



Franchise Information Summary

An overview of the Playa Bowls Franchisee Opportunity



Welcome to Pineappleland!

Thank you for your interest in Playa Bowls

Please take some time to read about the details of our franchise opportunity. We look to accomplish the following objectives:

1. **to provide you** with enough high-level detail to fully understand what makes this business unique, profitable, valuable to the customer, defensible in the marketplace, scalable, and a wise place to put time, money, and effort for the right person;
2. **to help you** determine if the business is in alignment with your goals and objectives. In other words, to help you determine if you are that right person;
3. **to help ensure you** meet our minimum qualifications as a franchisee; and
4. if we successfully complete objectives 1-3, **to invite you** into a meaningful dialogue and conduct a mutual "Getting to Know You" introductory conversation.

Among other things, we will answer the following frequently asked questions:

- What is on the Playa Bowls menu?
- What makes this business unique?
- What is the investment?
- What financing is available?
- What are average unit sales?

And most importantly, what is the profile of a successful existing franchisee?

We look forward to the opportunity to speak further with you and answer any additional questions this information creates.

Thank you for investing your time. We don't take such an investment lightly.

Best regards,

Your Playa Bowls Franchise Recruiting Team



Who is Playa Bowls?

Playa Bowls is a rapidly growing, highly profitable fast casual brand offering communities healthy, delicious açai, pitaya, coconut bowls and smoothies.



Top 10 Reasons Franchisees invest in a Playa Bowls Franchise

There are many reasons franchisees invest in a Playa Bowls franchise and continue to add new locations to their portfolio.

The most common reasons are as follows:

1. **Low entry cost.** The target turnkey price of opening your doors is under \$500K.
2. **Small footprint.** Playa Bowls franchisees do big sales in small locations of approximately 1000-1500 sq ft.
3. **Strong average unit sales.** The average location generates sales of \$1,288,433 in sales, or about \$1,000 per square foot. According to CoStar, the average retailer generates a mere \$325 per square foot. Playa Bowls franchisees make good use of a small space, cranking out three times the revenue of most other small box chains.
4. **Outstanding sales-to-investment ratio.** Many food concepts struggle to achieve a 2:1 sales-to-investment ratio. For the same investment or less, we do significantly higher volume leading to the potential for significantly higher cash flow.
5. **Low payroll roster.** It takes as few as 20-30 employees to run a Playa Bowls, mostly part-time workers. Given the “Cool Factor” of the business and quality of the work environment for part-timers, we don’t have the same struggle to find employees as many fast food chains.
6. **No cooking.** No grease, oil, fryers, or piping hot work stations making good employees want to quit.
7. **High ticket.** The average order amount is over \$16, contributing to high revenue.
8. **Highly scalable.** Strong unit-level economics combined with ease of operation allows franchisees to expand into multiple locations quickly.
9. **Rapidly growing.** Playa Bowls has 300 locations open with dozens more under development in only 10 years of existence. We are on track to have 1000 open locations in the next 5 years.
10. **Raving fan customers.** Playa Bowls franchisees share an average Google rating of 4.7 out of 5 (based on over 16,000 Google reviews), creating brand fans for customers.



What's on the Menu?

Playa Bowls is known for serving healthy, delicious açai, pitaya, coconut bowls and smoothies. Additionally, we serve freshly squeezed and cold-pressed juices and cold brew coffee drinks.

Our menu is customized to the customer's individual tastes, so customers can get exactly what they want. Even with the customization, our menu remains very simple, allowing for both speedy service and easy-to-maintain inventory.

PLAYA ACAI BASE

The acai berry is renown for its vast range of energy-boosting, cell-healing, immune-stimulating properties.



Apple Turn Up



Jack O Lantern



8th Ave



Pura Vida



Tropical



Nutella



Acai Power

PLAYA PITAYA BASE

This vivid fruit is a tropical orb of phytonutrient-packed, metabolism-stimulating, digestive-aiding, body-detoxifying gold.



Pink Flamingo



Dragonberry



Electric Mermaid



Goji Bowl



Nutaya



Pink Power



What's on the Menu?

PLAYA COCONUT BASE

We spare you the arduous shell-cracking, delivering the fiber-rich goodness of raw coconut – and all its staying power.



Coconut Power



Coco Craze



Nutelloco



Coco Bowl



Coco Berry

PLAYA GREEN BASE

Nature's bonafide nutritional powerhouse! Full of protein, fiber, iron and vitamins A, C and K, the "Star of the Green Bowls" has been a dietary staple for millennia.



Green Power



Pacific



Hemp



Ocean Ave



Lola

PLAYA MANGO BASE

Alphonso Mango is sourced from India. Vitamins A, C, K are present in Alphonso mangoes, as are minerals like Magnesium, Manganese, Phosphorus making them a very healthy fruit.



Custom Playa Mango Bowl



What's on the Menu?

PLAYA OATMEAL BASE

Our steel cut oats are rich in protein and fiber. Made with only three ingredients: water, organic whole grain oats, and sea salt.



Coconut Power



Coco Craze



Nutelloco



Coco Bowl



Coco Berry

Unlike hamburgers or chicken, most customers cannot make our bowl products at home due to hard-to-find frozen ingredients. For those customers who could source some products, it's both inconvenient and costly to purchase these products and prepare them on their own.



What are the Health Benefits for our high frequency customers?

According to WebMD



Acai contains antioxidants which are thought to protect cells from damage. Acai berries are believed to have more antioxidant content than cranberries, raspberries, blackberries, strawberries, or blueberries. Chemicals in acai might also reduce swelling, lower blood sugar levels, and stimulate the immune system.



Pitaya, also known as “dragon fruit,” is rich in antioxidants like flavonoids, phenolic acid, and betacyanin. These natural substances protect your cells from damage by free radicals -- molecules that can lead to diseases like cancer and premature aging.



Playa Bowls Brand History

New Jersey Shore natives Robert Giuliani & Abby Taylor founded Playa Bowls and are still with the brand.

Avid surfers, our founders Rob and Abby were inspired while on international surf trips to destinations such as Panama, Costa Rica, Nicaragua, Puerto Rico, California & Hawaii by how most surf towns offered their own unique version of an acai or pitaya bowl.

“Playa” is Spanish for “beach.” They decided to recreate their “Playa Experience” with an American twist and introduced Playa Bowls to residents and vacationers at the Jersey Shore.

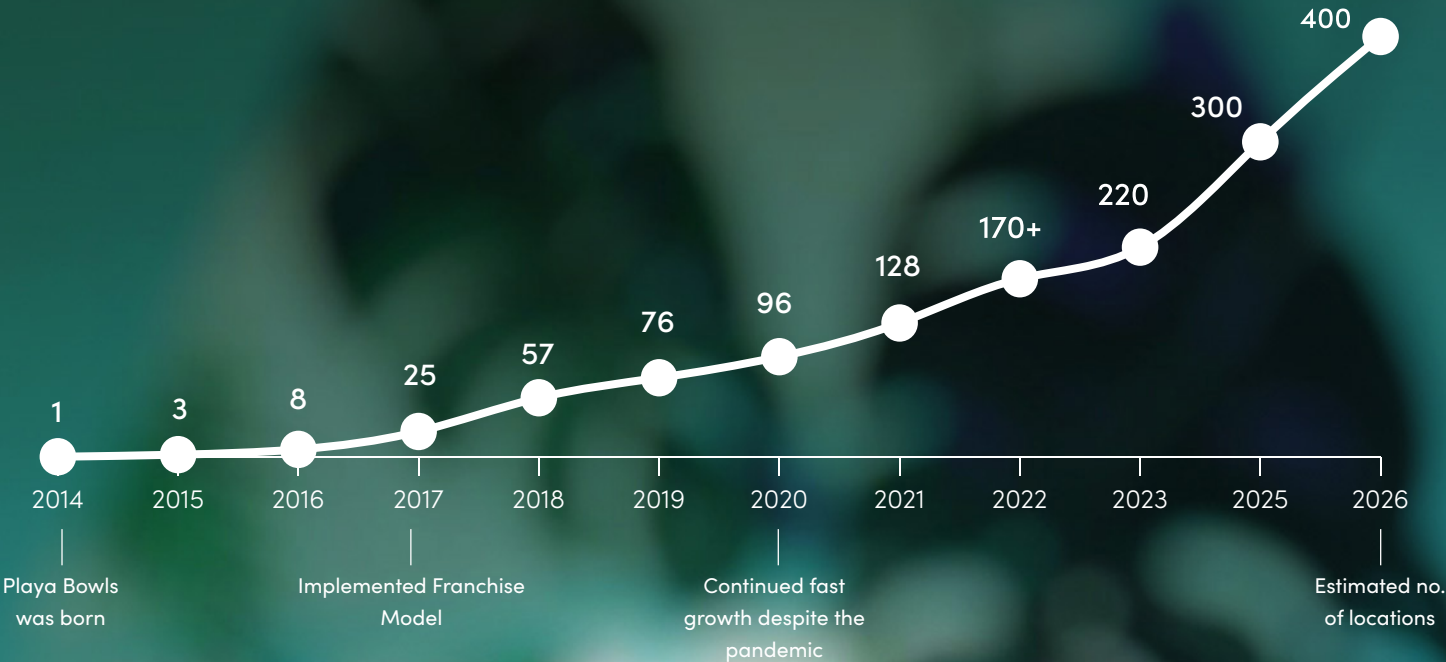
In 2014 they opened their first location in Belmar, NJ. Through grassroots marketing they educated their community about the health benefits of their core products such as acai and pitaya.

As word spread Playa Bowls took off.



In 2023, Playa Bowls opened its 200th restaurant, spanning half the United States.

We ended 2024 with nearly 300 open locations. We expect to add almost 100 new locations in 2025. To put this in perspective, in its first 10 years of existence, **Subway opened only 16 restaurants.**



60% of our new restaurants are owned by expanding existing franchise owners



Anyone who knows anything about franchising understands that fast growth doesn't mean profitable growth for franchisees, but numbers don't lie.

The average Playa Bowls accrued \$1,288,433 in sales yet cost under \$500K to open, which translates to a great sales to investment ratio. Most restaurants struggle to attain a 2:1 ratio.

In addition to high sales, Playa Bowls franchisees benefit from high margins, high average customer tickets (over \$16), and high customer frequency and satisfaction (average 4.7 out of 5.0 Google reviews).

Many franchisees have already opened multiple restaurants and plan to open more.



The Customer Experience

Playa Bowls has its roots in the Jersey Shore (or southern New Jersey, for those who aren't from around here). Our interior design and casual vibe reflect our beach-life roots.

Because we create the "Pineappleland Experience" primarily through paint, graphics, and inexpensive wall coverings along with our colorful and tasty products rather than expensive custom finishes and furniture, franchisees often open locations for under \$500K.



Brand Positioning and Performance

Playa Bowls is a bit of an out-of-the-box concept. While we serve smoothies and juices, we aren't a smoothie and juice bar. We are a place for fast and nutritious snacks and meals.

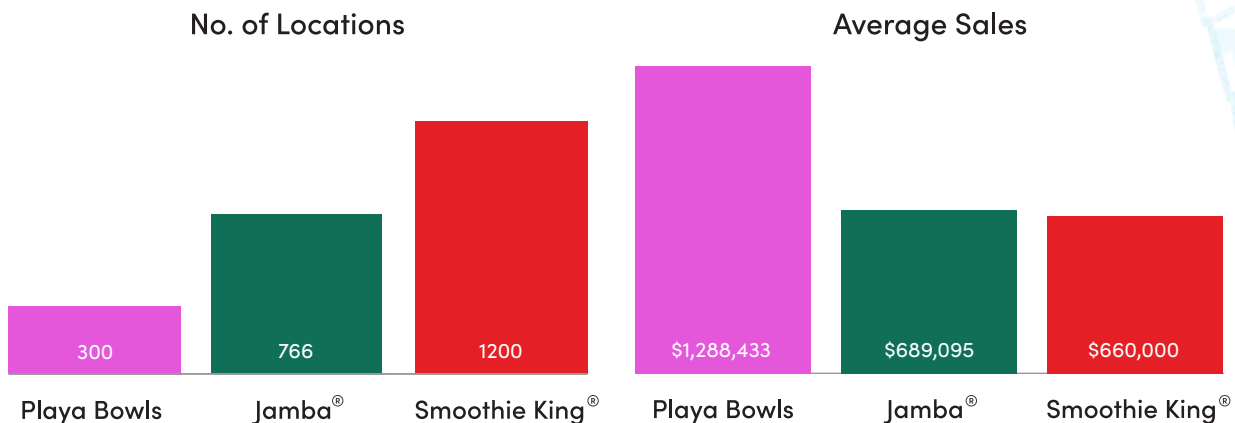
While we customize customer's products in a rapid assembly line fashion, we aren't the typical QSR concept. Playa Bowls is its own thing. There are benefits to being a unique out-of-the-box concept.

Playa Bowls currently has millions of customers signed up for our customer rewards program and the numbers are steadily growing.

According to recent data, Smoothie King (the nation's largest smoothie chain) averaged only \$660K in sales, just over half of the average \$1,288,433 Playa Bowls franchisees generate.

In comparison, Jamba Juice, a recognized leader in the juice bar segment franchisees averaged only \$689,095 in sales according to recent data, compared to the \$1,288,433 average sales for Playa Bowls franchisees.

Despite 300 locations versus 766 locations for Jamba Juice and 1200 Smoothie King locations, Playa Bowls franchisees outsell these market leaders. Almost always, as more locations open, average sales rise for most franchisees in the brand. As the old adage states, "A rising tide lifts all boats."



See Franchise Disclosure Document (FDD) for more details



For instance, according to a recent article in QSR, McDonald's has the most restaurants open and the highest average sales for the burger category. Wendy's has the second highest number of restaurants open and the second highest average sales. Burger King is number three in units and number three in average sales.

The time to get into Playa Bowls is BEFORE we open 800 locations when prime development markets and territories are still available for investment.



About the Smoothie-Juice Bar Industry

While Playa Bowls is positioned differently than the typical smoothie and juice bar (and the bulk of our sales are bowls, not smoothies and juices) according to Statistica, this sector remains a rapidly growing, almost \$3-billion dollar industry. Because of our product's holistic health benefits, Playa Bowls has been thriving since COVID.



(c) Statistica 2023





Who are our Customers?

Millenials/Gen Z

- Ages 18-35
- Customers who love trendy health food
- A great after-school spot for high school and college students

Parents and Families

- Parents with small children
- Broader appeal to families who love to come in together ages 30 - 50



What our Customers are saying

Alex M.
Fairfax, VA

★★★★★ Jul, 12, 2023

I love this place. Their interiors, ambience, environment, vibes are top notch and really good for self and group visits to chill, rest and relax.

Jamie O.
Gilford NH

★★★★★ Feb 28, 2023

Have been coming here for a few years and every time they are the best! It does get crowded at times so just be aware there could be a wait but the bowls are amazing every time.

Kimi S.
Vienna, VA

★★★★★ Apr 26, 2022

It's been two years since I discovered Playa Bowl and I am starting to see a new light... is it possible to fall in love twice?



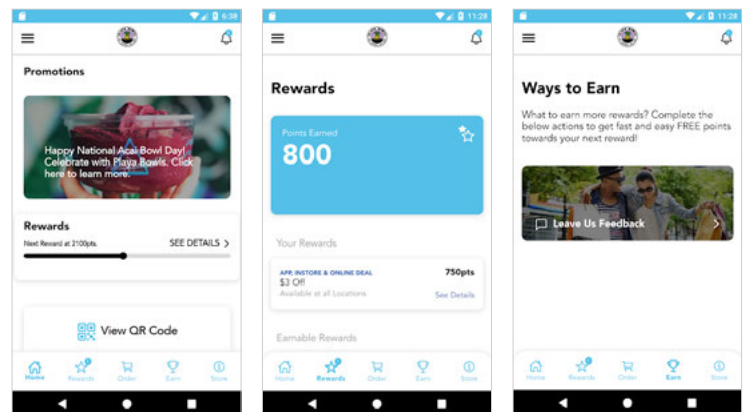
Socials

Tik Tok: 48.4K+ Followers

Instagram: 168K+ followers

Facebook: 42K followers

Customer Rewards Program: 2M+ enrolled



Featured in

Forbes

SPOON
UNIVERSITY

QSR

VOGUE

EY

The Washington Post

NEWYORKPOST

EATER

daily meal

Entrepreneur
FRANCHISE
500
2024



Meet the Leadership Team

Playa Bowls is stacked with skilled entrepreneurs and experienced food service and franchising veterans.



JOHN CAPPASOLA
CHIEF EXECUTIVE OFFICER

John Cappasola, CEO of Playa Bowls, leads the nation's top superfruit bowl brand through strategic expansion, digital innovation and menu evolution, positioning it at the forefront of a high-growth category. A seasoned leader in the multi-unit restaurant industry with a strong track record of building high-performing teams and award-winning brands, John has spent his career focused on strengthening brands through differentiated positioning and guest-centric execution. From launching new store prototypes to developing category-leading innovation, his ability to integrate data-driven strategies with brand culture has set the foundation for sustained growth.

Before joining Playa Bowls, John was an active board member and enjoyed consulting and advising brands and investors. Prior to that, he was CEO of Nothing Bundt Cakes during a pivotal time in the brand's growth and innovation strategies. At Del Taco, John served as President and CEO, where he spearheaded a brand repositioning that led to 40% AUV growth driven by five years of positive traffic. His leadership earned him the Golden Chain Award, and the team's menu innovation efforts were recognized at MenuMasters.

John holds a Bachelor of Science in Business Management and stays actively involved in the industry through leadership panels and advisory roles. Passionate about mentorship, he is currently guiding three young executives and has mentored over a dozen throughout his career. Outside of work, he enjoys spending time with his family and embracing the active, community-driven lifestyle embodied by Playa Bowls.



ABBY TAYLOR
CO-FOUNDER &
CHIEF BRAND OFFICER

Abby Taylor is Co-Founder and CBO of Playa Bowls, New Jersey's original superfruit bowl franchise. Avid surfers, Abby and Playa Bowls co-founder Rob Giuliani conceptualized the company while exploring surf breaks around the world, where they noticed that versions of superfruit acai and pitaya bowls feature prominently in the surfer diet. Inspired by the unique flavors and driven by their desire to share the delicious healthy discovery with family and friends, Abby

and Rob brought their own twist on bowls back to the Jersey Shore, setting up the first Playa Bowls location – a single umbrella stand on the boardwalk. A fine artist by training with a BFA from Salisbury University, Abby also oversees the creative identity of the Playa Bowls brand from the design of each of the 200+ franchise locations to the menus. In 2019, Abby was named to Forbes 30 Under 30 list, and received the prestigious Ernst & Young Entrepreneur of the Year Regional Award for Innovation.

When she's not at Playa Bowls, Abby is surfing Playa Maria in Rincon, Puerto Rico or the waves in her hometown of Bradley Beach, New Jersey.



Meet the Leadership Team

Playa Bowls is stacked with skilled entrepreneurs and experienced food service and franchising veterans.



JULIE KLINGER
CHIEF OPERATING
OFFICER

Julie Klinger is a dynamic executive with a passion for hospitality, franchising, and business growth. With extensive experience in multi-unit operations, human resources and brand expansion, she has built a reputation for developing strong teams, driving profitability and leading organizations through transformational change.

As Chief Operating Officer of Playa Bowls, Julie oversees franchise and company-owned operations, human resources, learning and development, and operations services. She is committed to strengthening Playa Bowls as a leading superfruit bowl concept by cultivating a strong

culture, enhancing efficiency, supporting franchisees and introducing new brand strategies. With a hands-on, people-first approach, she works closely with teams to elevate the guest experience and ensure sustainable profitable growth.

Julie has held executive leadership roles at Nothing Bundt Cakes, Cheddar's Scratch Kitchen, Chili's Bar & Grill, Smokey Bones Bar & Fire Grill and Romano's Macaroni Grill. She earned a degree in Hospitality Management from Valencia College, studied Human Resources at Rollins College, and completed the Women's Senior Leadership Program at Northwestern Kellogg. A dedicated servant leader, she is passionate about mentoring future industry professionals and volunteers with GLEAM, a global hospitality mentorship network. Based in Orlando, Julie enjoys spending time with her husband, Matt, and her extended family. She loves traveling, kayaking, and embracing the outdoors—always living by her favorite motto: "A good day on the water is always an awesome day!"



TONY REAMAN
CHIEF FINANCIAL
OFFICER

Tony Reaman brings visionary financial leadership and a passion for strategic growth to his role as Chief Financial Officer at Playa Bowls, the nation's leading superfruit bowl brand. With more than 20 years of experience across founder-led, private equity-backed, and Fortune 500 companies, Tony is an accomplished leader known for turning complex financial data into smart, scalable decisions. At Playa, he's focused on strengthening the financial strategy and analytics that support the brand's rapid expansion and entrepreneurial momentum.

Before joining Playa Bowls, Tony served as CFO at Luna Grill, where he led transformative financial strategies that drove record profitability and streamlined company-wide planning. He also held the role of Senior Vice President of Strategic Planning at Corner Bakery Café, where he led acquisition strategy, pricing optimization, and operational modeling efforts. Earlier in his career, Tony held leadership roles at McAlister's Deli, The Pantry, Inc., and Blockbuster Inc., and has served as a trusted consultant to a range of restaurant operators navigating growth and transformation.

Tony holds a Bachelor of Science in Business Administration with a Finance concentration from Colorado State University. A true operator at heart with a strategist's mindset, he thrives in fast-paced environments where growth and structure go hand in hand.



Meet the Leadership Team

Playa Bowls is stacked with skilled entrepreneurs and experienced food service and franchising veterans.



JAYSON TIPP
CHIEF DEVELOPMENT
OFFICER

Mr. Tipp has served in this role since September 2023. Before joining Playa Bowls, Mr. Tipp was an independent consultant from January 2023. Before that, Mr. Tipp was Chief Marketing Officer of Pokeworks.

From January 2021 to September 2021, Mr. Tipp was Chief Growth Officer for Perfect Company. From June 2019 to January 2021, Mr. Tipp served as Chief Customer Officer for Bridg. From June 2018 to June 2019, Mr. Tipp was the Chief Executive Officer of Pincho Holdings, LLC.



KATE CARROLL
VICE PRESIDENT
FRANCHISE OPERATIONS

Kate Carroll began serving in this role on April 15, 2024. From April 2022 to December 2023, Mrs. Carroll served as Vice President of Operations at Heyday in New York, New York.

From December 2019 to January 2022, Mrs. Carroll served as Chief Operating Officer at Movati Athletic in Ontario, Canada. From August 2016 to November 2019, Mrs. Carroll served as Senior Vice President of Operations at Movati Athletic in Ontario, Canada.



Mission and Values

Our Mission is to inspire and support our communities one delicious bowl at a time.

Our Values

Our dedication to our mission, and refusal to cut corners has made Playa Bowls™ a standout leader in this space, helping us realize exponential franchise growth, opening 300 locations in the past ten years.

REAL DEAL

Builds trust by turning words
into actions

PLAYA PASSION

Live the vibe and love what
you do

POWERHOUSE

Crushing it daily and
always leveling up

BIG WAVE CHASER

Faces challenges head on

DAWN PATROL

Show up committed and
finish strong together



What are the Start Up Costs?

While the target total investment of Playa Bowls is under \$500,000, the investment range is as follows:

Type of Expenditure	Amount
Initial Franchise Fee ¹	\$35,000
On-site Pre-Opening Assistance and Training Fee ²	\$3,600 - \$7,200
Construction and Leasehold Improvements ³	\$110,000 - \$507,000
Lease Security Deposit and Rent ⁴	\$3,000 - \$100,000
Furniture, Fixtures and Equipment ⁵	\$50,000 - \$133,684
Signage ⁶	\$2,000 - \$40,000
Computer, Software, and Point of Sale System ⁷	\$1,500 - \$12,000
Grand Opening Marketing ⁸	\$10,000
Initial Inventory ⁹	\$4,084 - \$35,400
Utilities Deposits ¹⁰	\$1,000 - \$20,788
Insurance Deposits -Three Months ¹¹	\$1,875 - \$12,441
Travel for Initial Training ¹²	\$1,000 - \$13,181
Professional Fees ¹³	\$7,500 - \$40,000
General Licenses and Permits ¹⁴	\$385 - \$11,100
Additional Funds - Three Months ¹⁵	\$25,000 - \$60,000
Total Estimate¹⁶	\$255,944 - \$1,037,794

See the Franchise Disclosure Document (FDD) for more information



Is Financing Available?

Playa Bowls franchisees finance their business in a number of ways.

1. SBA.
2. ROBS (401K Rollover) for those who have qualified 401K programs.
3. Home equity line of credit (HELOC).

To qualify for third-party financing, franchise candidates should have at least \$150K in liquid assets or in a qualified 401K account plus a net worth of over \$500K.

In addition, candidates should have 660 credit or better, no bankruptcy over the last 10 years, and no criminal convictions.

Average Unit Volume Sales (AUV)

Gross Sales by Quartiles					
Operational Franchise Outlets - Traditional Outlets (2023 Calendar year)					
Quartile	Average	Number and Percentage of Outlets above average	Median	Low	High
1 st Quartile	\$1,925,627	15/41 (36.6%)	\$1,771,185	\$1,584,389	\$3,027,809
2 nd Quartile	\$1,355,834	17/42 (40.5%)	\$1,315,148	\$1,236,764	\$1,553,361
3 rd Quartile	\$1,119,658	19/41 (46.3%)	\$1,113,857	\$978,695	\$1,235,133
4 th Quartile	\$763,766	21/42 (50.0%)	\$779,471	\$463,086	\$974,009
Total ⁽²⁾	\$1,288,433	68/166 (41.0%)	\$1,235,948	\$463,086	\$3,027,809

Please see the Franchise Disclosure Document (FDD) for more details

Please note that the average intake from our median volume stores (4th quartile average of \$779,471) is better than the average volume of all Smoothie King (\$660,000) and Jamba Juice (\$689,095) according to recently published articles.



What makes a Great Location?

- Middle to upper middle-income neighborhood
- 1000+ sqft
- Good parking
- Visible from the street
- Easy in and out
- Left hand turn lane
- Good tenant mix
- Residential/commercial mix
- 20K cars + per day
- 30,000-50,000 daytime population in 8-10 min drive time

PLAYA BOWLS



Profile of a Successful Franchisee

Playa Bowls is looking for the following entrepreneur. Does this describe you?

- Community oriented. We exist to serve our communities. We will build a national brand by dominating one community at a time.
- Passionate about hospitality. You need to create consistently excellent customer experiences.
- Passionate about promoting active and healthy lifestyles. Our products make the body healthier.
- 660 or better credit to attain financing.
- Have \$150K in liquid assets or qualified 401K.
- Net worth of \$500K or more.
- Growth-minded. Although not required, we like it when successful franchisees spread the joy and open multiple units over time.
- Willing to work and live by our stated values (mentioned earlier in this document).



What Territories are available?

Playa Bowls is a rapidly growing brand opening over 100 locations over the last several years, doubling in size largely through existing franchisees succeeding and committing to open more units.

While territory availability is always subject to change, many prime territories and communities are available for development.

To determine whether or not your territory is available, please do the following:

1. Please qualify yourself by visiting [what makes a good franchisee](#)
2. Fill out the [contact form](#) and indicate your area of interest. We will follow up with more details.



What Training and Support does Playa Bowls offer?

Our initial training program spans 80 hours and covers all aspects of opening, marketing, staffing, and managing operations.

Playa Bowls offer franchisees support in the following areas during start-up:

- Site selection and lease negotiation
- Store design
- Contractor negotiations and construction
- Equipment selection and purchase
- Supply chain
- Grand Opening
- Hiring and retention
- Community marketing
- POS set up

Once your store opens, Playa Bowls offers you the following advice and support:

- Profitability coaching and P and L review
- Advertising and community marketing
- Operations
- Expansion readiness (for multi-units) and securing financing
- POS and technology and online ordering
- Social media marketing
- Customer frequency marketing and gift programs



20 Reasons why Playa Bowls is a Good Investment

Playa Bowls is a rapidly growing franchise and one of the fastest growing brands in the QSR (Quick Service Restaurant) industry.

Our growth is driven as much by existing franchisees building cash flow and wealth by adding restaurants to their portfolio as it is by adding new entrepreneurs like you.

Ultimately, what makes a good opportunity is uniqueness, profitability, scalability, and the value (real and perceived) delivered to the customer. And a brand knows they are winning when franchisees continue to reinvest their earnings into expansion.

Here is what we and franchisees believe to be our value to you as a franchise opportunity:

1. **Proof of concept.** Playa Bowls has over 300 locations open and will have 400 open by 2026.
2. **Low Entry Cost.** Our target start up costs range from \$255,944 - \$1,037,794, and our target investment is under \$500K.
3. **High Success Rate.** Playa Bowls has experienced astonishingly high growth and success rates.
4. **Long term sustainability.** Playa Bowls started in 2014 and proved we can sustain economic uncertainties such as the pandemic.
5. **Trend Forward.** Since COVID, customers pay more attention to the health benefits of their food.
6. **Simplicity.** There is no cooking, no fryers, hoods, grease, or operational complexity which typically goes along with food preparation. We have a very simple and streamlined menu which is easy to prepare and customize.
7. **Low payroll roster.** It takes as few as 20-30 employees to run a Playa Bowls, mostly part-time workers. Given the “Cool Factor” of the business and quality of the work



20 Reasons Why Playa Bowls is a Good Investment

environment for part-timers, we don't have the same struggle to find employees as many fast food chains.

8. **Small footprint.** Playa Bowls franchisees do big sales in small locations of approximately 1000-1500 sq ft.
9. **Limited hours of operation.** The typical Playa Bowls operation is open 7 days a week from 9AM and closes at 8PM. Hours are subject to change based on location.
10. **Easy to Operate.** No cooking involved. Limited hours of operation. Simple menu. Few employees. All this makes for a business that is easy to manage and easier to scale.
11. **Great Unit-Level Economics.** Combining a low, under \$500,000 (mid-range) investment with a staggering \$1,288,433 average sales makes for an outstanding return on investment for franchisees
12. **Scalability.** Combining a low investment with a strong ROI and a simple operation makes this business highly scalable, so franchisees expand into multi-units quickly.
13. **Franchisee-friendly culture.** Franchisees make money and are well-supported.
14. **Prime development territories are available.** With over 300 shops open, Playa Bowls has not yet opened in 50% of the states in the USA. There are many markets available for future development.
15. **Trend forward.** Millennials like to eat outside of their homes. They like nutritious foods that are unique. They like customization. Playa Bowls checks their boxes. This product is an affordable luxury with a healthy halo.
16. **High Customer Ticket.** The average customer ticket exceeds \$16.
17. **High Margins.** Our food and labor costs are very competitive relative to the industry.
18. **Unique Menu.** Our products are difficult for customers to find elsewhere and expensive and inconvenient for them to recreate.
19. **Major Health Benefits for High Frequency Customers.** Our products are believed to improve cell structure, reduce risk for cancer, lower blood sugar, reduce inflammation, stimulate the immune system, and reduce effects from aging.
20. **Parent Company is professionally managed, profitable, and well-run.** Playa Bowls is owned by Sycamore Partners, a private equity firm specializing in consumer, distribution, and retail investments. The Playa Bowls leadership team comes with vast professional franchising experience. CEO John Cappasola has many years of experience working with high-growth national brands such as Nothing Bundt Cakes, Del Taco and Blockbuster.



Next Steps

Thank you for your continued interest in Playa Bowls and taking the time to research this investment opportunity. Please take the following three actions.

1. Qualify yourself for this opportunity using the following criteria:

Are you...

- Community oriented? We exist to serve our communities. We will build a national brand by dominating one community at a time.
- Passionate about hospitality? You need to create consistently excellent customer experiences.
- Passionate about promoting active and healthy lifestyles? Our products make the body healthier.
- Growth-minded? Although not required, we like it when successful franchisees spread the joy and open multiple units over time.
- Willing to work and live by our stated values (mentioned earlier in this document)?

Do you have...

- 660 or better credit to attain financing?
- Have \$100K in liquid assets or qualified 401K?
- Net worth of \$500K or more?

2. If you have not already done so, [click here](#) to fill out the Playa Bowls Contact Form.

3. Check your email and follow instructions on how to submit your financial qualifications.

Please invest 10 minutes in filling out your qualification form and tell us about yourself. We give immediate attention to franchise candidates who complete these three steps.

Based upon a high level of interest and numerous franchise inquiries, we are carefully reviewing each application for factors such as available territory, prior relevant experience, and financial strength. Should your application be selected, we will reach out to you for a conversation. If you do not immediately hear back from us, please rest assured we have received your information and you are now in our system.



**We look forward to learning your
name and making your acquaintance.**

Please feel free to forward this information to anyone you know looking for an opportunity like ours or anyone who will help you evaluate this opportunity.

Best regards,
Your Playa Bowls Franchisee Recruiting Team

