



Seven Iconic Brands, Endless Franchise Opportunities

Food service franchising at its
best with GoTo Foods™.



Turn To GoTo Foods™ for Your Must-Have Investments

Creating big business with hero brands

In 2024, Focus Brands® evolved into GoTo Foods™, marking a new chapter in our two-decade journey of transforming local restaurant favorites into worldwide phenomena. Restructuring and standardizing our strategies and practices across all segments has rewarded us with significant growth but our incredible franchise support remains as iconic as our brands.

Our powerhouse portfolio includes Auntie Anne’s®, Carvel®, Cinnabon®, Jamba®, McAlister’s Deli®, Moe’s Southwest Grill®, and Schlotzsky’s®. These brands represent a formidable presence of over 6,600 franchised restaurants, cafes, ice cream shops, and bakeries in all 50 states and over 60 countries and territories. Franchise with us and be part of some of the most trusted and recognized names in the food service industry, leveraging our expertise to grow your business in the dynamic global market.



Craveable Brands Deserve Powerful Franchises

- ✓ World-famous recognition & proven staying power
- ✓ Top-tier support to help your franchises thrive
- ✓ Committed corporate leadership for marketing assistance
- ✓ Strong franchise advisory committees to advocate for your interests



24M+
Loyal Customers










6,600+
Open Stores



1
World-Class Organization

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More Than 20 Years of Exceptional Food Service

2001

Focus Brands launches as the holding company for the Carvel Corporation.

2004

Cinnabon joins Focus Brands, adding mouth-watering cinnamon rolls to the portfolio.

2006

Schlotzsky's joins to diversify into delivering delicious sandwiches.

2007

Moe's Southwest Grill joins the Focus Brands family to offer fresh, bold options for Mexican food lovers.

2010

Auntie Anne's becomes part of the iconic brand group with specialty handmade pretzels.

2013

McAlister's Deli joins Focus Brands serving modern classics that have wide appeal and a "little something extra!"

2018

Jamba adds more power to the portfolio of brands with their famous, enticing smoothies and more.

2022

Focus Brands rewarded after year-long structural modifications with record-setting sales.

2024

An exciting transformation from Focus Brands into GoTo Foods™.



OWN DELICIOUS WITH A DELI FRANCHISE

Thirty-five years ago, in a small town in Mississippi, a 1950's diner film set was transformed into the first-ever McAlister's Deli®. Since then, we've grown rapidly, creating craveable connections with franchise opportunities as tantalizing as our wholesome comfort food.



DREAM BIG WITH THIS HEARTY OPPORTUNITY

Operations are kept simple at McAlister's Deli® since you won't need any fryers, grills, early mornings or late nights, which means you can save on resources. Moreover, with diversified sales, including dine-in, takeout, catering, online ordering, and more, there are many ways for your guests to enjoy your delicious menu.

Limited Time Incentive

To Learn More Visit:



THE BENEFITS ARE PILED HIGH

TRAINING & SUPPORT

Our training sessions give you and your team hands-on experience with our menu, operation standards, and philosophy of hospitality.

HERE TO HELP

At McAlister's Deli®, we have your back. You'll have a dedicated business consultant to help keep your business running smoothly and a supply chain team to help you leverage spend management.

MARKETING & PUBLIC RELATIONS

We want to help your business grow and will provide national campaigns and assistance from from a field marketing manager who can help create a localized marketing and PR plan.

FINANCIAL REQUIREMENTS

\$1,300,000 - \$2,500,000

Estimated Initial Investment for Traditional Restaurants²

\$425,000

Minimum Liquid Capital

\$1,000,000

Minimum Net Worth

INITIAL FRANCHISE FEE

\$35,500

\$1,891,092

Average Net Sales for Fiscal Year 2024¹

\$1B BRAND³

550+

Locations³

30+

States³



1) Average net sales in our 2024 fiscal year for 464 traditional franchises that operated throughout such fiscal year in traditional locations (out of 524 total franchises that were operating as of 12/29/2024). See Item 19 of our March 2025 Franchise Disclosure Document for additional details.

2) Range is based on Traditional Restaurant at a Newly Constructed Freestanding Location. Please see Item 7 in our March 2025 Franchise Disclosure Document for additional details.

3). Based on 2024 system-wide sales. As of 12/29/2024, McAlister's has 550+ locations in 30+ states.

Some outlets have earned this amount, but your results may differ. This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact McAlister's Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: McAlister's Franchisor SPV LLC: F-8196.

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franchise a whirl'd famous name in smoothies

Founded in 1990 in San Luis Obispo, California, Jamba® has been the go-to franchise serving flavorful & fresh blends of fruits and veggies since day one. Our guests keep coming back for our innovative new products, crowd favorites, and a juicy experience that's consistently delightful.



get a boost with our benefits

goodness to go

You'll be able to diversify your revenue streams through our customer loyalty app, online ordering, delivery, and catering.

franchise training

We'll fill you in on all the fresh details about running your Jamba® franchise by providing training for you and your managers.

grow with us

Our marketing and operations team will help you build your business with data-driven marketing initiatives, performance analysis, and more.

financial requirements

\$469,000 - \$806,000

Estimated Initial Investment for Traditional Restaurants²

\$120,000

Minimum Liquid Capital

\$300,000

Minimum Net Worth

initial franchise fee

\$35,500

\$689,065

Average Net Sales for Fiscal Year 2024¹

5+

Countries³

30+

States³

700+

Locations³



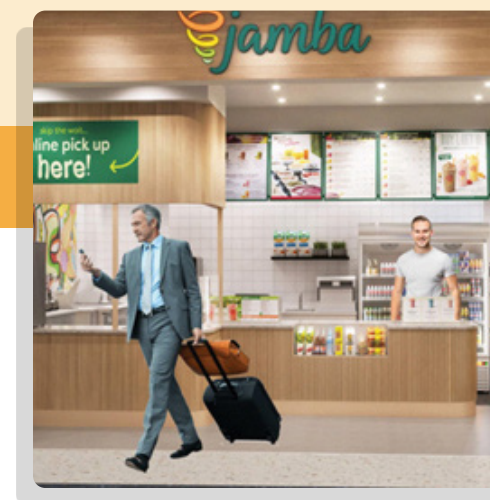
Limited Time Incentive

To Learn More Visit:



become part of this flavor-obsessed franchise

Jamba® has more than 700 locations in 30+ states and 5+ countries & territories.³ As a member of the GoTo Foods™ family and, with our international appeal and loyal following, our smoothie franchise is a great addition to your portfolio.



¹) Average net sales in our 2024 fiscal year for 511 traditional franchises that operated throughout such fiscal year in traditional locations (out of 726 total franchises that were operating as of 12/29/24). See Item 19 of our March 2025 Franchise Disclosure Document for additional details.

²) Low estimate in range is based on a traditional store that does not include a drive-thru and high estimate is based on a traditional store that includes a drive-thru. Please see Item 7 of our Franchise Disclosure Document for additional details.

³) As of 12/29/2024, Jamba has 700+ locations in 30+ states and 5+ countries.

Some outlets have earned this amount, but your results may differ. This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Jamba Juice Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Jamba Juice Franchisor SPV LLC: F-6111.

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GET THE FRANCHISE WITH A YUMMY TWIST.

From a single stand at a Pennsylvania farmers' market to the largest specialty pretzel chain in the world, Auntie Anne's® is a quintessential franchise name. Our hand-rolled, oven-baked pretzels are made from simple, easy to pronounce ingredients that keep our franchise growing.



SERVING UP FULLY BAKED BENEFITS

PREMIUM PRODUCTS

With an operationally simple menu comprised of fresh baked flavors and refreshing drinks, we rise above expectations.

THE PERFECT FIT

We offer a variety of flexible footprint options, including non-traditional venues like college campuses, travel plazas, airports and satellite locations with drive-thru capabilities, so it's easy to find the perfect high-traffic location for you.

EXPERT SUPPORT

You'll receive best-in-class support to start your new business, including real estate support, franchise training, PR, marketing, and advice from dedicated business consultants.

FINANCIAL REQUIREMENTS

**\$156,000 -
\$639,000**

Estimated Initial Investment for
Enclosed Mall Franchises²

\$120,000

Minimum Liquid Capital

\$300,000

Minimum Net Worth

INITIAL FRANCHISE FEE

\$35,500

\$762,534

Average Net Sales for Fiscal Year 2024¹

20+
Countries³

45+
States³

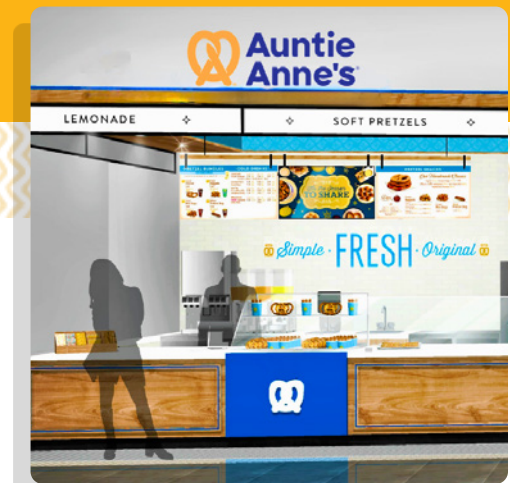
1,100+
Locations³

RISE WITH US

With a simple menu and premium products, Auntie Anne's® raises the snacking standard and keeps up with customer demand through technological and culinary innovations. Our mouthwatering, fresh-baked pretzels are always in style and keeps customers coming back for more.



Franchise Times
TOP 400



1) Average net sales in our 2024 fiscal year for 498 enclosed mall franchises that operated throughout such fiscal year in enclosed malls (out of 1,182 total franchises that were operating as of 12/29/24). See Item 19 of our March 2025 Franchise Disclosure Document for additional details.

2) Range is based on an enclosed mall franchise. See Item 7 of our March 2025 Franchise Disclosure Document for additional details.

3) As of 12/29/2024, Auntie Anne's has 1,100+ locations in 45+ states and 20+ countries per Item 20 of the March 2025 Franchise Disclosure Document.

Some outlets have sold this amount, but your results may differ. This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Auntie Anne's Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Auntie Anne's Franchisor SPV LLC: F-8191.

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OPEN A FRANCHISE WITH TASTY SOUTHWEST FLAVOR

For more than 20 years, Moe's Southwest Grill® has been delivering exciting fast-casual Southwest fare and, today, we have more than 600 locations in the U.S. and abroad.³ If you're looking for an exciting business venture with a proven business model and the brand power to satisfy, consider adding this sizzling franchise to your portfolio.



ENJOY THESE BOLD BENEFITS

SIMPLE CONCEPT

With only 20 simple ingredients, we can create countless delicious creations guests love, making our operations easier to manage compared to other fast-casual concepts.

CORE VALUES

At Moe's Southwest Grill®, we celebrate everyone's true flavor, inspire each other to unleash our unique tastes, and are committed to delivering amazing experiences.

DIVERSIFIED REVENUE

There are many ways to enjoy Moe's Southwest Grill®, including catering, online ordering, and more.

FINANCIAL REQUIREMENTS

**\$625,000 -
\$1,300,000**

Estimated Initial Investment for
Endcap & Inline Restaurants²

\$300,000

Minimum Liquid Capital

\$1,000,000

Minimum Net Worth

INITIAL FRANCHISE FEE

\$30,500

\$1,235,422

Average Net Sales for Fiscal Year 2024¹

550+
Locations³

30+
States³



Limited Time Incentive

To Learn More Visit:



MOE REASONS TO LOVE THIS OPPORTUNITY

When you franchise with Moe's Southwest Grill®, you'll receive incredible ongoing training, support, analytical strategy, and more. We're also committed to growth and offer incredible international opportunities.

1) Average net sales in our 2024 fiscal year for 485 traditional franchises that operated throughout such fiscal year in traditional locations (out of 591 total franchises that were operating as of 12/29/24). See Item 19 of our March 2025 Franchise Disclosure Document for additional details.
2) See Item 7 of our March 2025 Franchise Disclosure Document for additional details.
3) As of 12/29/2024, Moe's Southwest Grill has 550+ locations in 30+ states per Item 20 of the March 2025 Franchise Disclosure Document.
Some outlets have earned this amount, but your results may differ. This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Moe's Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Moe's Franchisor SPV LLC: F-8188.
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Franchise the World's Most Famous Cinnamon Roll

Cinnabon® first opened as a single bakery in Seattle, Washington. Today, our world-famous bakery is synonymous with the cinnamon roll and is beloved by consumers all across the globe. With more than 1,000 bakeries in 45+ states³, we're the leading name in sticky, sweet treats.



IRRESISTIBLY SWEET BENEFITS

UNIVERSAL BRAND RECOGNITION

Cinnabon® has bakeries around the world and an impression that sticks. It's no wonder why we're the leading name in cinnamon rolls.

PURCHASING POWER

Franchising with us also means you'll be able to leverage the purchasing power of our international supply chain to get preferable pricing on quality ingredients.

COMPREHENSIVE MARKETING SUPPORT

Our dedicated marketing, public relations and social media teams are here to assist you with local marketing and create a plan that best suits your community.

FINANCIAL REQUIREMENTS

\$247,000 - \$675,000

Estimated Initial Investment for Enclosed Mall Franchises²

\$120,000

Minimum Liquid Capital

\$300,000

Minimum Net Worth

INITIAL FRANCHISE FEE

\$30,500

\$681,687

Average Net Sales of Enclosed Mall Franchises for Fiscal Year 2024¹

60+

Countries³

45+

States³

1,000+

Bakeries³

THE PERFECT RECIPE FOR ENDLESS GROWTH

We believe life is better with a little frosting and a little sweet goodness helps our guests take a break from the ordinary. Take advantage of our universal brand recognition and build your bakery your way, whether it be a kiosk, mall, cobrand opportunity, or a full bakery. You have many flexible options to choose from.



Franchise Times
TOP 400



1) Average net sales in our 2024 fiscal year for 189 enclosed mall franchises that operated throughout such fiscal year in enclosed malls (out of 1,002 total franchises that were operating as of 12/29/24). See Item 19 of our March 2025 Franchise Disclosure Document for additional details.

2) Range is based on a full bakery in an enclosed mall location. See Item 7 of our March 2025 Franchise Disclosure Document for additional details.

3) As of 12/29/2024, Cinnabon has 1000+ locations in 45+ states in 60+ countries per Item 20 of the March 2025 Franchise Disclosure Document.

Some outlets have sold this amount. Your individual results may differ. There is no assurance you will sell as much. This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Cinnabon Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Cinnabon Franchisor SPV LLC: F-8190.

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OWN A SANDWICH FRANCHISE STUFFED WITH OPPORTUNITY

A sandwich with flavor this big had to come from Texas. What started as a tiny shop in Austin over 50 years ago has grown into a global franchise. With more than 300 locations in 20+ states³, we offer entrepreneurs with great taste a fulfilling opportunity.



RESULTS THAT SPEAK FOR THEMSELVES

When you franchise with us, you'll own a restaurant that offers famously delicious sandwiches made from premium ingredients, tasty bites, and sweets that can satiate any craving.

Limited Time Incentive
To Learn More Visit:



A MOUTHFUL OF FLAVORFUL BENEFITS

ORDER ANY "WICH" WAY

People crave convenience, so you can maximize your earning potential with a variety of ordering options, including online ordering, drive-thru, take-out, and more.

TRAINING & SUPPORT

Our team will prepare you for running your business by starting you off with two weeks of hands-on training at a thriving restaurant and continue to provide guidance through your regional market leader.

MARKETING ASSISTANCE

We're here to help get the word out about your business in your community and will help you create a localized marketing and PR plan.

FINANCIAL REQUIREMENTS

\$1,300,000 -
\$2,000,000

Estimated Initial Investment for
Newly-Constructed Freestanding
Location with Drive-Thru²

\$300,000

Minimum Liquid Capital

\$1,000,000

Minimum Net Worth

INITIAL FRANCHISE FEE

\$35,500

\$1,126,331

Average Net Sales for Fiscal Year 2024¹

20+
States³

300+
Locations³



1) Average net sales in our 2024 fiscal year for 204 drive-thru franchises that operated throughout such fiscal year in traditional locations with a drive-thru (out of 280 total franchises that were operating as of 12/29/24). See Item 19 of our March 2025 Franchise Disclosure Document for additional details.
2) Range is based on Newly-Constructed Freestanding Locations with Drive-Thru's. See Item 7 of our March 2025 Franchise Disclosure Document for additional details.
3) As of 12/29/2024, Schlotzsky's has 300+ locations in 20+ states per Item 20 of the March 2025 Franchise Disclosure Document.
Some outlets have earned this amount. Your individual results may differ. There is no assurance that you will sell as much. This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Schlotzsky's Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Schlotzsky's Franchisor SPV LLC: F-8192.
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SERVE UP SMILES WITH THIS ICE CREAM ICON

In 1934, Carvel® opened and has since become a beloved brand in communities around the world, spreading happiness with our fresh and unforgettable ice cream flavors. When you open your own local Shoppe, you can become part of our decades' long legacy and tradition.



REWARD YOURSELF WITH THIS TEMPTING OPPORTUNITY

For over the past 80 years, Carvel® has made a name for itself in the ice cream business. We have more than 300 locations in 15+ states² and have plenty of room for growth. Treat yourself to something special and add this sweet brand to your franchise portfolio.

Limited Time Incentive

To Learn More Visit:



OUR EXPERTISE IS A SWEET TREAT

A BELOVED BRAND

Carvel® has been cultivating a loyal following for 90 years with loyal fans across the globe.

A RANGE OF VENUE OPTIONS

We offer a variety of traditional and nontraditional venue options that range from 100 to 1,800 sq. ft., so you can choose the space that works best for your location.

EXCEPTIONAL SUPPORT

As a franchisee with us, you'll receive a variety of support and guidance, including supply chain distribution, menu development, marketing, PR, social media, and cost optimization.

FINANCIAL REQUIREMENTS

\$393,000 - \$786,000

Estimated Initial Investment for a Streetside Franchise²

\$140,000

Minimum Liquid Capital

\$350,000

Minimum Net Worth

INITIAL FRANCHISE FEE

\$30,500

\$484,054

Average Net Sales of Streetside Franchises for Fiscal Year 2024¹

10+

Countries³

15+

States³

300+

Locations³



1) Average net sales in our 2024 fiscal year for 104 single-branded streetside franchises that operated throughout such fiscal year (out of 336 total franchises that were operating as of 12/29/24). See Item 19 of our March 2025 Franchise Disclosure Document for additional details.

2.) Range is based on a streetside franchise. See Item 7 of our March 2025 Franchise Disclosure Document for additional details.

3) As of 12/29/2024, Carvel has 300+ locations in 15+ states per Item 20 of the March 2025 Franchise Disclosure Document. Per Boilerplate, Carvel is in 10+ countries.

This information is not intended as an offer to sell a franchise. We will not offer you a franchise until we have complied with disclosure and registration requirements in your jurisdiction. Contact Carvel Franchisor SPV LLC, located at 5620 Glenridge Drive, NE, Atlanta, GA 30342, to request a copy of our FDD. RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. RESIDENTS OF MINNESOTA: MN Franchise Registration Numbers: Carvel Franchisor SPV LLC: F-8199.

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Savor These Ownership Details

At GoTo Foods™, we lead the industry in conceptual dining, continuously growing through innovative processes and practices that bolster profitability. Our franchises thrive because we value the individuals and teams that form the backbone of our franchises. Our unwavering commitment to excellence and problem-solving ensures that we turn every challenge into a stepping stone for growth, providing world-class support at every step.

When you franchise with one of our iconic brands, you gain access to our robust support network, proven processes, and efficient production—representing substantial cost advantages. With our streamlined systems, we’re always ready for experienced multi-unit operators to join our network and dominate the restaurant space in their area.



Key Ingredients for Franchisees

Driven entrepreneurs like yourself have been instrumental in establishing our brands as leaders in their respective categories, with prospects spanning the globe. Although every franchisee is unique, they all share certain essential traits.



Innovative Thinkers

Our franchisees trust their instincts and exchange ideas across our network, contributing to collective expansion.



Growth-Minded Leaders

Our franchisees prioritize expansion by broadening their footprint and acquiring additional territories in the future.



Team Players

Our franchisees understand that achieving success combines solid leadership with committed and consistent team effort.

Take Your Next Step with GoTo Foods™

With all the franchise choices, why pick only one? Our team is waiting to hear from you, and they’ll help you at every step of our franchise process.

Intro Call

A member of our team will help you outline your goals and figure out if your desired brand is right for you or help you choose from one of our brand’s franchise opportunities.

Learn The Brands

You’ll talk to our sales team, and we’ll go into greater detail about the specific requirements to franchise. This is a great time to ask any and all questions you have.

Review Paperwork

Next, you’ll have the opportunity to fill out a franchise application and, if you meet the brand’s qualifications, review the brand’s Franchise Disclosure Document (FDD).

Research

We encourage you to talk to existing franchisees and members of our executive team as well as attend a discovery day or interview before making a decision. If both parties mutually agree, the brand will offer you the opportunity to purchase a franchise.

Make It Official

Congratulations! Once the agreement is signed by all parties, you’ll be welcomed into the GoTo Foods™ family. Now for the best part yet... building your new franchise.

You Could Be Our Next Success Story

Thank you for your interest in our portfolio of iconic foodservice brands.

Learn more at
development.gotofoods.com



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