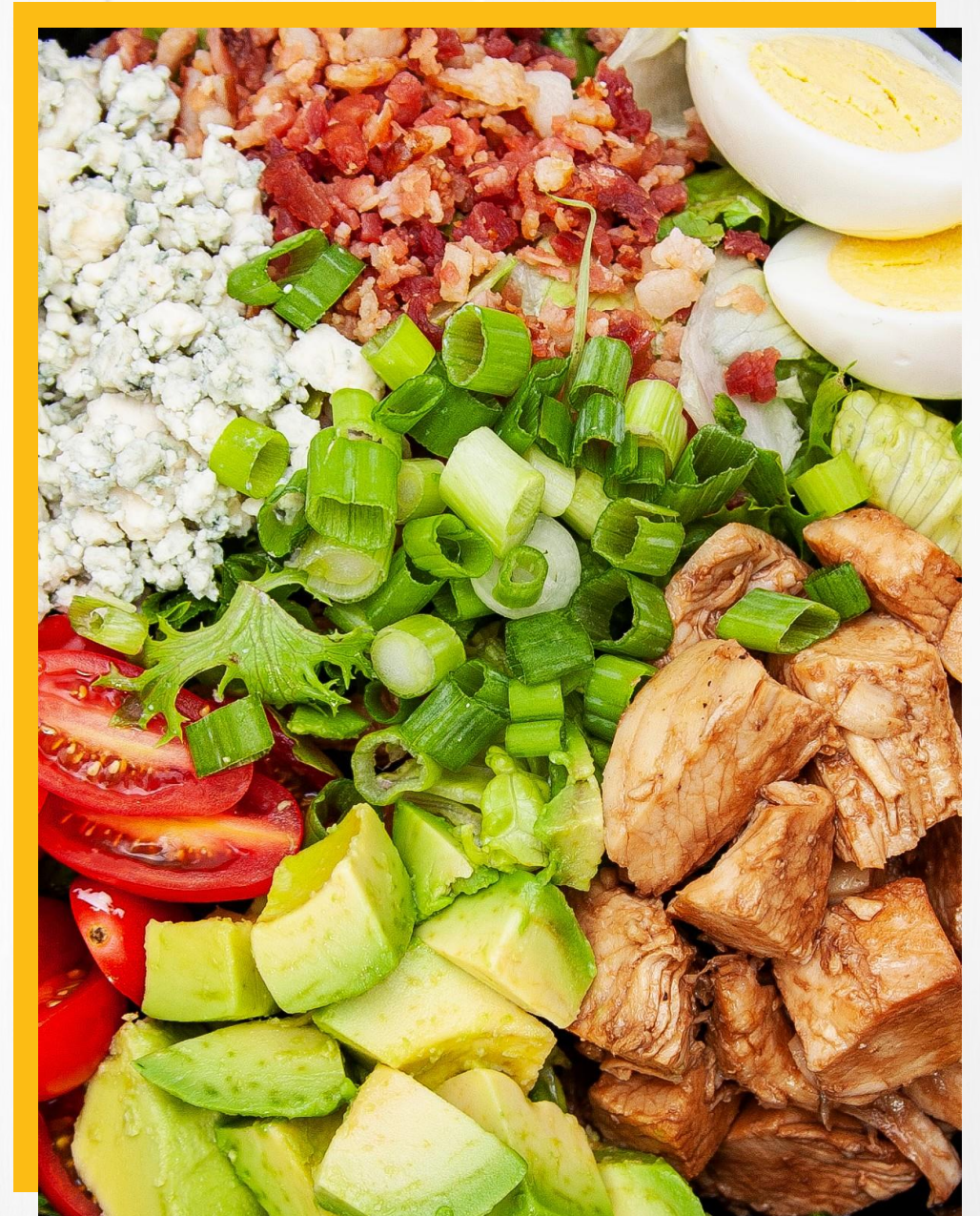
Support:

- 5 day a week staffed catering call center that receives and manages all incoming catering orders
- On-line training program, with full access to recipes and training material
- An existing broadline distribution network, with a dedicated support team
- Plug and play Ez-Cater, DoorDash, UberEats, GrubHub accounts and menus enabling a new operator a quick and seamless addition to these platform



Requirements

- Operating Space and Equipment
- 150 sq feet kitchen (average)
- 100 cubic feet of refrigeration (roughly 2 double door)
- 50 cubic feet of freezer space (roughly 1 double door)
- (2) 6-foot make top refrigerators
- (1) 6-foot prep table
- (1) Turbo Chef Oven
- (1) Convection Oven
- (1) Soup Warmer or hot holding unit
- (4) Metro Shelves measuring 42" W x 24" D x 72" H
- (1) Laptop or PC and printer
- (1) Coffee Brewer
- (1) Rice Cooker



FAQs

Who is Cosi's preferred distribution partners?

We utilize US Foodservice to distribute all our proprietary food items and Trimark for proprietary paper and packaging who direct ship nationally.

What are the fees Cosi charges to participate in the licensing program?

For the Cosi® Menu Licensing Program, there is a 5% menu licensing fee for the Cosi® items which are sold and a 1% marketing fee along with an initial training fee to start the program.

Do I have to set-up my own accounts with US Foodservice and Trimark?

No, we will assist you in setting these accounts up.

Do I have to offer Cosi's entire menu?

Although we strongly recommend offering the full array of our menu, we can customize the menu to suit your businesses size and space.

Is there a contracted beverage program that I must participate in?

Although we use Coke products, we do not require our partners to do so.

Which 3rd Party Platforms do we utilize?

We have established partnerships with EzCater, Grub Hub, DoorDash, UberEats, Slice and Postmates.

Do I have to set-up my own accounts with the 3rd parties?

No. Cosi will set up all your accounts for you.

Is there any IT equipment needed?

YES, internet access is needed and preferably a laptop or pc and a printer. Cosi will provide a Square terminal and ticket printer (if necessary) to process all 3rd party orders, or set-up all 3rd parties through a system such as Chowly or Otter.

What are the delivery and marketing fees associated with the 3rd party fees?

These fees can range from about 27 to 30%, but for most platforms we add a 30% charge to our baseline retail price to cover these costs.

What is the Cost of Goods Sold and Paper and Supplies Costs that I can expect with the Cosi Menu?

Our units typically run a 21% to 23% Food & Beverage cost and a 4% to 6% paper and supplies.

Does Cosi have a training and support team?

Yes! We have an eLearning modules to train you on our menu and access to a reference library that contains all recipes and Cosi specifications. We also have a catering call center to process all catering and group orders, and a supply chain team to help with distribution.