

A close-up photograph of a cake. The cake is covered in thick, white frosting that is piped into large, elegant swirls. Several large, light pink roses are placed on top of the cake, their petals delicately layered. The background is a soft, out-of-focus light color.

**CELEBRATE
WITH CAKE**

FRANCHISE OPPORTUNITY

THE CAKE FOR *Any Occasion*



Since the 1950's, American homes have been warmed by the aroma of a Bundt cake rising to the occasion, whether it be a family celebration or gesture of appreciation. Today's family still longs for that "front porch" feeling of hospitality and gatherings from days gone by. At The Bundt Shoppe, we bring a bit of nostalgic past into the present with our deliciously moist, yet simply elegant gourmet Bundt cakes. Along with our popular made-from-scratch buttercream frosting, each cake is sure to impress.

The Bundt Shoppe first opened in 2007, in Castle Pines, Colorado. In 2012, The Bundt Shoppe opened their second location in Greenwood Village with the third (and most recent) opening in Highlands Ranch in 2017. In September of 2021, Amina Ahmed and Eric Dahlberg had a vision with the immediate goal of expanding the business on a regional and national level so everyone had the opportunity to taste their mouth watering delicately moist Bundt cakes. The menu offers a vast selection of treats for any occasion, including: holidays, weddings/anniversaries, birthdays, graduations, memorials, and more.

Based on its phenomenal operational success and growth over the past 14 years, The Bundt Shoppe is ready to franchise the company's operations to bring its delicious treats to all parts of the United States.

ARE YOU LOOKING FOR A UNIQUE FOOD SERVICE BUSINESS WITH AN EXCITING NEW, EASY-TO-OPERATE CONCEPT? IF SO, THIS IS THE OPPORTUNITY FOR YOU!

Take a Bite OF THIS OPPORTUNITY

THE BUNDT SHOPPE PRIDES ITSELF ON THE VARIETY OF BUNDT CAKES WITH SEASONAL GOURMET FLAVORS IN ALL PRICES AND SIZES.

We offer fresh baked-from-scratch cakes that are sure to fit any occasion, and offer more flexible hours than traditional bakeries. In addition to traditional retail, The Bundt Shoppe has a sizeable wedding, corporate and gift business.

DELICIOUS FLAVORS, DELIVERED CONSISTENTLY: All of our menu items are baked with love, guaranteed to meet our guests' expectations each time. Bundt cakes accentuate sweet occasions all year long. Holidays, weddings, anniversaries, birthdays, graduations, Baby Showers, and memorials are just the beginning.

POISED FOR GROWTH: The Bundt Shoppe model is certainly adoptable on a national basis, as well as worldwide. As the demand for quality and accountability increases as competition grows, The Bundt Shoppe model has proven effective with a great deal of press. The model will work in any market with ample foot traffic, with tourist locations and metropolitan areas being the most lucrative opportunities for The Bundt Shoppe franchisees.

SIMPLE-TO-OPERATE: The Bundt Shoppe's "business-in-a-box" is easy to learn, has a low entry cost and a simple operating model.

INTEGRITY AND COMMITMENT: By operating with a high level of integrity and commitment to service, The Bundt Shoppe brand has taken off in the Denver, Colorado market and looks to continue through the franchise expansion model. Treating customers with courtesy and respect is paramount, and we're looking for franchisees that adhere to that standard.

STRONG POTENTIAL ROI: The Bundt Shoppe is an affordable step into the food service industry with our streamlined process and consistent delivery of quality.



Are You a Good Fit for **THE BUNDT SHOPPE?**

**WE ARE SEEKING FRANCHISEES WHO
HAVE THE FOLLOWING QUALITIES TO JOIN
OUR TEAM:**

- A Love for Baking
- Incredible Work Ethic, Discipline, and Integrity
- Strong Guest Service Skills
- Dedicated, Passionate, and Creative
- Leadership Mentality



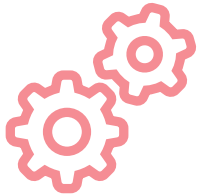
EXPRESSING APPRECIATION TO YOUR CLIENTS AND EMPLOYEES AND LOVED ONES IS A VALUABLE COMPONENT TO SUCCESSFUL RELATIONSHIPS, MAKING THEM FEEL ENGAGED, CONNECTED AND LOYAL TO OUR BRAND.

COMMITTED TO *Sweet Success*



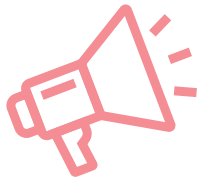
COMPREHENSIVE TRAINING

An extensive dual-phase initial training program will help set up our franchise partners with all the knowledge they need to run The Bundt Shoppe.



OPERATIONAL SUPPORT

We will provide ongoing training and support in many areas, including unit operations, maintenance, customer-service techniques, product ordering, pricing guidelines, and administrative procedures.



MARKETING SUPPORT

Leverage our impressive brand foundation. We will coordinate development of advertising strategies, consumer marketing plans, and collateral.



ONGOING BUSINESS DEVELOPMENT SUPPORT

We will provide our continued research methods and techniques to enhance unit-level profitability.

FINANCIAL SNAPSHOT

FRANCHISE FEE

\$30,000

ESTIMATED MINIMUM INITIAL INVESTMENT

\$161,900 (with franchise fee)

ROYALTY FEE

6% of Gross Sales



GET READY TO MAKE A DIFFERENCE
IN YOUR FUTURE WITH



**TAKE THE NEXT STEP IN BECOMING
A PART OF THE BUNDT SHOPPE TEAM.**

To learn more, visit our website at WWW.THEBUNDTSHOPPE.COM,
or email Devin at DCONNER@WCFRANCHISEDEVELOPERS.COM.



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This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.