

UNCLE AL'S AMERICAN CAFÉ

was founded on the principles of fresh homemade food, clean comfortable atmosphere and affordable prices. We combine our Award winning pizza and American fare menu with our sister company ARABICA Coffee *House for a full line of coffee & beverages to appeal to even the toughest customers. This concept has proven very successful as we have locations in Morocco and a signed development deal for all the Middle East countries.





When you come and visit us at Uncle Al's American Café you will feel very comfortable in our beautiful dining room. We want you to come and stay in our cafe and enjoy yourself whether it be for just a beverage or if you want to stay for lunch or dinner. Uncle Al's American Café where only our customers and quality matter!!





The best Al fresco in dining



Our Modern Interior





Enjoy a café beverage or for the adults, try a cocktail to ease your stress after work.



We started our first business in Cleveland, Ohio in 1976 and we have opened over 100 different locations around the world.



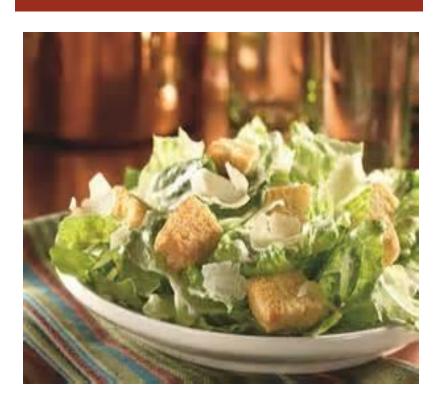


UNCLE AL'S AMERICAN CAFÉ MENU

All our menu items are prepared fresh in house daily to ensure the best possible guest satisfaction. "Fresh, never frozen". You have our word on that!!



Garden fresh salads

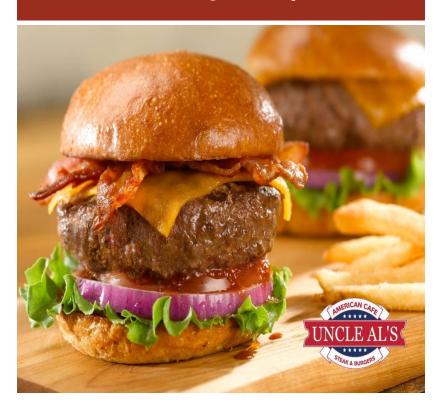


Classic American Appetizers





The best burgers anywhere



Fresh beef, never frozen





Fresh pastas made to order



Real American steak





UNCLE AL'S PIZZAS





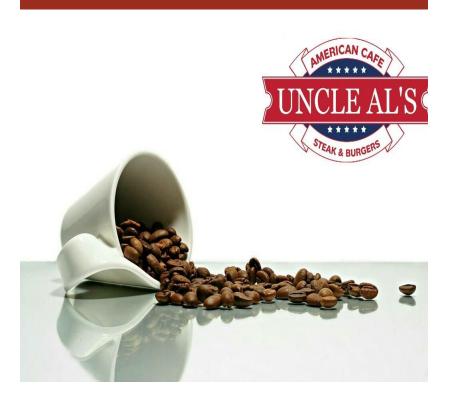




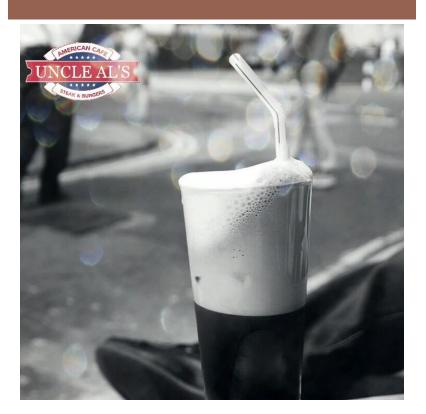




Arabica's famous coffee



The best cold filtered coffee ever





The best specialty beverages & frappes



Fresh beverages from our bar





Ice Cream Sundae Bar (optional)



Homemade cupcakes & pastry





Estimated costs per location.

	Express to 15 seats	American Cafe	
License Fee	\$10,000 \$25,000		
Lease Deposit	5% rent total 5% rent total		
Leasehold Improvements	\$5,000 - \$15,000 \$30,000 - \$50,000		
Equipment/Furniture	\$35,000 - \$55,000	\$85,000	
Signage	\$3,000	\$8,000	
Utilities, Ins., Licenses	\$3,000	\$6,000	
Opening Inventory	\$8,000	\$12,000 - \$15,000	
Grand Opening Promos	\$4,000	\$8,000 - \$10,000	
Total Amount	\$68,000 - \$98,000	\$172,000 - \$197,000	
Working Capital	\$6,000 - \$10,000 \$20,000 - \$40,000		
Est. Total	\$74,000 - \$110,000 \$182,000 - \$217,000		

The express pricing is the highest possible costs associated with opening a location Avg. cost \$50,000

Uncle Al's American Cafe Forecast and Business Model

Costs Fixed & Variable	Sales \$750 Day	Sales \$1,000 Day	Sales \$1,500 Day
Lease Amount Monthly	\$4,500	\$150(Daily rent)	\$150(Daily rent)
Food Cost	33% - \$247.50	33% - \$330	33% - \$495
Labor Cost	15% - \$112.50	15% - \$150	15% - \$225
Utilities/Insurance	3% - \$22.50	3% - \$30	3% - \$45
Admin Fees	2% - \$15.00	2% - \$20	2% - \$30
Royalty Fees	4% - \$30.00	4% - \$40	4% - \$60
Total Costs	\$427.50	\$570	\$645
Total Profit Daily	\$322.50	\$430	\$855

Avg. Monthly Profit

\$9,675

\$12,900

\$19,350

Cleveland Brand Concepts corporate office cannot guarantee this profit for every location but if our systems of operation are followed correctly it greatly increases your chances of success.



- For more information please contact:
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www.unclealsamericancafe.net