

OUR BRAND HAS ARRIVED

The year is 2020 and we have reached three exceptional milestones as a team. We have opened our **15th store**, annual revenues are **\$20 million** and we have expanded to **Alberta and Ontario**. Rosemary Rocksalt is ELECTRIC and is regarded as "THE Place to Work." **Our core focus is in taking care of our people** (when we do this, they will be empowered and engaged to take care of everything else). Combining that with our commitment to deliver **WOW Guest experiences** and we have hit a home run. These values are present in every facet of our organization, bringing strength and integrity to our business that our competition cannot touch. **Our core values are not just lived, they are obvious to everyone who knows us**. Our reach is across Canada and we are just about to launch in the USA. Our leaders (really support personnel) spend the majority of their time supporting our team at our stores (where the real work gets done).

Our brand!

We are an emerging brand that has a **cult like following** across Canada. We have revolutionized the landscape from lining up for a breakfast bagel in a food court to a **culinary experience**. We own the words "**Montreal bagels**" in the minds of consumers. We are the first place everyone visits when they want a bagel.

We are known for our "**random gifts of happiness**."

The buzz

Electricity is in the air! People are **awestruck** when they enter our locations. Our locations are more popular than the Apple Store in Midtown Manhattan. Rather than "making" our bagels, we are artisans creating **works of art**. People wanting awesome bagels are willing to travel great distances to experience our world class treats. Before we open stores in Montreal and New York, people fly in from those cities to get a real bagel. Guests tell us, "I love the smell of your ovens" and "My mouth starts to water a block before I get to your store" on a daily basis. Our team members bleed Rocksalt! Rosemary Rocksalt is the **talk of the town**. We **create future lifelong memories** as the kids who currently come into our stores will continue this tradition with their kids.

01 **Our Bagels**

Our bagels are simply amazing! Our food makes our guests mouths' water.

02 **Our Artisans**

Our team is in a love affair with our organization. We have a 90+ Net Promoter Score. Our artisans are our biggest raving fans and brand ambassadors.

Our people are deeply steeped in our culture, totally engaged in our purpose and act like owners.

Our team plays in a world of possibilities, are authentic in their communications and are on a journey of continuous improvement.

Our team members are rewarded for living our core values, providing exceptional guest experiences and finding new team members.

Our in-house training programs have made our team members the best in the world at creating real bagels with a personalized touch.

Our top artisans are promoted to running their own stores.

Voluntary turnover is under 7%.

03 **Our Stores**

Our stores are inviting. Guests are greeted by name and with a smile as soon as they walk in.

We are known for our in-store theatrics (keeping guests entertained and engaged).

We are known for our super clean stores.

Every store blends into the local community while maintaining the Rosemary Rocksalt brand.

04 **Marketing**

Word of mouth referrals and mass media initiatives have helped us build a huge awareness and buzz.

We are part of the conversation on social media (we are always trending). Celebrities tweet about us.

05 **Our Commissary**

Our commissary is the epicenter of our operations.

Our commissary is so clean that you can literally eat off of the floor. Our floors and walls are painted white so any signs of dirt stand out like an elephant in a VW bug.

Unlike traditional commissary sweatshops filled with transient cheap ~~labor~~, we hire life-long artisans that put culinary chefs to shame.

Our systems are tight.

06 **Our Technology**

We have a larger than life electronic map that shows us what is happening at all of our locations in real time.

We are a paperless company with no manuals.

Repetitive tasks have been automated.

Our systems tell us what, when and how much to bake based on our artificial intelligence / mining of historical and current conditions (ala Ms. Fields).

07 **The Extra Mile**

We always have an answer for our guests. If a team member cannot answer a question, the next team member can and will immediately.

08 **Finance**

The company is constantly building free cash flow.

Our accounting systems are super tight, providing us with real time financial statements at the click of a button.

09 **Guests**

Our guests are raving fans. We have a 90+ net promoter score.

10 **Spreading Dreams Foundation**

We make dreams a reality for people. Not just for our team but for random individuals in our community as well.

PURPOSE

Cultivating a Better World

We grow future leaders that will transform the world!

We give back to the community every day of our existence.

We have saved the masses from having to eat really \$h!tty bagels.

CORE VALUES

Find a Better Way

We are renowned for our uncanny ability to continuously improve and make things simple.

We are a revolutionary learning and leadership organization having studied and implemented best practices from the world's greatest organizations.

Organizations from around the world tour our stores for our operational best practices (known as the "Rosemary Rocksalt Way").

The word "Problem" is not in our vocabulary. It has been replaced with the word "Opportunity."

Admore People

Our people and guests are placed on a pedestal (they are family).

We inspire our team to dream and then make those dreams come true.

We are a top 10 place to work in BC.

Wow Guest Experience

We have a 90+ Net Promoter Score.

We have zero unresolved guest complaints.

We always go "the extra mile." Our guests are raving fans.

Passionate About Spreading Happiness

We create incredibly powerful and happy lifelong memories and traditions.

Kids who visit our stores today with their parents will continue these traditions decades from now when they are parents.

