

The Crimson Melt
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Dear Future licensee,

Welcome to The Crimson Melt family! We're excited to have you consider joining us on this thrilling journey. As a licensee, you'll become part of a vibrant and expanding brand that has won the hearts and appetites of the community—while also having the opportunity to put your own unique spin on it to build your own brand identity.

A bit about our history: The Crimson Melt began with a simple mission: "To redefine the meaning of comfort food and provide the ultimate experience by melting the hearts of those who love a "grate" gourmet grilled cheese sandwich. We aim to provide exceptional service and put a cheesy smile on the face of our customers." Since our inception, we've continually leaned into one goal...to offer "foodie style" comfort food while serving high-quality and eclectic dishes, always maintaining exceptional service. Over the last year and a half, we've become a beloved destination for food lovers from 22 different states, earning numerous accolades along the way.

In the past year, we achieved significant milestones, including an impressive net revenue of \$551K and a strong community presence. Our success is built on a foundation of passion, grit, hard work, and a commitment to excellence.

We're excited to share the opportunity for you to be part of this incredible journey and to bring The Crimson Melt experience to new locations! But don't just take our word for it:





Here are some compelling reasons to join us as a licensee:

PROVEN SUCCESS: Last year, we achieved a net revenue of \$551K, demonstrating a strong business model and demand for our heroic Crimson Melts and Fully Engulfed Shakes! As the only gourmet grilled cheese bar in the state of Oklahoma, we also bolstered the following achievements & accomplishments:

HIGH DEMAND:

- 55,000+ Guests Experiences
- 18,611 Crimson Melts Served
- 6,158 Fully Engulfed Milkshakes Served
- 30,497 Appetizers Served

COMMUNITY ENGAGEMENT:

- We proudly donated \$11,876 to local organizations and charities, strengthened our support for military personnel and first responders, and reaffirmed our commitment to supporting and giving back to the community.

ACCOLADES:

- Earned the "Rising Star" award from the Moore Chamber of Commerce
- Partnered with Marriott Bonvoy's "Eat Around the Town" program
- Recognized by Restaurant GURU as "Best Restaurant of 2023 & 2024"
- Strong Reputation: We maintain a solid 4.6 Google rating, reflecting our dedication to customer satisfaction.

COMPREHENSIVE SUPPORT: As a Licensee, you'll receive:

- Training in all aspects of running your business
- Ongoing support from our dedicated team
- Marketing resources to help promote your location
- Access to our proven business systems and processes
- Ability to establish and build your own brand identity

We're excited about the possibility of working together and helping you achieve your dream of business ownership. If you're ready to take the next step, please fill out the application and we will get back to you shortly. If have any questions, please don't hesitate to contact us at thecrimsonmelt@gmail.com or by phone at 402-707-4094.



Stay Heroic,

Ashontay Owens

Owner, Crimson Melt

www.CrimsonMelt.com

