



FRANCHISE BROCHURE



About us



Get ready, entrepreneurs! St. Veg is planting new opportunities for your success with our new franchise openings.

Our founder went fully vegan in 2005 after learning the amazing benefits of plant-based food. Then, she quickly realized the void in the food industry for vegan dishes made from scratch and without processed mock meat. After years of searching for the perfect vegan restaurant, an idea came to her; she didn't have to look for the restaurant of her dreams, she could create it! This is how St. Veg was born.

St. Veg opened its doors in 2018 with a mission to enrich the community with the benefits of plant-based food by bringing homestyle cooking to a fast-casual environment. We are constantly preparing our dishes continuously to raise the bar on what is typical in the vegan food industry.



Concept



At St. Veg, we found the sweet spot between scratch-made food and a fast-casual environment.



We take a fresh approach to plant-based dining by focusing on whole foods that radiate vibrancy. Instead of trying to mimic the taste of meat, we allow the flavors from fresh vegetables, fruits, grains, and legumes to shine on their own. Our eclectic menu is crafted from scratch and made in-house for a truly unique and original experience.

We take pride in delivering an unforgettable dining experience by serving cooked-to-order vegan dishes and outstanding customer service! With a menu filled with fresh, wholesome plant-based foods without processed imitation meat, we have answered the growing demand within the food industry and consumers. We're also known for our belief in sustainability and minimizing our carbon footprint by using natural and organic produce.

Offering



St. Veg is excited to present a storefront franchise opportunity! Our store operations are simple to manage and require little to no previous restaurant experience - just a passion for managing people, interacting with the public, and the pride in serving 100% plant-based foods. Any prospective locations should preferably be situated in a popular location or high-volume area where people often visit. This includes traffic, office buildings, a plaza, or a city attraction.

The total initial investment for a St. Veg franchise can range from \$171,600 to \$342,100 and includes a one-time franchise fee of \$29,900. Your initial investment will cover many of the essential expenses of opening a St. Veg franchise location, such as furniture and fixtures, the initial inventory, and the construction of any necessary leasehold improvements.



Training



47 HOURS OF TRAINING

We are committed to maintaining the quality that customers expect from us. So, we have created a comprehensive training program supervised by the founder and designed to teach our franchisees how to deliver the service and flavor St. Veg is known for. The program consists of a 14-hour long classroom section that'll cover topics including marketing and customer service and a 33-hour long on-the-job section that will give you hands-on experience preparing and cooking all our menu items. Your success is important to us, so our founder and support team will have your back every step of the franchising process. We'll even be there on grand opening day to ensure success when you open your doors to the public but it doesn't stop there. You'll receive ongoing support from the founder herself and our support team.

Opportunity



The future is plant-based!

Today, people care about their health more than ever before, and thus, the demand for vegan food is higher. We want to be part of the of this growing industry! An investment in a St. Veg franchise will allow you to use our proven business model and deliver the unique and delicious taste of our menu to your community. Join the St. Veg family, become your own boss, make a difference in your community, and grow with us! Contact us now to learn more!

