

CRISP & GREEN[®]

BRAND INTRODUCTION

A WORD FROM OUR FOUNDER

Helping others live a better life is something I've always pursued. With more than 15 years running companies in the wellness industry, I've seen people become amazing versions of themselves with simple, smart changes in their nutrition and exercise. Most people want to make healthier choices, but the resources are not always readily available for busy, on-the-go people. We created CRISP & GREEN® because we believe that access to clean, scratch-made and convenient food can be the greatest mover in the health and wellness industry. That's why we're here. CRISP & GREEN® exists to bridge the gap between convenient and nourishing food choices. Now more than ever, Americans are actively seeking options that benefit their health, and finding quick options that align with fitness and wellness goals can be a challenge. C&G has become that option, and has allowed people to feel good about their choices and confident how they are fueling their bodies. The opportunity to bring this concept all over the country has the potential to change the world and the way we relate to food for the better. That's why we're here.

While I've always had a passion for nutrition, my life completely changed in 2014 when I became vegan. I felt better in every way. The issue was finding quick, convenient choices that fit my lifestyle. When CRISP & GREEN® was built, it became clear that I was not the only one. People with dietary restrictions, people trying to lose weight, and people with various health issues have shared that CRISP & GREEN® is now an essential part of their diet. That's why we're here. At our core, we are wellness-driven because we understand that a healthy lifestyle goes

beyond the kitchen. While our main product is delicious and healthy food, we also educate on and provide a resource for fitness and self-care. We seek out and empower employees with similar mindsets to lead initiatives and events within our spaces. In addition, we partner with like-minded, innovative brands that align with our mission to offer a holistic wellness experience to all of our guests. That's why we're here.

CRISP & GREEN®'s positive, inspirational company culture paired with our unique integration of fitness, incredible scratch-made food, and our franchise opportunity allows every community a chance to live better. We look forward to having you alongside us in our mission to help people in your community Live Crisp. That's why you're here.

Let's build something exceptional together.

Cheers,



STEELE SMILEY
Founder & CEO, STEELE BRANDS®

LIVING CRISP

We believe nourishing your healthy lifestyle goes beyond the kitchen. We are devoted to delivering an exceptionally crisp experience to our guests, not just with our chef-crafted & scratch-made menu, but also through our high standard of service, our belief in being 100% authentic, & our passionate commitment to our community. A positive life starts with the choices you make every day. We believe that you shouldn't have to compromise between health and convenience, and the decision to Live Crisp and Eat Green should be an easy one.

TESTIMONIALS FROM OUR LANDLORDS



Having a CRISP & GREEN location in our luxury shopping district project has played an important role in bringing in similar tenants and elevating the look and feel of the neighborhood. Our tenants love being in close proximity to their space and our residents view it as an amenity and extension of their own kitchen!

THE SHOPPES
AT ARBOR LAKES

We were about to bring in a BBQ joint and are so glad that we made the switch to CRISP & GREEN at the last minute. We were blown away by the number of people drawn to this location and having them anchor our development has helped us to fill out our remaining spaces much faster.

125+ LOCATIONS

We are currently have 125 locations open or under development

12+ STATES NATIONWIDE

Find us in: MN, TX, AZ, NE, TN, KS, MN, ND, SD, IA, FL, CO

2 MILLION AUV SALES

Stores open 24 months or more had AUV at 2 million+ for 2020 sales

2,500 AVG SQ FT

CRISP & GREEN buildouts require 2,700 average square feet

EVENTS AND COMMUNITY

CRISP & GREEN is able to provide a unique, distinct and unparalleled experience to our community by hosting events to promote a wellness-driven lifestyle. Our events are a way for us to live out our mission of being a health and wellness company, as we are able to encourage our guests that eating healthy is just one part of living healthy.

Our events help to form valuable partnerships and create a sense of community. We partner with local businesses that share our brand values and fit into the "LIVE CRISP" mentality.



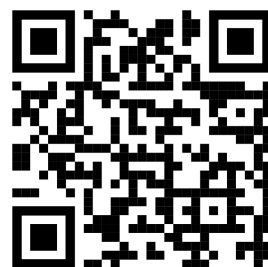
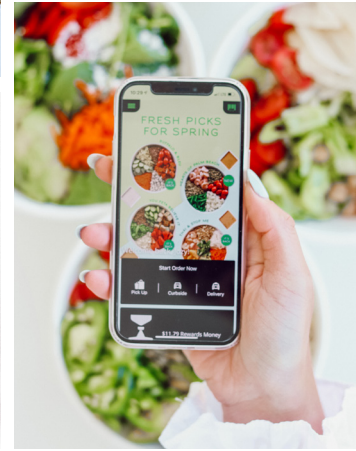
INTERIOR & EXTERIOR

Interiors feature an abundance of natural light and fit in well with the communities they serve. Layouts are inviting and provide the option for guests to stay a while or move on with their day.

Ideal exteriors are bright and crisp with pops of greenery that provide a welcoming space to gather. Instagrammable elements encourage guests to share their visit



BRAND + LIFESTYLE OVERVIEW



SCAN THE CODE TO WATCH THE CRISP & GREEN FEATURE VIDEO

STEELE BRANDS IN THE PRESS

Forbes

yahoo!
finance

RESTAURANT
BUSINESS

*Fast
Casual*

QSR

EATER
TWIN CITIES

Franchising.com

MINNEAPOLIS/ST. PAUL
BUSINESS JOURNAL

Minnesota
Monthly

**Mpls
St Paul**

StarTribune



SCAN THE CODE TO SEE FULL
PRESS PAGE ON STEELEBRANDS.COM

STEELE BRANDS Demographic & Target Customer Profile

WHO ARE WE?

STEELE BRANDS consumers are professionals that live a sophisticated and wellness oriented lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers. Their income is over 1.5 times the national average and they spend a large portion of their wages on dining out, fitness, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media.

WHY WE PREFER STEELE BRANDS

Consumers prefer STEELE BRANDS because they can get a unique culinary experience, created by chef-driven menus, in a fast and convenient way. They appreciate the premium look and feel of our spaces and feel energized when they visit. Consumers are excited to have a STEELE BRANDS location in their community because they see us actively involved and complimenting their lifestyle.



STEELE BRANDS Demographic & Target Customer Profile

SOCIOECONOMIC TRAITS

We buy healthy food made from better ingredients and a trusted source.

We have at least one fitness membership and spend over seven hours each week working out.

We are price savvy but will pay for quality brands we trust.

We are informed shoppers that do our research prior to purchasing and focus on quality.

We will spend more if it adds convenience to our day.

We have a high self-image and follow our favorite brands.

We use the Internet to keep up with the latest styles and trends and shop around for good deals.

We live closer to urban centers and tend to dwell in upscale, multi unit structures.



STEELE BRANDS Demographic & Target Customer Profile

WHAT OUR NEIGHBORHOOD LOOKS LIKE

Median Age 35 - 40 Years Old, Average age 37.1

51% Female

Occupation: Professional, Management, Sales, Services

55%+ Bachelor's/Professional Degree, 75%+ with some college education

Household Income \$110,000+

Household Size 2.1 - 2.5

Homes within a 5 minute drive are upscale, multi unit structures mixed with single-family residences between a 5-to-10 minute drive.

Median home value is \$382,000 and median rent is \$1,630

