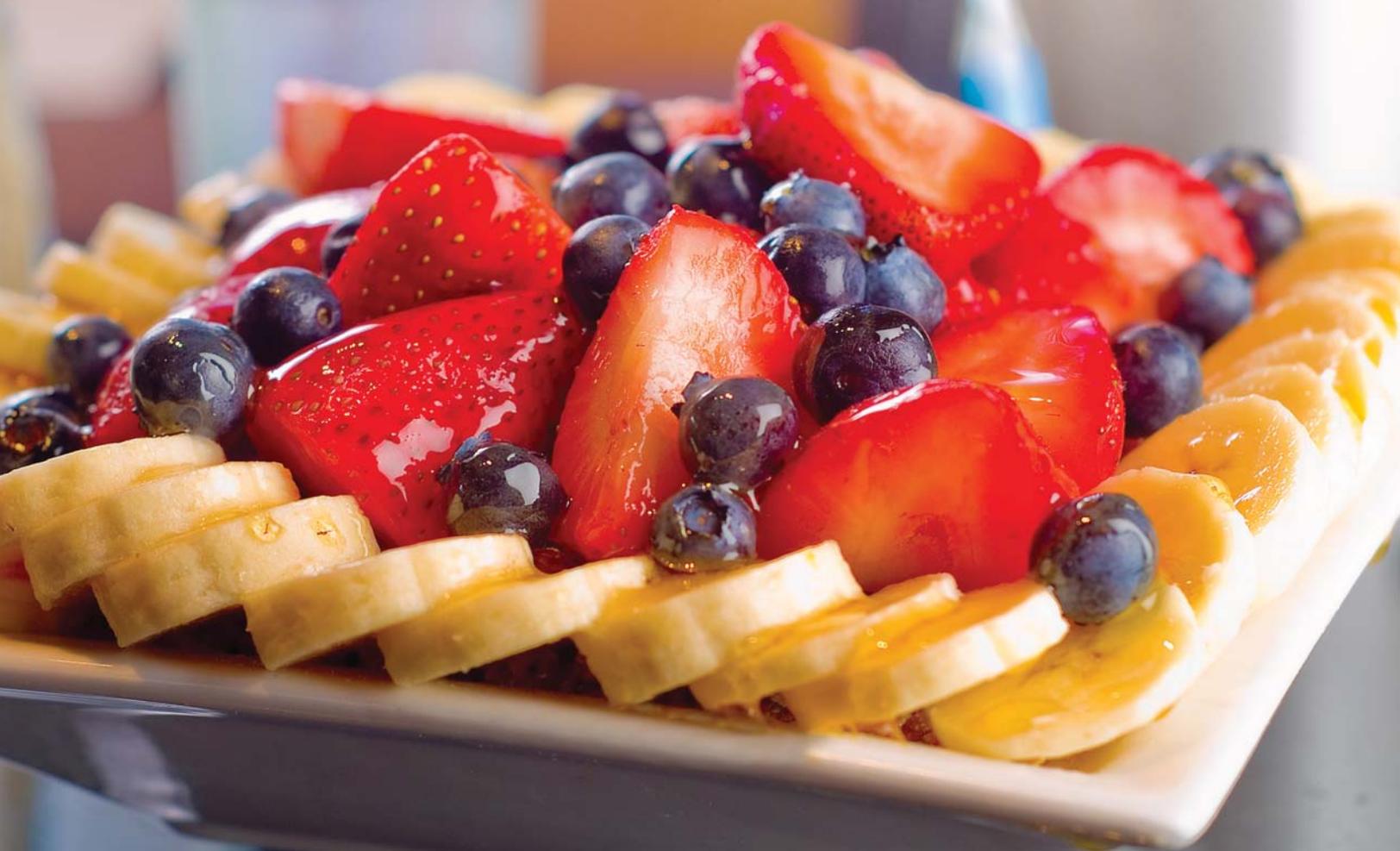


Dig Into A Franchise Opportunity That Really Stacks Up



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BREAKFAST CAFE



Welcome To The Breakfast Experience You Always Remembered

Do you have memories of having a breakfast where everything was perfect? Maybe it was at some out-of-the-way restaurant when you were on a trip, where everything was made to order using fresh ingredients. Or, maybe it was a stack of your grandmother's pancakes that come to mind. The taste and the memory is permanently etched in your mind.

We often hear that "breakfast is the most important meal of the day", and yet breakfast has become the forgotten meal in today's harried society where quality has been sacrificed for efficiency. Liquid eggs, frozen ingredients and processed foods have become common ingredients in today's breakfast restaurants, making it very difficult to find anything that lives up to those special memories. Ask someone if they have a

favorite place to get a good steak or a pizza or a burger and they will rattle off their favorite places to dine out. But ask someone their favorite breakfast place and you will likely be greeted with a blank stare.

Wouldn't it be great if you could rediscover an exceptional breakfast experience and also be able to share it with others? Keke's Breakfast Cafe would like to offer you the opportunity to do just that every day while owning your own business at the same time.





Delivering An Outstanding Breakfast Experience

Keke's Breakfast Cafe is dedicated to providing an outstanding breakfast. A meal where everything is handmade, using the best ingredients available, with fresh fruits and vegetables that are delivered daily, and using fresh bread and dairy products. Delivering this level of quality consistently on a day to day basis is our promise to our customers. Once you have experienced the Keke's difference you too will be a believer. Not only can you taste the difference that using fresh quality products can produce; you can see it from the moment your meal arrives.

When was the last time you had an outstanding breakfast experience? Keke's was founded with the belief that for most people, that had been too

long. Keke's is committed to providing outstanding breakfast and lunch meals with fresh, quality ingredients in a consistent manner that is uncommon to find in a casual breakfast and lunch restaurant. An outstanding breakfast experience is not measured by food alone, guests tell us that our staff, friendly atmosphere and clean environment make their overall experience even that much better. Overall guest satisfaction has made our guest retention and dining frequency keys to our success.

The systems and practices that have led to our success are now available to a few franchisees that share our passion for food and incredible service in a clean friendly atmosphere.

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The Full Serve Restaurant Industry

In 2009, the US restaurant industry is projected to top \$566 billion in food and drink sales, with the full-service restaurant segment accounting for more than \$183 billion. Even with the current economy, almost half of the average Americans' food expenditures are spent dining out and the number is still growing.



Consumers are looking for better options for dining out and are seeking something different. They are demanding a quality dining experience with the appearance and ambience of the restaurant along with fast, friendly service, great food and cleanliness. Keke's Breakfast Cafe delivers on these expectations with a breakfast dining experience that is unrivaled in the industry.

Additionally, breakfast is one of the few ways for today's busy families to get together on a regular basis. Keke's provides an exceptional breakfast experience in an upscale environment where a family can concentrate on communicating with each other without having to deal with food preparation and cleanup, knowing that the meals will always be of the highest quality. By providing an effortless, quality dining experience, breakfast at Keke's can easily become a recurring family event.

An Uncompromising Breakfast Restaurant

Creating a memorable breakfast experience has been our goal from day one; An experience that provides us an alternative to what breakfast has become and reminds us of what breakfast should be. A breakfast where taste, quality and presentation are the foundation. A breakfast where everything is freshly prepared; real eggs are cracked to order, and only the finest ingredients are used; from fresh fruit and vegetables delivered daily to fresh bread and dairy. A breakfast with real Belgian waffles made with malt, the way they're supposed to be made. A breakfast where pancakes and waffles are made with fresh fruit, where the batter is made as needed, never in advance.

Our focus is on creating the ultimate taste experience in a clean, bright, upscale atmosphere. The menu is focused on breakfast, but the offerings include lunch fare as well, prepared with the same level of care and commitment to flavor as the breakfast items. For example, the burgers are cooked at a high temperature in a cast iron skillet to create a juicy flavorful burger that is second to none.

Keke's is a daytime restaurant where breakfast is served all day, and as such its competition is limited. Its focus on a memorable breakfast experience makes it a major contender for a share of the food service dollar. And not serving dinner means that a franchisee's time commitment is limited, thanks to a typical afternoon closing time of 2:30. For someone who is people-oriented, is committed to presenting a quality dining experience to their customers, likes to make friends and wants a business that affords them the opportunity for a quality of life associated with limited operating hours, a Keke's Breakfast Cafe may just be a perfect fit.





*Fresh bread
from local bakery,
never frozen*

*Quality meat and
generous portions*

*We only use fresh
eggs, hand cracked
to order, omelet is
triple folded and
fresh grilled to
order*

*High quality cheese
melted in omelet*

*Fresh vegetables
cut daily*

*Hand-cut red skin
potatoes*

The Anatomy of A Great Omelet

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The Franchise Opportunity

Franchising offers a tremendous opportunity to be your own boss without the risks associated with starting a business from scratch. And no other business segment has more franchise success stories in the United States than restaurants. In fact, most of the money that is spent on dining out is spent at franchised restaurants. Diners appreciate the quality and consistency that comes with a franchise, and business owners appreciate having a proven system to follow.

The Keke's team has the experience and knowledge to get you up and running quickly and to help you avoid the steep learning curve that comes with starting a new business. Whether you have previous restaurant experience or are new to the industry, our training program will take you through every aspect of opening and running your restaurant effectively and efficiently. Moreover, Keke's is perfectly positioned to succeed

in today's restaurant industry by providing a unique breakfast oriented business at a time when customers are clamoring for something different from the traditional burger, subs, chicken, and pizza options.

It's important to remember that being an owner of a Keke's restaurant is a lifestyle choice where every day is about serving up great food to your customers and creating a friendly, neighborhood restaurant where people come for an outstanding dining experience. Furthermore, as a Keke's franchisee you are in business for yourself, but not by yourself. You have the rewards of being an independent business owner, while at the same time receiving the experience of the Keke's team to back you up. If this sounds like the lifestyle you are interested in, we would love to hear from you to tell you more.





An Opportunity With All The Toppings

You don't need a food service background to own and operate a successful Keke's Breakfast Cafe franchise. Our proprietary recipes and our training program will provide all the information and hands-on experience you need to serve up a perfect dining experience time after time.

We have also taken the headaches and guesswork out of getting your Keke's franchise open and we offer comprehensive support from day one. Furthermore, it is our goal to help you get up and running quickly and to stay up and running for a long time. We understand that we are only as good as the Franchisees we support and it is our mission to keep our company and franchisees happy and growing. Keke's provides a franchise opportunity unlike any other including:

Low Food Costs: Typical restaurant food costs can run between 30 to 35 percent, Keke's operates at a food cost of 25%, which can translate into higher profits.

Short Operating Hours: Keke's Breakfast Cafe is a restaurant that has a focus on breakfast, meaning it has a daytime schedule, and closes at 2:30 in the afternoon. This means that as a franchisee, your investment in time is limited, which leaves plenty of time to enjoy your family and have a life outside of work. In other words, you'll own your business, not the other way around.

Limited Competition: Most restaurants draw from a three mile radius. There may be a half dozen pizza, burger and sandwich restaurants in this radius, but in most cases there are no breakfast oriented restaurants. This allows you to separate yourself from the competition by offering a unique product.

Unforgettable Food: A breakfast that is like no other is at the center of all that Keke's does and all that Keke's is. Every aspect of the food from the quality, portion size, flavor and presentation create a uniquely Keke's experience that brings quests back again and again.

Keke's Breakfast Cafe is dedicated to bringing the taste back to breakfast. We invite you along on the journey with us by learning more about this exciting new franchise opportunity. You will be glad that you did.



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Highlights

- Quality Breakfast Restaurant
- Limited Competition
- Limited Hours (7 A.M. to 2:30 P.M.)
- Low Food Cost
- Menus and Recipes
- Hands-On Training Program
- Restaurant Design and Layout Assistance
- Site Selection Assistance

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407.226.1400
or 888.99KEKES

To learn more about a Keke's franchise, visit us at
kekesbreakfastcafe.com

This is not deemed a franchise offering. An offering can only be made upon presentation of the Franchise Disclosure Document.
Certain states require a Prospectus to be filed although such filing does not constitute approval by the State.