



Simply. **Delicious.** Greek.

Multi-Unit • Area Developer • Master License





## Remarkable Success Creates Unique Franchise Opportunity

Are you craving a unique Fast-Casual franchise opportunity in the super-hot Mediterranean and Greek category? You aren't alone. Your future customers are craving the very same thing! Diners love the great taste and healthy options with Mediterranean cuisine and they especially love the delicious selections at The Great Greek Mediterranean Grill.

**The Great Greek serves authentic third generation Greek family recipes. In addition, three key factors set us apart:**

- **High quality ingredients** with sauces, soups, dressings, marinades and desserts made from scratch daily. This leads to a passionately loyal customer base.
- The **food is as fresh as you can get**. We chop, slice and trim it ourselves each and every day. We don't compromise on our commitment to freshness, ever.
- The **service matches the food**. Each team member provides outstanding hospitality, so each customer feels special. This creates an exemplary experience for every customer, so they enjoy coming back.

With a wide range of delicious menu options and a customer base that's longing for fast-casual options in the hot Mediterranean category, The Great Greek is an excellent opportunity for multi-unit, area developer or Master License Partner consideration.



# Our History

The Great Greek Mediterranean Grill has a history of scrumptious food and a loyal customer base. The first location opened on May 5, 2011 in Henderson, Nevada. It was originally owned and operated by a Greek/Armenian family before being purchased by Nick Della Penna and Trent Jones, third generation restaurateurs with over 30 years' experience in the hospitality industry. They made operational changes to the restaurant, enhancing the restaurant's performance. And took it to a whole new level of success.

Building on that success, they opened a second location on June 7, 2017 and since then have opened additional locations in Las Vegas and South Florida.

Nick and Trent began to look for a franchising expert who could take their concept and help it expand around the globe and they found that with Starpoint Brands. Building on more than 35 years of franchising history, Starpoint Brands is introducing The Great Greek Mediterranean Grill to communities around the world.



## *The Great Greek Fast-Casual Difference*

- Our recipes are authentic third-generation Greek family recipes
- Our meals and desserts are all made from scratch with fresh, whole ingredients
- Our restaurants have received a variety of awards for their delicious food options and family-friendly atmosphere
- Greek/Mediterranean cuisine is highly sought after because of its bold flavors and healthy options
- Simply. Delicious. Greek.







## Award Winning **Fast-Casual** Opportunity In Highly Coveted Mediterranean Cuisine

Consumers across the country are seeking delicious, new, healthy options when dining out. New research confirms Mediterranean food is the big winner with diners both when it comes to one-time trial and for eating frequently.\* Mediterranean food features big, bold flavors and healthy ingredients that make it delicious to enjoy.

The American Heart Association, famous TV doctors, and chefs everywhere have promoted the Mediterranean diet - full of olive oil, whole grains, lean proteins, tomatoes, fresh vegetables and spices like cardamom, mint and sumac - as the most healthful way to eat. Add to that, the ease of dining at The Great Greek's attractive fast-casual locations and you have a highly sought-after destination for diners.

The popularity of our fresh, made-from-scratch food, the healthy options, the dining experience, and the industry recognition are all ingredients in our recipe for success.

**We offer popular menu options that health-conscious customers are looking for.**



### **Bob Anderson, President, The Great Greek Mediterranean Grill**

Bob Andersen, President of The Great Greek Mediterranean Grill has had a long relationship with United Franchise Group, beginning in 1996, as a Regional Manager, through 2001, as Regional Vice President. Following that success, he led multiple organizations in QSR, fast casual and full-service restaurant brands, achieving remarkable results in sales performance, great customer experience, and unit growth. Bob rejoined UFG in 2019. His experience in developing prosperous restaurant franchises from Pizza, Burgers, Chicken, Subs and now Greek and Mediterranean, has gained recognition from the national press, including Nation's Restaurant News "Hot Concepts" and Fast Casual Magazines "Top Concepts to Watch" awards.



# Greek Food. Great Support. Starpoint Brands

The Great Greek Mediterranean Grill is proud to be a member of the esteemed Starpoint Brands family, a division of United Franchise Group™ (UFG), the global leader for entrepreneurs. As part of this trusted family of brands, we offer the very best in retail, food & beverage, and professional services across locations worldwide. When you join our family, you gain access to many resources, including extensive training, support, and top-notch marketing services that will guide you every step.

Leading our charge is the visionary CEO, Ray Titus, a well-known name in the franchise industry. Since 1986, he has been pioneering franchising with Signarama, which he started in Farmingdale, New York. Today, his leadership has grown United Franchise Group and Starpoint Brands to include top-ranked, award-winning businesses that have established a new standard in the industry.



Ray Titus  
United Franchise Group CEO

## World Class Support

Each franchisee and area developer for The Great Greek Mediterranean Grill will benefit from the expertise and personal attention they will receive from the support team at Starpoint Brands. Our skilled professionals will provide comprehensive world-class training, marketing launch expertise and ongoing programs to ensure you get off the ground quickly.

### Real Estate & Financing

- Location & set-up assistance to ensure your locations capitalize on exposure opportunities
- The dedicated real estate team assists with demographics and lease negotiations on your behalf
- Financing opportunities available

### Training

- Comprehensive training program at our West Palm Beach, Florida world headquarters followed by on-site training at your location
- Access to online training tools and collaborative systems
- In-depth franchise operations manual

### Ongoing Support

- Ongoing visits and communications from our support and executive staff
- Private access to valuable information and ongoing programs to help your location grow
- Regional meetings and national conventions

### Marketing

- Grand opening program, PR campaigns, online marketing solutions, printed materials and ads created by in-house marketing team
- Advertising programs designed to provide ongoing solutions for driving traffic to your store and creating brand awareness for this exciting new brand in the fast-casual restaurant industry

# starpoint brands

United Franchise Group  
World Headquarters  
West Palm Beach, Florida





# Simply. **Delicious.** Greek. The Fast-Casual Opportunity For You.

You want a franchise opportunity that features delicious, healthy, sought-after options and that's just what you'll find with The Great Greek. From our authentic third generation recipes to our award recognition, every aspect of The Great Greek makes it an opportunity you should consider.

Find out more about this exciting new concept by contacting us now!

Call or Text  
**561-568-4951**  
franchise@thegreatgreek.com  
www.TheGreatGreekGrillFranchise.com







**2121 Vista Parkway, West Palm Beach, Florida 33411**

**561-568-4951 • [www.TheGreatGreekGrillFranchise.com](http://www.TheGreatGreekGrillFranchise.com)**

Member of the Starpoint Brands Family.



This brochure should not be construed as an offer to sell a franchise, nor are the communications directed by or on behalf of Great Greek Franchising, LLC to the residents of any jurisdiction that requires registration of a franchise prior to offering and selling the franchise in that jurisdiction. No franchises will be sold to any resident of any such jurisdiction until the required Disclosure Document, if any, has been delivered to the prospective franchisee before the sale in compliance with applicable law. Nothing in this disclaimer should be construed as a waiver of any applicable exemption provisions that may be available to Great Greek Franchising, LLC.

Starpoint Brands is a group of affiliated companies and brands.

In New York: This advertisement is not an offering. An offering can only be made by prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

In California: These franchises have been registered under franchise investment law of the State of California. Such registration does not constitute approval, recommendation or endorsement by the Commissioner of Financial Protection & Innovation nor a finding by the Commissioner that the information provided herein is true, complete and not misleading.