



# FRANCHISE OPPORTUNITY OVERVIEW



## THE OPPORTUNITY

There's a gap in the market, and it's growing. Better-for-you food on the go barely exists, and people are hungry for a real option. We get it. Busy lives shouldn't mean bad choices. Nautical Bowls was built to solve it. Fresh superfood açai bowls served in an uplifting, fun and beachy atmosphere that gives guests the energy to live a full life. Our bowls are gluten-free, dairy-free, plant-based, and packed with essential vitamins and nutrients. Guests don't just like it, they come back for it. Now imagine owning that experience in your community. With guidance from the home office, strong guest testimonials, exceptional marketing support, and a lower-cost startup plan, Nautical Bowls is one of the most accessible and exciting ground floor opportunities out there. The wave is building. Get on it!



# ABOUT THE FRANCHISE

## FOUNDERS

Bryant & Rachel  
Amundson

## BUSINESS ADDRESS

3432 County Rd  
101, Minnetonka,  
MN 55345

## BUSINESS PHONE

1-320-434-3124

### SNAPSHOT

**Industry** Health Fast-Casual

**Year Business Started** 2018

**# of Company Units** 1

**# of Open Franchise Units** View latest count on our website

**Franchise Fee** Single: \$20,000  
3-Pack: \$50,000

**Required Liquid Capital** \$250,000

**Item 19** Yes

**Industry Size** ~\$20B  
(Healthy fast-casual)

**Year Started Franchising** 2021

**Investment Range** \$300,000 - \$400,000

**Required Net Worth** \$500,000

**Veteran Discount** 10%

**Royalty** 6%

**Brand Fund** 2%

**Available Markets** United States,  
Australia

# Core Values



- **OTHERS FIRST**

- Deep faith, community driven, compassionate, generous, coachable, servant leader, give back

- **FAITH OVER FEAR**

- Courage, resilience, trust, belief, committed, loyal, focused, determined, patient, coachable

- **JOY & FUN**

- Energy, enthusiasm, big life, passion, vibrance, process with personality, uplift, leave people better than when they came in

- **AUTHENTIC**

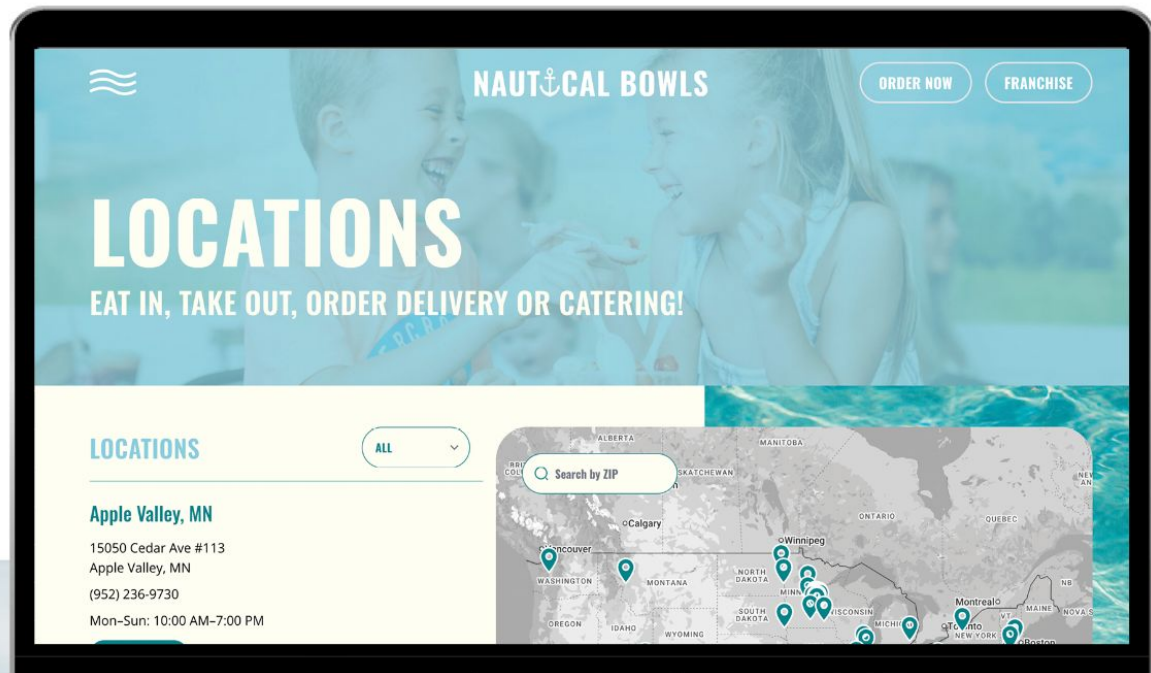
- Genuine, trustworthy, integrity, humility, real, unique, be where your feet are

- **FUELED BY PURPOSE**

- Driven, focused, vision, inspire, growth mindset, teaching mindset, healthy & active lifestyle, quality ingredients

# WE'RE RAPIDLY EXPANDING NATIONALLY

Our list of locations grows daily!  
Check out our website for the latest.



## Nautical Bows

*Food*



Starting at \$222k



Ranked #61 in Top New & Emerging  
Franchises

# THE INDUSTRY

## ***Small Category Today. Massive Runway Ahead***

Consumers are tired of traditional fast food, but fast, better-for-you alternatives are still nearly impossible to find. The demand exists. The supply hasn't caught up.

Most franchise categories are overcrowded, overpriced to enter, and underdifferentiated. You're not looking for another me-too concept. You're looking for white space.

**Nautical Bowls** sits in one of the least saturated, fastest growing categories in food:

- \$1B U.S. industry growing 7–9% annually
- Only 1,200–2,000 locations nationwide
- No dominant national brand
- Compare: 15,000+ Starbucks. 20,000+ Subway shops.
- Solid average ticket. Simple operations. Low labor. Multiple dayparts.

So, you stop waiting for the right opportunity and start owning one. Plant your flag in a category before it's defined, in a community that needs exactly what you're bringing.

Part of a \$20B–\$60B healthy fast-casual movement. Proven product. Strong demand. Low national saturation. The brands that scale now will define this category.

**Nautical Bowls is already on a course to do just that. Join the movement!**



# BUSINESS FEATURES

## RAPIDLY GROWING MARKET

Consumers are increasingly seeking out healthy options but still want convenience. In two minutes or less, we serve up açai bowls packed with superfoods containing essential vitamins and nutrients.

Products that support a healthy lifestyle are on the rise: anything from fitness equipment to guided meditation apps. People are becoming more health conscious and Nautical Bowls is strongly positioned to be a healthy fast-casual industry leader.

## LOW-COST INVESTMENT

Get started for a low initial investment of \$300 - \$400k. That makes Nautical Bowls one of the most affordable franchises in its segment!

When you combine our commitment to delivering an incredible product and a remarkable guest experience with a lower investment, simple operations, and a strong financial model, you get a business built to scale — one that makes owning multiple locations not just possible, but practical.



## SIMPLE & SCALABLE

Our build outs are simple, there is not excessive overhead, and our product is simple to create. Since day one, we have been focused on creating the most efficient way of doing everything that surrounds our business and now have extremely simplified processes for every task.

## OPERATIONAL EXCELLENCE

We have fine-tuned the operations of running a healthy fast-casual concept and turned the industry profitability norms on its head (over double industry average profit margins). Staffing for our stores is generally 1 full time manager and 12-15 part time team members.

## SMALL FOOTPRINT

With a small footprint of 600-1,000 square feet finding real estate is easier and faster, so our franchise partners can open their stores quickly!

## ELEVATOR PITCH

Most people want to eat healthy, but when they're on the go, their options are limited. At Nautical Bowls, we make it easy to fuel your day with delicious, fresh açai bowls served in an uplifting atmosphere. Guests leave energized, refreshed, and ready to take on the day.

For entrepreneurs, this is a chance to join a proven, fast-growing concept with simple operations, a low investment, and a leadership team passionate about helping every franchise owner thrive.



# BRAND DIFFERENTIATORS AND COMPETITIVE ADVANTAGES

## UNIQUE PRODUCT

A Nautical Bowl is a superfood packed meal that is full of unique textures and flavors that make each and every bite a new experience. Our bowls are all gluten-free, dairy-free, soy-free, plant-based, made with all-natural ingredients and packed with essential vitamins and nutrients for your life! Important: We create our bowls in 2 minutes or less... We're not "fast food" but wow, 2 minutes is FAST! We also offer superfood smoothies at most of our locations – made with the same high-quality ingredients that are found in our bowls.

## AMAZING GUEST EXPERIENCE

Many brands claim to focus and care about the guest experience but how many have developed a training program solely around company culture and step-by-step guides to create incredible guest experiences and loyalty? At Nautical Bowls, we prioritize authentic community and great relationships.

## POSITIVE SOCIAL APPEAL

Nautical Bowls has an extremely loyal following amongst its guests. We've found once someone tries one of our unique signature bowls, we've created a guest for life. The Nautical Bowls experience tends to draw people who associate themselves with living an active and healthy lifestyle. You see this in our guest loyalty program and it's reinforced by the large number of professional athletes who seek out our stores regularly!

## MARKET KNOWLEDGE

Our team has a deep knowledge of our guests and constantly tune-in to their feedback through our easy to access customer loyalty mobile app. Our customers appreciate the level of detail and passion we put into every bowl experience. We also believe its not only about serving an amazing açai bowl, it's also about the culture we create within our four walls that makes the buying experience memorable!



## BRAND PERCEPTION

Nautical Bowls is known as the fun spot in its communities. It is not uncommon for a single guest to frequent one of our locations 10+ times per month. They return time and time again not just because our bowls are healthy and taste great, but because our team and the atmosphere in the store is uplifting and genuinely makes them feel amazing.

## TARGET GUEST

We are the "BETTER FOR YOU" option. With so many of us living an on-the-go lifestyle, we noticed our product appeals to many people regardless of age or gender. Our guests are not only on the go, but they also want a healthy alternative to what most fast-food establishments are offering today. However, we have found that our concept resonates most with 15-35 year olds. Our marketing tactics resonate with this audience.



OVER 10,000  
GOOGLE REVIEWS!

Our guests love Nautical Bowls because we use high-quality and delicious ingredients you can feel good about eating. Regardless on what location our guests walk into, we provide a welcoming, energetic, and uplifting environment.



**April Moreno**

Local Guide · 37 reviews · 18 photos

★★★★★ 4 years ago

This place is amazing! My new fav by far! There are so many options to choose from! I cut sugar, dairy, gluten & they had lots for me to choose from still! Definitely a must try! Also, the girls working were absolutely the sweetest! They were so patient while we looked over the menu, graciously answered our million questions, offered us to join the "punch card membership" or whatever its called, gave recommendations. I will make the drive allll the way over to come again, THANK YOU!



**Justin Smith**

Local Guide · 391 reviews · 909 photos

★★★★★ a month ago

Take out | Lunch | \$10-20

Yum yum yum. Love the customizable bowls and how just... good... you feel after eating here. I wish the app didn't stink and the rewards program would work better - I'd probably eat here more. But beyond that service is efficient and the people that work there are nice. Food always delicious and fresh.



**meranda olson**

27 reviews · 41 photos

★★★★★ a year ago

My new obsession!!! Omg this place is amazing! Coastal vibes, such nice staff and the bowls are SO yummy!!! I've been coming a few times a week. 🥰 there hasn't been a bowl I didn't love so far that I've tried!

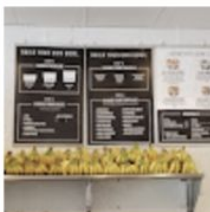


**Rob Haworth**

Local Guide · 968 reviews · 4,183 photos

★★★★★ 4 years ago

I've tried a number of different acai bowls in different states and chains/mom and pops, and this was the best so far. Great taste, price, service, wait was not long, parking was very limited, seating ok, a bit of a drive to get there.



# IDEAL FRANCHISE PARTNER

The ideal Franchise Partner is passionate about health and wellness and making people feel awesome! They have the entrepreneurial spirit and love being involved in their community. They have an “Others First” mentality and share our vision for providing the best açai bowl experience in the world and know that is only possible by delivering amazing service.

We are looking for like-minded entrepreneurs who want to capitalize on this rapidly growing segment of the restaurant industry and be part of our winning team!



**AMBITIOUS**

**HARD-WORKING**

**OTHERS FIRST MENTALITY**

**PASSIONATE ABOUT WELLNESS**

**INTERESTED IN MULTI-UNIT OWNERSHIP**

**LOVE MAKING PEOPLE FEEL **AWESOME****

# STORES & LOCATIONS

## STORE SPECS & DESCRIPTION

We have an efficient footprint between 600 -1,000 square feet. Our build outs are not expensive, and construction is only 10-16 weeks. Our business model is simple and can be executed by a small team.

## TYPICAL LOCATION

The ideal location is in densely populated areas with good vehicle/foot traffic and easily accessible. Our guests appreciate the extensive measures we've taken, allowing us to process orders quickly and efficiently.

Generally, we want to be in close proximity to grocery stores, fitness concepts, coffee shops, high schools and colleges/universities, and dense business communities.

We want to be where people already are!

## TERRITORY PROTECTION

Our territories are strategically mapped out and based on a thorough analysis of the demographics in each area, population density, driving and foot traffic, physical landmarks, and location accessibility to name a few.



## AVAILABLE TERRITORIES

United States, Australia

## MULTIPLE UNIT/AREA DEVELOPER AGREEMENTS

We do offer multi-unit opportunities to qualified candidates. (Min 3-units)



# FRANCHISOR SUPPORT

## WE ARE HERE TO HELP YOU SUCCEED

We hold your hand throughout this entire process. We have detailed systems and processes to guide you from the moment you sign on up until your grand opening. Our support does not stop there- we are excited to serve you throughout your Nautical Bowls journey!

## TRAINING

Franchise Partner training (we call Nauti University) takes place at our corporate Office in Minnesota, and at our Nautical Bowls corporate store in Minnetonka, MN. Nauti University will cover everything our franchise partners need to know to run a store at optimal efficiencies including, but not limited to, how to make a quick and quality Nauti Bowl, inventory management, scheduling, team training, POS navigation, and most importantly, our Nautical Bowls culture.

## ON-GOING SUPPORT

We understand exactly what it takes to operate and scale in any size market. We're committed to each and every franchisee to extend every resource to leverage our knowledge and experience as our franchisee's chart their own course towards personal balance and financial freedom. Ongoing support is available at a moment's notice and our team will assist in all areas from operations, team management, forecasting, guest management, marketing, and everything in between! A dedicated Franchise Business Coach will be assigned to you.

## MARKETING

We have a brand development fund of 2% of your weekly Gross Sales. We also highly encourage another 2% of Gross Sales for local marketing. We assist with a big pre- and post-grand opening marketing strategy as well as ongoing marketing assistance for creative assets, marketing campaign creation, marketing metrics, content creation and more.

## ANNUAL CONFERENCE

Our annual conference is a beautiful collaboration of our team and franchise partners. We share best practices, Franchisee awards, as well as innovation and strategy meetings to ensure our brand is always leveling up. Oh, and it's a lot of fun!

# FOUNDER BIO

## BRYANT & RACHEL AMUNDSON

We (Bryant & Rachel) were married in 2016 and started Nautical Bowls in May of 2018 at 24 years old. We had a new house, two golden retrievers, and a baby boy due right after we opened our doors. We tend to live by a “the crazier, the better — do it all at once!” motto and believe in having a LOT of fun while we do it. We started Nautical Bowls in May of 2018 because we wanted to have freedom of time with our family and make a meaningful impact on others at the same time. We have 3 kids who are along for the ride (Oliver, Raelyn, Sunny, and Ronnie – want 3 more). It’s been a dream to create something from the ground up together, keep Jesus & family at the center- and make an impact on others along the way. This business is founded on God as our anchor and He has led every step of the journey at Nautical Bowls. With our arms wide open, we are excited to see what God is going to continue to do with it! Our prayer is to be the spot in every community that people are drawn to because they feel the power of the Holy Spirit and the joy of the Lord in our 4 walls. We will continue to lead Nautical Bowls with joyful passion the Lord has given us! When others ask us why we started Nautical Bowls, we share our passion for making peoples days brighter and lives more full. We value a very healthy and active lifestyle, so we knew the business had to line up with that.

When we’re not working, you can find us on the lake with our family & friends wake surfing, attending outdoor concerts, and doing pretty much anything active with our crazy kids in the water! Franchising Nautical Bowls was a no brainer, as it means we get the opportunity to award other individuals the same freedom of time we so highly value. We work really hard and we have a lot of fun bringing others along for the ride. As we franchise, we are meeting incredible people. Individuals who have a heart for making a difference, for providing the best for their families, for an active and well-rounded lifestyle, and for living life to the fullest. Our shared vision has always relied on the commitment to build something remarkable from the ground up, while keeping Jesus and family at the center. Our aim is to inspire others to live life to the fullest, embrace an others-first mentality with joyful passion, and eat delicious açai bowls on the way.



# WHY NAUTICAL BOWLS?

Nautical Bowls stays ahead because we focus on our product and our guest experience, not the competition.

We have the best product day in and day out because we prioritize taking the time to source high quality ingredients from around the world, straight to your bowl. We do not compromise on quality or nutrition.

We also focus on our guests because we care about delivering the best açai bowl EXPERIENCE they'll ever have, which will keep them coming back time and time again.

Delivering the best product with the best experience on the planet is our goal!



## EDUCATION PROCESS



