



saladbar

**green**  
is better



France's **n° 1** saladbar network

[ Presentation  
of the franchise ]



[www.greenbusinessonly.com](http://www.greenbusinessonly.com)

## CONCEPT

### The innovative saladbar concept

**Green is better** is an innovative saladbar concept, with fast, balanced and healthy meals at an affordable price. **Green is better** stores offer tailor-made salads, full and balanced meals that can be eaten in the restaurant's Green areas or taken out.

**Green is better** is a unifying concept based on major societal trends : to adopt healthier eating habits.

This urban embodiment of the "healthy eating" culture thus attracts a very broad clientele : men, women, students, tertiary-sector workers, etc.

### Core values

To accommodate both this "healthy eating" commitment and the franchisee's economic imperatives, **Green is better** is based on 4 core values : Quality, Proximity, Innovation and Dynamism.

### The principle: fresh and healthy produce at an affordable price

**Green is better** provides a broad variety of fresh and regional ingredients (over 50) offering an almost unlimited number of possible combinations: you're more likely to win the lottery than to have to eat exactly the same salad twice!

A salad meal in 3 steps and 48 seconds!

## BECOME A GREEN PARTNER

### Why become a Green Partner?

Becoming a Green Partner means becoming a healthy-eating player and investing securely alongside the **Green is better** group over the long term in order to run a business autonomously. However, becoming a Green Partner is also a choice of lifestyle that allows for a better balance between work life and home life thanks to the targeted opening hours of **Green is better** restaurants.

### The criteria for becoming a Green Partner

- A high degree of motivation
- An entrepreneurial spirit and a desire to be one's own boss
- An awareness of healthy and balanced eating issues
- A high quality of service and a happy smile

### What we contribute ?

- Fast-food expertise and know-how
- The renown and reputation of France's leading saladbar network
- A visionary concept that meets customers' expectations with a consistent and trendy brand identity
- Advice and know-how at every stage of the restaurant setting-up process (legal support, negotiations with partner banks, help with real-estate negotiations, etc.)
- Constructive support on a daily basis (promotion, marketing, communication)
- Training at both the Green Academy (in-house training school based in Paris) and in the new restaurant
- All the necessary fixtures and equipment

### How to become a Green Partner ?

Send your application to [partner@greenbusinessonly.com](mailto:partner@greenbusinessonly.com) and we will give it careful consideration so that we can suitably accompany you in the implementation of your project, notably regarding your financing options and the site of your restaurant.

# YOUR SALADBAR

By becoming a Green Partner, the transition of your **Green is better** saladbar from dream to reality will take just a few months.

A Green is better saladbar can be opened in a broad range of locations. The potential in France alone is estimated at over **300 restaurants**.

**The criteria for finding a site** are simple and clearly defined:

- Located in predominantly service-sector areas (business areas with offices nearby)
- A surface area of around 45 m<sup>2</sup>
- Cheap rent and leasehold
- A shop window illustrating the concept, and the possibility of a small outside terrace

For fitting out restaurants, **Green is better** has an architectural charter adapted to this type of surface area and enabling this area to be optimised whilst creating a pleasant atmosphere in line with the Green attitude



# ANSWERS TO YOUR QUESTIONS

## What qualifications are required to open a Green is better restaurant?

The concept is aimed at people of every age and requires neither training nor qualifications. A Green is better team consists of 2 people to prepare the salads (20-hour workweek) and a manager (35-hour workweek).

There is no need for a cook or chef.

## What are the work hours?

The **Green is better** concept means more than just healthy and balanced food for consumers; it also means an excellent quality of life for Green Partners.

The opening hours are targeted for optimal economic efficiency :

Monday to Friday from 11.30 am to 3 pm.

## What surface area is best for my saladbar?

Although the average surface area is 45 m<sup>2</sup>, this is not a set figure.

**Green is better** inventories are kept at a strict minimum. To ensure the freshness of our salads, all the ingredients are delivered each day, which also reduces wastage.

The smallest **Green is better** currently open has a surface area of 35 m<sup>2</sup>.

## Where should my saladbar be located?

A **Green is better** saladbar can be opened almost anywhere within a tertiary-sector environment. The potential in France alone is estimated at over 300 restaurants, so every medium-sized town can have at least one saladbar.

## Why do lessors like the Green is better concept?

People applying to open a restaurant often find lessors, landlords and co-owners reluctant to cooperate, as they are worried about unpleasant smells, noise and sights. The **Green is better** concept doesn't have these inconveniences, with no smoke, no extractor fans, no smells and limited opening hours (Monday to Friday from 11.30 am to 3 pm).

[www.greenbusinessonly.com](http://www.greenbusinessonly.com)

# GREEN MARKETING

Green Cup



Tee-Shirt Green



Green Water



Green Pass



Smart Green



Contact : GREEN 1 DEVELOPPEMENT Ltd  
2 Victoria Chambers  
London EC2A 4EE  
UNITED KINGDOM

Registration # : 00744336 London UK  
Email : customers@greenbusinessonly.com

[www.greenbusinessonly.com](http://www.greenbusinessonly.com)

saladbar  
**green**  
is better