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Justin, Brenda and Jenna Bot

Salad Creations Canada

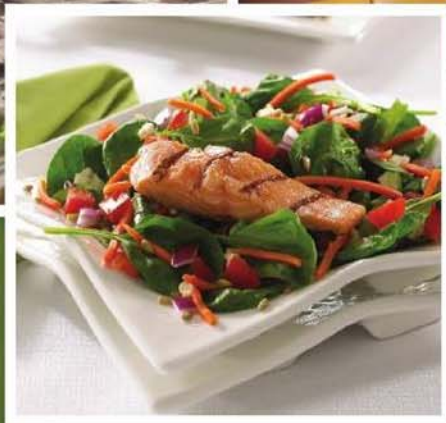
..... Green is Good

Salads aren't just a side-dish anymore. These days they are the meal, and Salad Creations Canada aims to prove it. With four locations already open in the Toronto area and plans for eight more by the end of 2010, company president Brenda Bot has her eye on the future—and a hunger for top-quality franchisees.

Bot knows what it takes to make her restaurants a hit, because she's done it herself. With the help of her daughter, Jenna, and son, Justin (pictured above), she

brought the already successful U.S.-based Salad Creations name to Toronto in January 2009. (Salad Creations Canada is, however, a separate company.) It was Jenna who happened across the concept first—a quick-service restaurant (QSR), selling healthy, made-to-order salads, soups, sandwiches and cookies—while on a trip to Florida. Bot still owns and operates the original Toronto location, at 433 Yonge St., as a corporate store.

Starting operations in Canada wasn't too challenging. "Market research told us we would have a strong customer



Photos courtesy As You Like It Marketing

base to pull from, just as our U.S. counterparts did," Bot remembers. "What surprised (and delighted) us was how varied our customers proved to be. We drew young and old, from all backgrounds and socioeconomic levels. It showed us Canadians of all types were knowledgeable about healthy dining choices, which is a good thing for Salad Creations Canada."

Canadian customers were clearly the discerning type. It fell to Bot and her company, then, to ensure their product lived up to expectations. Step one was great customer service. "At Salad Creations Canada, we refer to customers as 'guests,'" Bot explains.

"We need franchisees to treat customers as though they were guests in the franchisee's home, which means being friendly, courteous and respectful to them at all times. Our locations must be inviting places, where every customer can expect a personal greeting to go with his or her personalized salad."

All this is easier for franchisees who possess a positive attitude and an inherent love of people. However, every guest is different, and so the franchisor is there for franchisees, providing extensive initial training in business management, food handling and guest relations through its 'Salad University' program, located at the original Yonge Street restaurant. Should franchisees need retraining or other assistance, the franchisor is easily contacted. Updated information and new products and services are introduced through ongoing training sessions.

Having received their warm welcomes, it's time for guests to eat. Salad Creations Canada offers dine-in guests 12 featured salads in two sizes, 40 optional salad ingredients, 15 dressings (free samples are available on a piece of lettuce) and various toppings, along with wraps, several soups,

low-fat frozen yogurt and other delectables. Food is served in ceramic bowls and eaten with metal cutlery, both of which make a quick meal a more pleasurable one.

However, the cutlery and washable bowls are about more than just aesthetics; they're also part of the franchisor's commitment to a healthy environment. Reusable items allow franchisees to minimize the waste produced when serving dine-in guests. As for take-out guests, they receive their meals in recyclable containers.

The Salad Creations Canada experience—a mix of responsible business, fast service, fresh food and fun—is one Bot intends to bring to all Canadians. "Our goal is to roll out 300 franchised locations or more, all within the next decade," she explains. "Toronto will be our base, but we plan to grow rapidly through agreements with area developers around the country. These men and women will develop their own territories by partnering with great franchisees; by this method, we'll be able to enter a wide range of Canadian markets."

To find out if the next market could be yours, visit Salad Creations Canada's website at www.saladcreations.ca. **fe**