



# Franchise Prospectus

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# *The Island Wholefoods Journey*

Thomas Kendall has owned Island Wholefoods since 2019. Before he and his partner took over the business, it had been launched by a food engineer passionate about establishing a vegan café that offered tasty meat and dairy alternatives. Since the Kendalls took over ownership, they've expanded the business further, creating unique, innovative plant-based products that set them apart from competitors.

Before their venture into the plant-based business, the couple already had almost a decade of hospitality business ownership under their belt, running a bustling frozen yoghurt shop in Thailand since 2014. A specialty café with a niche offering was a seamless progression for Thomas whose parents were restaurant owners. Great hospitality and a knack for business just runs in his blood. It doesn't hurt that his partner is a naturally talented cook with an incredible eye for detail. Together, their commitment to improving the quality and presentation of plant-based alternatives has elevated the industry. Now, with business booming like never before, they are eager to support franchisees ready to establish their own thriving Island Wholefoods operation.

WHOLE  
FOODS

*food is  
essential  
to life.  
therefore,  
make it  
good.*

- ANONYMOUS





# *What We Do*

Island Wholefoods offers customers a complete range of dairy free coffees and smoothies, as well as a fully plant-based food menu. We believe plant-based is the future and have worked hard to establish a high-quality café, that brings plant-based alternatives to the mainstream. Our cafes welcome people with all dietary requirements. You don't have to cross any ethical threshold when you step through the door, just bring an open-mind and appetite for great food and coffee that is produced sustainably and conscientiously.

*Customers travel from all over to taste our unique, patented products and agree that nobody does plant-based better.*



# *All About You*

Island Wholefoods is a prime franchising opportunity for an energetic couple or ambitious individual with a background in the hospitality industry. Some existing knowledge of food and customer service is a big advantage to onboarding franchisees, who should see every interaction with a customer as an opportunity to make a great impression.

Successful franchisees will have an eye for detail in the product and services, taking pride in their coffee, food, brand, and business. Customer service is paramount, and we are always looking for hospitality superstars that are committed to elevating their career and establishing a reputation in the industry for excellence.

ISLAND  
whole  
FOODS

## *What We Offer*



01

Flexible franchise options, designed to suit the needs of each individual franchisee

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02

Option to choose their own location or purchase an existing café

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03

Head Office offers centralised national marketing campaigns to increase brand awareness

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04

Our produce is fresh, long-lasting, and easy to store and keep

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05

Rapidly increasing plant-based industry is ideal for anyone looking to start their own venture into hospitality, with strong operational support.



## The Island Wholefoods Difference

At Island Wholefoods, we do everything differently. Instead of relying on existing meat and dairy substitutes, we make everything we sell ourselves. Our unique, intellectual property products are exclusive to Island Wholefoods and customers travel from all over to taste them. Our unique position means we operate a cottage industry on an industrial scale and almost all products are manufactured from scratch. We tasted the alternatives and frankly, we make our products ourselves because we knew we could do it better - *and we do.*



## *Our Vision*

With the success of Island Wholefoods so far and the surging popularity of plant-based diets and alternatives, the demand for Island Wholefoods and our range of products is higher than ever. Our current location is a hive of activity; busy from open to close and we are enthusiastic to expand into a second location by the end of this year. Our long-term vision is to see Island Wholefoods in every state and territory. The industry is booming, and the timing has never been better to establish a national plant-based franchise, recognisable around the country. Sustainability, health, and ethical production is a concern for the hospitality industry and consumers who are becoming more informed about their choices. We are excited to embrace a future of delicious plant-based alternatives that are mainstream and accessible to the whole population



## *The Business Model*

Our lucrative business model is tried-and-tested, having been refined over decades of business ownership, with almost 10 years in the hospitality industry alone. Designed to propel the growth of new franchisees, the Island Wholefoods model is simple, straightforward, and profitable for all parties. Additionally, we offer a range of flexible franchising options to suit the needs and goals of our unique franchisees. This model supports the development of the brand, as well as each individual business, building confidence in franchisees to ensure long-term success.

# *Steps to Owning an Island Wholefoods Franchise*

- STEP **1** — Enquire and receive an information pack
- STEP **2** — Complete an EOI and meet with the Island Wholefoods team
- STEP **3** — Receive information on fees and investment information for an Island Wholefoods franchise to discuss with your advisors, friends and family
- STEP **4** — Sign the franchise agreement and select a site
- STEP **5** — Launch marketing for your franchise starts and your training and induction begins
- STEP **6** — Your new business starts operating





## *Getting Started*

Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own successful plant-based hospitality business has never been easier. If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.