

The logo features the word "CLUSTERS" in a bold, white, sans-serif font with a blue outline, set against a blue ribbon graphic that has a white and light blue striped pattern. The ribbon is curved and has a 3D effect.

**CLUSTERS**

*Handcrafted*

**POPCORN**®

"LIKE YOU NEVER HAD BEFORE"

## **FRANCHISE OPPORTUNITIES**

215-630-7258

info@clusterspopcorn.com

clusterspopcorn.com



## About CLUSTERS Handcrafted Popcorn

Owners Linda and Jules Sghiatti thought New Hope was a great place to open a caramel corn store. As Bucks County natives, they have lived in New Hope for over 15 years, raising three children, and working in their own residential building business.

When Linda wanted to get a part-time job, Jules encouraged her "to do her own thing." After attending the Friday Night Fireworks on the Delaware River in New Hope one evening in 2010, they discussed that New Hope didn't have any quick snack stops other than ice cream. They thought about how much they love the caramel corn from the boardwalk at the jersey shore and that's how the whole idea came about.

After a bit of research and planning, Jules got to work designing and building the shop. Linda and the kids went to work creating popcorn recipes. The whole family contributed to the process, including designing the logo and packaging. A year later, CLUSTERS opened April, 2011.

Locals know that a trip to CLUSTERS will require them to answer a question – "Bag open or closed?" Always answer OPEN! That way you get an extra scoop or so to enjoy walking around town. The only mistake you can make when you go to CLUSTERS is when you don't order a big enough bag.

## Why CLUSTERS?

- Everybody loves popcorn
- Fun work environment
- High margins
- Low overhead
- Proven training procedures
- Income growth potential
- Franchise referral program

### *It's about the CLUSTERS experience!*

As soon as you walk into a CLUSTERS popcorn shop you are immediately welcomed into a foodie's haven. The presentation of all our unique flavors makes for a fun sampling experience of popcorn creations. Clusters creations are made fresh daily, filling the outside air with hints of caramel, coconut, cinnamon, and cookies. All recipes are created in house and are unique.

Clusters popcorn locations have a lovely boutique style, with a relaxing front porch cottage feel painted in an inviting light blue. The shop has detailed moldings, wood ceilings, and historical photos about the town to delight the customers. CLUSTERS staff is extremely friendly and encourage customers to enjoy samples. CLUSTERS offer a loyalty program to regular visitors, providing a discount on tub and tin refills. Bag sizes are also offered, and customers are encouraged to leave the bag "opened" which means they get more popcorn!



**45**  
**QUARTS**  
**CONSUMED**

**PER PERSON**  
**ANNUALLY**

Source: popcorn.org

## Areas of Support Include: Operational, Marketing, Accounting, Audit, and Legal Support

CLUSTERS Handcrafted Popcorn will continue ongoing research and development, which will stream down to each franchise location.

With these great areas of support, becoming a franchisee of CLUSTERS Handcrafted Popcorn could not be easier!

## Qualifications

The best CLUSTERS franchisees will love the concept and should enjoy serving people. The franchisee should have strong management abilities and will operate with complete integrity in the business and in front of the customer.

The number one quality we will look for in a potential candidate for CLUSTERS is their comfort level in management and in overseeing employees to provide the ultimate service to each guest. CLUSTERS franchisees must also exhibit a commitment and enthusiasm to serving quality food in a pleasant environment. A franchisee needs to be able to recognize and hire staff that exhibits these qualities as well.

## Investment

Becoming a franchise owner will take some initial investment up front. The chart on the reverse side showcases the initial investment needed to open your own CLUSTERS Handcrafted Popcorn, including costs on the low and high ends.



## Next Steps

*Fill out the evaluation form!*

After the form is received, the next steps are:

1. Qualifying call
2. Introduction to CLUSTERS Handcrafted Popcorn
3. Schedule a visit to CLUSTERS
4. Follow-up
5. Start popping with CLUSTERS at your location

To learn more about CLUSTERS franchise opportunities,  
call 215-630-7258 or email [info@clusterspopcorn.com](mailto:info@clusterspopcorn.com).



## YOUR ESTIMATED INITIAL INVESTMENT - FRANCHISE AGREEMENT

TYPE OF EXPENDITURE	AMOUNT	PAYMENT METHOD	PAYMENT DUE	MAKE PAYMENT TO
Initial Franchise Fee (See Note 1)	\$35,000 - \$35,000	Check or Wire Transfer	Upon Signing Franchise Agreement	Us
Rent (One Month) (See Note 2)	\$2,500 - \$12,500	Check	Upon Signing Lease	Landlord
Lease Security Deposit (See Note 2)	\$2,500 - \$12,500	Check	Upon Signing Lease	Landlord
Utilities (Electric, Gas, Cable)	\$500 - \$800	Check, Debit, and/or Credit	Upon Ordering Service	Utility Providers
Leasehold Improvements	\$60,000 - \$200,000	Check	As Incurred or when Billed	Contractors
Market Introduction Program	\$1,000 - \$2,500	Check, Debit, and/or Credit	As Incurred or when Billed	Vendors and Suppliers
Equipment and Fixtures	\$35,000 - 60,000	Check, Debit, and/or Credit	As Incurred	Vendors and Suppliers
Computer Systems	\$1,000 - \$2,500	Check, Debit, and/or Credit	As Incurred	Vendors and Suppliers
Insurance (3 Months)	\$300 - \$600	Check, Debit, and/or Credit	Upon Ordering	Insurance Company
Signage	\$2,000 - \$6,000	Check, Debit, and/or Credit	Upon Ordering	Vendors
Office Expenses	\$1,000 - \$2,000	Check, Debit, and/or Credit	As Incurred	Vendors
Food Cooking Supplies	\$4,500 - \$8,000	Check, Debit, and/or Credit	Upon Ordering	Vendors
Food Packaging and Supplies	\$7,500 - \$10,000	Check, Debit, and/or Credit	Upon Ordering	Vendors
Licenses and Permits	\$1,000 - \$2,000	Check, Debit, and/or Credit	Upon Application	Government
Dues and Subscriptions	\$250 - \$500	Check, Debit, and/or Credit	As Incurred	Vendors, Trade Organizations
Professional Fees (Lawyer, Accountant, Etc.)	\$1,500 - \$3,500	Check, Debit, and/or Credit	As Incurred or when Billed	Professional Service Firms
Architect Fees	\$0 - \$10,000	Check, Debit, and/or Credit	As Incurred or when Billed	Professional Service Firms
Travel, Lodging, and Meals for Initial Training	\$250 - \$6,000	Cash, Debit, and/or Credit	As Incurred	Airlines, Hotels, and Restaurants
Additional Funds (For First 3 Months) (See Note 3)	\$15,000 - \$30,000	Varies	Varies	Employees, Suppliers, and Utilities
<b>TOTAL</b>	<b>\$170,800 - \$404,900</b>			

**Minimum Financial Resources:**

Liquid Capital: \$100,000 (depending on location, size of store front, and build-out)

Net Worth: \$300,000

Amounts may vary and are subject to change.

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