



## 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
<b>Total Amount</b>	<b>\$68,000 - \$98,000</b>	<b>\$172,000 - \$197,000</b>
Working Capital	\$6,000 - \$10,000	\$20,000 - \$40,000
<b>Est. Total</b>	<b>\$74,000 - \$110,000</b>	<b>\$182,000 - \$217,000</b>

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:**
- Scott Hagg – President [clevelandbrandconcepts@gmail.com](mailto:clevelandbrandconcepts@gmail.com)
- North Africa Office [solami@yahoo.com](mailto:solami@yahoo.com)

[www.unclealsamericancafe.net](http://www.unclealsamericancafe.net)