

AMERICA'S DRIVE-THRU GROCER



SWISS
FARMS



Franchising
drive your future



What does
Proven
Success
LOOK like?



America's Drive-Thru Grocer
Since 1968

Invest in your future with Swiss Farms

Swiss Farms is a double drive-thru supermarket express lane. The consumer drives up, rolls their window down and orders milk, tea, eggs, coffee, bread, baked goods and dinner – anything you would imagine purchasing in a supermarket express lane. The associate then places the goods in the vehicle for you and collects the money or credit card. **Simple fast and very convenient.** Service-driven, people-oriented, high-touch, high customer engagement.

Speed & Super Prices Without the Supermarket Hassles



Swiss Farms:

America's Drive-Thru Grocer



A powerful heritage with proven formula for success

Since 1968 Swiss Farms has been successfully operating retail food stores. Our formula for success is simple: We provide a limited offering of in-demand, high quality products, with speed of service, competitive pricing and a passion for customer service. 2010 was the best year yet for Swiss Farms, as we continue to prove our relevance to consumers. With an average sales volume of \$1,596,690 and a high of \$1,879,749, we have shown yet again the power of our convenient model.

A special franchise opportunity to be part of the future success

Swiss Farms is not another convenience store or QSR – truly no direct competitor. There is plenty of available real estate – an entire frontier. This is a ground floor opportunity to shape the future – you will be an important part of Swiss Farms.

Continued Leadership as America's Drive-Thru

Swiss Farms is also committed to pushing the leading edge of this unique niche we serve by being best of class in 4 key areas:

- ① Best "people" people, committed to serving customers
- ② Dominate our markets with a store design that speaks the concept
- ③ Creating a world class drive-thru experience
- ④ Being America's express lane supermarket



Grocery convenience like no other



A competitive advantage

Swiss Farms is a unique concept in grocery retailing, poised to meet growing demands of consumers on the go. It is also economy resistant, positioned against grocery, with competitive pricing. And a Swiss Farms has inherent advantages for the fill in shopper vs. supermarkets, including: Unequaled drive-thru convenience and speed-of-service.

The Swiss Farms competitive advantage, bottom line:
Supermarket prices & drive-thru convenience without the supermarket hassles.

The real difference that makes a Swiss Farms, a Swiss Farms: Customer Obsession

A Swiss Farms has extremely high customer loyalty. Swiss Farms enjoys a high frequency of use among consumers – several times a week*. Customers also stay with Swiss Farms: Longevity of use – 62% over 10 years*. The difference is the high-touch, emotional connection most Swiss Farms customers have to the brand*. That translates statistically to customer satisfaction levels that hover at an unparalleled 95%*.

*Kanter customer/consumer A&U study 2006-2007



Training and support are hallmarks of the Swiss Farms Family System.

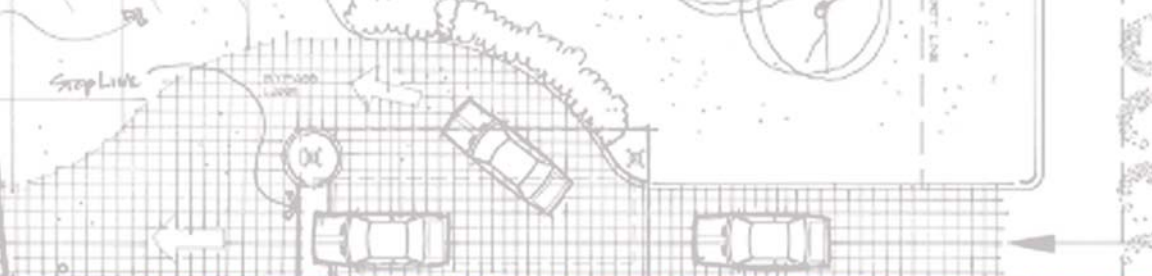
At Swiss Farms it's a family affair. From the inception of your franchise agreement through the grand opening and beyond, we offer step-by-step assistance to ensure success. Our success is directly tied to your success. It's personal. Your family.

We offer

- Site Selection Assistance
- Design and Construction Assistance
- Extensive Training
- Marketing and Advertising Programs
- National Distribution Network
- Proprietary Products
- Operational Support
- Advanced IT Systems & Reporting
- Experienced Management Team
- State of the Art Franchise Intranet
- Dedicated Business Development Coach

We also continue to grow Swiss Farms corporate stores where we make the investments in testing new programs, systems and products to continually improve the Swiss Farms brand for the mutual benefit of its system franchisee members.





To learn more about this exciting franchising opportunity

Visit: www.swissfarms.com/franchising

Or call Rob Coldwell, Manager, Franchising at: 610.356.2070 x114

rcoldwell@swissfarms.com

Investment Requirements:

\$461,000 – \$1,290,000



America's Drive-Thru Grocer

630 Park Way Drive • Broomall, PA 19008