

CORELIFE
EATERY

A Positive
DIFFERENCE
— IN THIS —
WORLD



REAL FOOD MAKES US ALL FEEL
GOOD INSIDE. DEEP DOWN, WE
KNOW THAT. BUT IT HASN'T
ALWAYS BEEN EASY TO FIND OR
SOMETHING THAT WE CRAVE.

CORELIFE EATERY WAS
CREATED TO FILL THAT GAP..
TO FUEL NOT ONLY OUR BODIES,
BUT ALSO OUR LIFESTYLES. WE
WANT TO MAKE THE FOOD YOU
EAT A TRUE ENERGY SOURCE!



FOOD DETERMINES...

how you feel, how you look, and most importantly, how you perform. Whether you're an elite athlete, a weekend warrior, or you just want to feel great every day, what you eat is everything. The old saying "you are what you eat" is right on!

OUR JOURNEY BEGINS

From the very beginning, CoreLife Eatery is different.

The concept is simple.

Many of the bowl & plate combinations are suggested to make it easy, but anyone can build their bowl the way they want it. Menu panels show the options and helpful associates guide the whole process.

The flavor is fresh.

Because everything is juiced, pressed, cut, grilled, steamed, roasted and tossed right in the eatery just before it is served, guests experience a clean, fresh flavor that is unexpectedly different. It's the taste of real food.



GREENS BOWLS

CORELIFE
EATERY



GRAINS BOWLS



BROTH BOWLS



PLATES

CORELIFE
EATERY

EVERY MORNING



Bone & Vegetable Broth

Our broths are made the traditional way; slow-cooked with apple cider vinegar and filtered water to pull all the minerals and nutrients to boost your immune system and promote bone, skin & joint health. Commercial broths are loaded with sodium and don't contain most of the beneficial minerals, collagen and marrow that make our bone broth so powerful. We even source grass-fed beef bones for our beef broth. The broths simmer in our eateries every night and are poured fresh that next day.

Fresh pressed dressings

It takes 10 pounds of carrots to make each gallon of our Carrot Chili Vinaigrette. And that is just what we do every day - start with carrots. We make all of our dressings & vinaigrettes every day so that we can keep the un-natural taste of the things that pre-made dressing have to have in them, out of your bowl. Our guests taste why we go to all of the extra trouble.





THE PARTNERS



I believe in the relevance of the food and the brand. I believe in the incredible team that we have built. And I believe in the unit economics we have created.

LAWRENCE R. WILSON

CHAIRMAN AND CEO VESTAL, NY

The driving force behind the development, focus and discipline of CoreLife Eatery. Larry Wilson is responsible for all aspects of directing our officers and resources and ultimately bringing our eateries together into reality at cost. Larry has a passion for real estate and an unlimited endurance for the details of the buildout.

Larry co-founded Video King three decades ago, growing it into a regional powerhouse of 36 stores. Larry sold his stores several times and bought them back, ultimately realizing great profit and experience which allowed him to focus on his passion for real estate & restaurant concept & development.

Wilson opened his first Moe's Southwest Grill in Syracuse, NY, in 2005. In the same year, Wilson was awarded "Rookie Franchisee of the Year", and then "Franchisee of the Year" in 2014. Wilson has grown his current Moe's restaurant portfolio to a total of 22, with more in the pipeline.

Wilson has also created a best-in-class frozen yogurt experience, named Hoopla Frozen Yogurt. This concept was envisioned and constructed from the ground up. The first Hoopla opened up in Binghamton in July 2013 and within 2 ½ years has grown to 14 stores.

In May of 2015 Wilson put together a team of partners and launched a new restaurant concept ...CoreLife Eatery: Greens, Grains, & Bone Broth. The pilot restaurant, originally named Core, is in Syracuse, NY. Wilson and his partners intended to develop a working prototype concept and to test ideas there. However, the test proved ready for launch almost immediately, and Wilson has been focused on creating an aggressive development plan.

Wilson continues to be heavily committed to philanthropy through his work with the Catholic School systems, and the restaurant "give back" programs. He was nominated for Philanthropist of the Year in 2015 by the corporate offices of Moe's Southwest Grill.



SCOTT DAVIS

PRESIDENT & CHIEF CONCEPT OFFICER CICERO, NY

Scott Davis is a leader and Innovator in the Fast Casual Restaurant industry specializing in brand positioning and clean/healthy menu development.

In his role as the Chief Concept Officer for Panera Bread from the inception of the brand until December 2014, Scott oversaw all menu development, category management, restaurant design and sustainability efforts. Scott was also an integral part of Panera's marketing and strategy teams guiding the brand's evolution.

Scott began his career with Carrols Corporation working his way from hourly employee to unit general manager. In 1987 he joined the small Boston based company, Au Bon Pain as a store manager. In 1989 Scott was promoted to District Manager in the Boston area where he managed 14 locations.

In 1993 he moved to a special projects role working directly for the CEO, Ron Shaich, developing and executing new concepts for Au Bon Pain.

In 1995 Davis was promoted to Director of Customer Experience for St. Louis Bread Company, a sub division of Au Bon Pain, where he oversaw the successful transformation of the St. Louis Bread Company concept to Panera Bread.

In 2001 Scott was promoted to SVP, Chief Concept Officer for Panera Bread and in 2010 he was promoted to EVP, Chief Concept and Innovation Officer.

During his tenure at Panera, Scott led many key initiatives that drove the long-term success of Panera Bread, as it became a leader in the Fast Casual segment of the restaurant industry.

Scott resides in the Syracuse, NY area with his wife, Kari and their two teenagers Kyle and Alaina.

Accomplishments:

- 1996 Led team that developed "Panera Bread" Concept and Brand.
- 1996 Introduction of Panera Bread Bagel program.
- 2002 Launched Panera Bread "Free Wi-Fi" program.
- 2002 Launched Panera Bread "Catering" business.
- 2003 Launched "Panini" sandwich category.
- 2004 Launched Frozen Coffee and Smoothie category.
- 2004 Launched first "Anti Biotic Free" chicken program.
- 2005 Established internal "Nutritional Task Force" and successfully removed "Trans Fats" from Panera Menu.
- 2006 Launched "Entrée Salad" category, driving incremental lunch and dinner occasions
- 2007 Launched "Healthy Kids" menu focused on healthy options for children.
- 2008 Launched Breakfast Sandwich program
- 2010 Led Panera to become the first national chain to incorporate calories on menu boards.
- 2011 Drafted initial version of Panera's "Food Policy" document.
- 2012 Introduction of "Anti Biotic Free" Roasted Turkey.
- 2013 Created and Launched Panera "Secret Menu"
- 2013 Introduction of Panera "Flatbread Sandwiches" category.
- 2014 Introduction of Panera "Broth Bowls".
- 2002 Recipient of "Menu Masters" awards for product development
- 2007 Recipient of "Menu Masters" awards for product development
- 2011 Named "Innovator of the Year" – Menu Masters



When I see how we've changed peoples lives for the better, just by giving them a different option, I remember why I got into the health care business!

J. TODD MANSFIELD

CHIEF CULTURE & WELLNESS OFFICER VESTAL, NY

Co-founder & Executive Vice President responsible for our focus on health as it ties to delicious fresh food. Todd brings his background in wellness & nutrition to provide a unique guidance for our brand. His motivation and energy have been key drivers to develop the culture, voice and success of CoreLife Eatery.

Todd Mansfield graduated from Upstate Medical Center in 1984 and completed his Doctoral studies from Rocky Mountain Univ. in Utah. He began his career at New York Hospital- Cornell Medical Center in NYC. One year later he was offered the coveted position as Team Therapist for the NBA's New Jersey Nets. Todd then had a vision of creating a practice that focused on health from an integrated approach of overall well-being and founded Southern Tier Physical Therapy Assoc. (STPTA) in Binghamton, NY. Over the next 28 years, STPTA grew to be one of the largest private practice PT clinics in NYS, providing upwards of 50,00 treatments per year.

In 2007 Todd built and managed the Med-Site building which was the first privately owned multi-practice facility which included an ambulatory surgery center used by United Health Industries (UHS). He was an integral investor and advisor in bringing cutting edge cancer treatment technology to the Binghamton area. He is the co-owner, co-founder, and a managing partner of "Cyber Knife of NY".

Todd has been the recipient of "Small Business Person of the Year Award in 2005", the "40 under 40 Award." Todd has a strong commitment to the community and is dedicated to helping people. He has served as the volunteer Girls Lacrosse and Boys Hockey coach for the last 7 years. Todd is on the Board of Directors for "Grace and Peace Mission to Orissa" (GPMO) which is a non-profit international Christian ministry committed to helping the less fortunate people of India . He also serves on the local committee for Young Life Christian Ministry.



JEFFREY COGHLAN

CHIEF ADMINISTRATION OFFICER BINGHAMTON, NY

Jeff is a recipient of the Wendy's Eagle Award, Wendy Award, Diamond Award and Dave's MBA. He was inducted into the Wendy's Hall of Fame Class of 2005. He has served as a WNAP (Wendy's National Advertising Program) Trustee and a member of FAC (Franchise Advisory Council). He served on Wendy's PAC advisory board for several years. He is currently a board member of the Dave Thomas Foundation for Adoption. He serves as the co-chair of the Old Fashioned Franchise Association, the independent association of Wendy's Franchisees. Jeff and his restaurant development partners have recently added Moe's Southwest Grill to their portfolio. They have purchased the remaining development rights to the Philadelphia DMA. Up to this point, they have opened four new restaurants and acquired three others. They anticipate opening two to three restaurants per year, in that market, for the foreseeable future. Jeff serves on the Moe's Franchise Advisory Council and its marketing committee.

Responsible for the human capital and daily operations of the company, Jeff Coghlan contributes many years of experience and expertise to the engine of CoreLife Eatery. His considerable involvement in ministry, charity and politics, give us a genuine heart for the associate as well as the customer. His giving life and his caring attitude are reflected in the character of our organization and it is one of the differentiating aspects of our brand.

Jeff has been engaged in restaurant management for forty-five years. He became a Wendy's franchisee in 1989. He is the Chief Operating Officer of 45 companies that operate 240 Wendy's restaurants situated in 16 states throughout the United States and in the province of Alberta, Canada. He is a minority stockholder in each of these companies and is a co-franchise owner under most of their respective franchise agreements.

Jeff has been responsible for the back office support of his various restaurant affiliations since becoming a franchisee. He leads a team of 50+ at his office in Cortland, NY. In addition, he has lead the effort in assembling and maintaining the many critical outside professional business relationships necessary to support so many geographically dispersed operations.

Together with partner Larry Brooks, Jeff owns and operates Harley-Davidson dealerships in Binghamton, NY, Corning NY & College Station, Texas.

ALWAYS
★
Moving Ahead

—◆—◆—◆—
CONTINUOUS IMPROVEMENT
EVERY DAY IS THE RECIPE OF

‘CHAMPIONS’

MARKETING & DESIGN

A CONNECTED BRAND



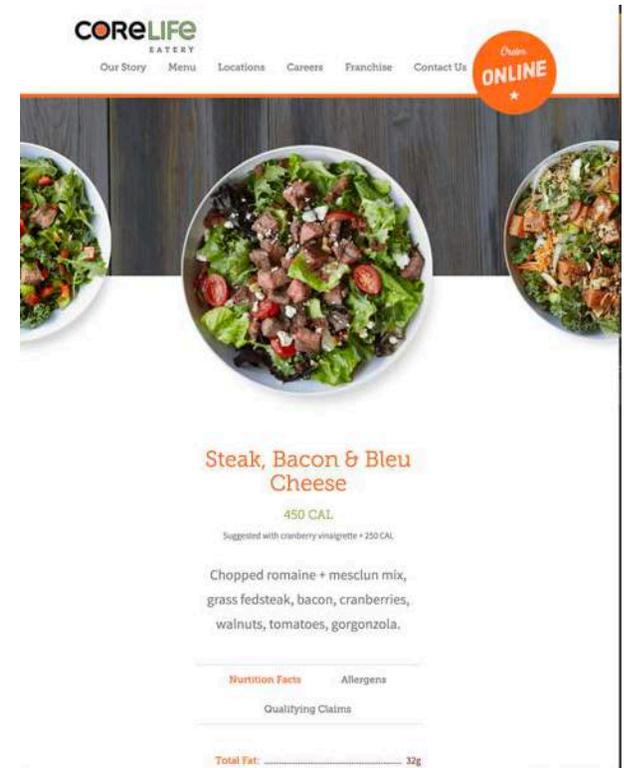
CoreLifeEatery.com

Websites are everything when it comes to information and research. When someone is interested in CoreLife Eatery or wants to introduce a friend to the delicious world of real food, most likely, they will find themselves on our website.



An introduction

There is a clear explanation of what is on each of our curated bowls and in our fresh vegetable pantry. And complete nutritional information too.

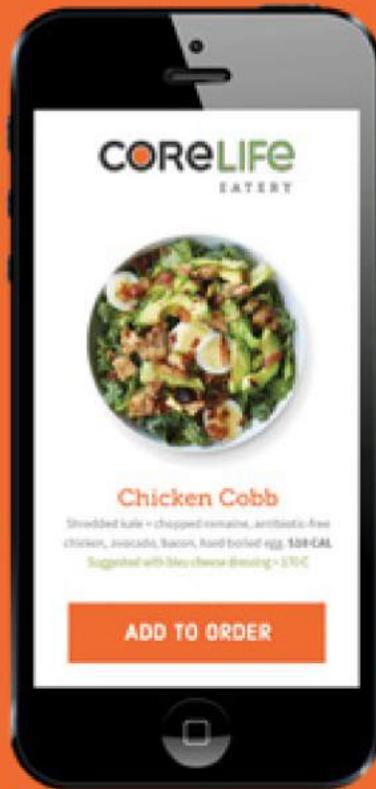


A full line up of our menu

We know that lots of our guests shop ahead and figure out what they are going to order before they get to the eatery. The site is always current and complete.

Now
ONLINE

PHONE *to* FORK



USE THE APP AND
EARN REWARDS.

ONLINE ORDERING AND GROUP ORDERING

Convenience is the key for frequent visitors. Those who have their favorite bowls, prepared just their way, can save them for future orders and order them with a single click. Their food & beverage is waiting for them when they arrive. A desktop interface that makes group ordering easy is a big deal for the office hero. The time and attention it has taken to weave the technology of these aspects into the CoreLife Eatery customer experience help to build a brand that understands what the guest wants. That all creates an incredible connection.

MARKETING SUPPORT TO BUILD A LOYAL FOLLOWING

Social media is the foundation of our marketing. Because what they say and post is real, our guests are our greatest voice. But the materials that guide the guest to their online tools and the four walls posters that reinforce the visual brand vocabulary within the eatery experience, all establish a consistent tone that is recognizable and trust-worthy.





Change your lunch.
Change your life.

GREENS, GRAINS & BONE BROTH

CORELIFE
EATERY

GREENS, GRAINS & BONE BROTH

CORELIFE
EATERY

CORELIFE DEMOGRAPHICS

The power of real food is transformative for everyone. There is not a specific audience that realizes the benefits of eating for performance, especially when it is delicious, affordable and can be prepared to create so many different flavors. It might be said that salads appeal to women more than men, however our proteins - grilled right in front of the guest - probably tip the scale right back to even.



The Power Eater

Great food equals great performance! Foods full of energy and nutrition serve their lifestyles.



The Quick Casual Diner

A large segment of the CoreLife Eatery diner enjoys convenience and affordability.



The Fresh Seeker

Responsible sourcing, fresh ingredients and a commitment to no GMOs & antibiotic-free food mean everything to this segment.



The Diet Manager

Gluten-free, Whole 30, Paleo or Dukan - there are people committed to changing their lives and CoreLife makes it possible.

CORELIFE DEMOGRAPHICS



Millenials at work & Boomers seeking youth



CoreLife Eatery appeals to the two largest demographic groups today, Millennials at work and Boomers seeking a fountain of youth. The workforce has changed dramatically in the last decade and is now dominated by a generation that grew up eating clean and healthy. CoreLife meets their needs for “good for me” eating by providing foods like “anti biotic free chicken”, “grass fed steak” and an overall approach to sourcing that is consistent with their values.

The Baby Boom generation are the “New Active Seniors” and they have become experts on longevity and living active lifestyles as they age. They are seeking healthier eating choices typically recommended by their physicians as strategies for quality of life.

Both of these groups have become aware of the impact a healthy and clean diet can have on overall health and well being.

CoreLife Eatery specializes in the foods that power your active lifestyle, whether that means rock climbing, yoga or a walk on the beach we power your active lifestyle.

CORELIFE DINING BY DAY PART

Our customizable bowls, single-diner serving sizes and the fast-casual convenience of CoreLife Eatery makes it a first choice for lunch. The lunch daypart & the mid day snack period will start a new opening as the day part category leader. However, many diners find these bowls - their ability to become hearty soups and double-protein salads - the perfect dinner choice as well. The discovery of plates then increases the occurrence of dining into the evening. 60% lunch / 40% dinner.



Small Bowls

A full portion of protein creates a smaller lunch packing all of the energy of a full sized bowl



Greens & Grains Bowls

The heart of our offering, these bowls are incredibly customizable



Broth Bowls

When a vegetable or bone broth is ladeled over steamed veggies or fresh grains, a whole different category is created. High in health benefits, warm & hearty.



Plates

Roasted vegetables are paired with a base of greens or grains and a protein. This becomes a powerful meal and increases the reasons to return.



NOT A SPECTATOR



GREENS, GRAINS & BONE BROTH

CORELIFE
EATERY



GREENS, GRAINS & BONE BROTH

CORELIFE
EATERY



GREENS, GRAINS & BONE BROTH

CORELIFE
EATERY

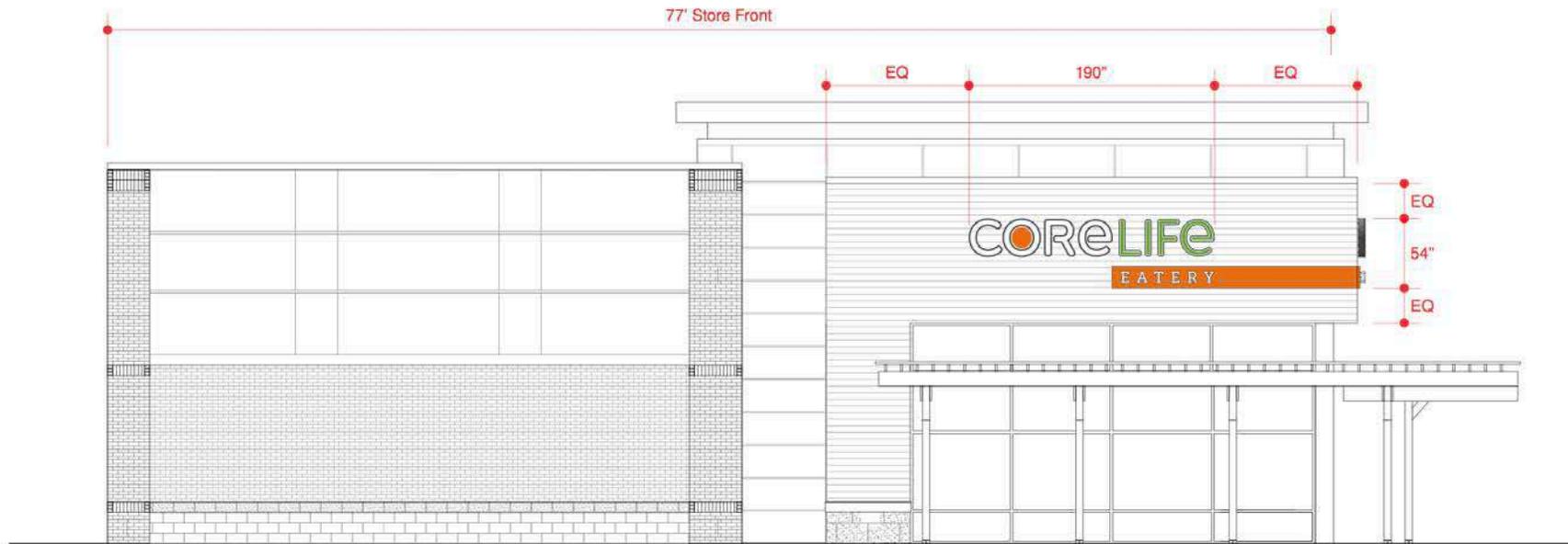
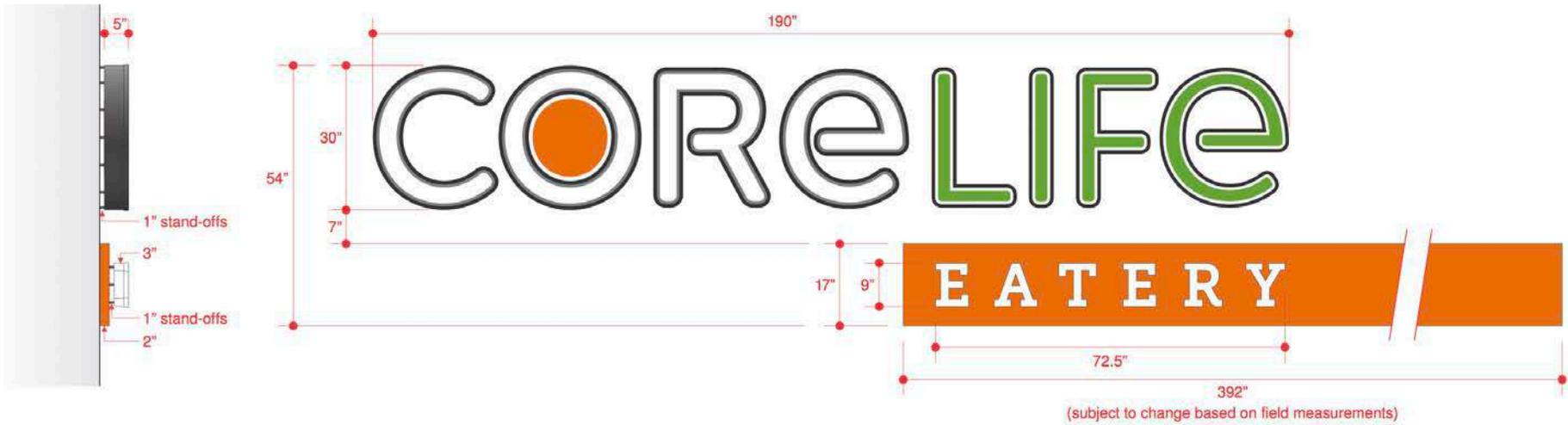


GREENS, GRAINS & BONE BROTH

CORELIFE
EATERY



DEVELOPMENT



West Elevation

Elevation depiction intended for general concept illustration and is not to exact scale. Actual sizing & perspective will vary slightly from image.

SIGNAGE STANDARDS PER EATERY



AMERICAN FORK, UTAH

CORELIFE
EATERY



NORTH ELEVATION



EAST ELEVATION

LENNOX TOWN CENTER, COLUMBUS OH





1 PROPOSED NORTH ELEVATION
 PR-2 SCALE: 3/16" = 1'-0"

FAIRLAWN, OH

CORELIFE
 EATERY



CLARENCE, NY

CORELIFE
EATERY



BRIGHTON, NY

CORELIFE
EATERY



ITHACA, NY

CORELIFE
EATERY



A CONCEPT BUILT BY FRANCHISEES



FOR FRANCHISEES



A CURRENT & COMPELLING CONCEPT

CORELIFE
EATERY



A PROVEN SYSTEM

CORELIFE
EATERY



DELICIOUS BECAUSE IT'S HEALTHY

CORELIFE
EATERY

CoreLife Eatery Franchisor, LLC

33 Lewis Road
Binghamton, NY 13905

855-267-3543



THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF CALIFORNIA. SUCH REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION, OR ENDORSEMENT BY THE COMMISSIONER OF CORPORATIONS NOR A FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE, AND NOT MISLEADING.



The communications made through this book should not be construed as an offer to sell any "CoreLife Eatery" franchises in, nor is any such communication directed to, the residents of any jurisdiction requiring registration of the franchise before it is offered and sold in that jurisdiction. Franchises can only be offered and sold pursuant to a Franchise Disclosure Document. "CoreLife Eatery" franchises will not be sold to any resident of any such jurisdiction until the offering has been exempted from the requirements of, or duly registered in and declared effective by, such jurisdiction and the required Franchise Disclosure Document (if any) has been delivered to the prospective licensee before the sale in compliance with applicable law. 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 DEPARTMENT OF LAW. If you have any questions concerning the registration status of "CoreLife Eatery" franchises in your jurisdiction, please contact us at franchiseadmin@corelifeeatery.com.



Minnesota State Registration Number (F-8000)