

the freshest wrap *on planet earth.*

A love letter to Mediterranean food — with global flavor. Hand-formed falafel. Charred tandoori cauliflower. Legendary toum. Served from a beautiful modular pod. Launching 2027.

$100K	60 DAYS	50
ALL-IN INVESTMENT	SITE TO OPEN	FOUNDING PODS

THE OPPORTUNITY

the SEO data is *unprecedented.*

A DataForSEO pull across 10 countries found three keywords with 6,600+ monthly searches at keyword difficulty ZERO. The commercial-intent Mediterranean food category is virgin SEO territory.

FALAFEL WRAP

6,600
SEARCHES / MO

KD 0 VIRGIN

MEDITERRANEAN WRAP

6,600
SEARCHES / MO

KD 0 VIRGIN

CAVA FRANCHISE

1,300
SEARCHES / MO

KD 0 HIJACK

FALAFEL BOWL

2,900
SEARCHES / MO

KD 0 EXPAND

AND IT'S GLOBAL

~22,000 monthly searches across 5 English-speaking markets.

6,600	6,600	4,400	3,600	2,400	1,900
USA	INDIA	UK	GERMANY	AUSTRALIA	CANADA
KD 0	KD 0	KD 0	KD 0	KD 0	KD 0

THE MENU · ALL VEGETARIAN

four wraps. *global palate.*

Mediterranean soul. 12–18g plant protein per wrap. Four signatures, each a love letter to a different corner of the world.



THE SIGNATURE

the falafel wrap

$9

18G
PLANT PROTEIN



INTERNATIONAL

tandoori cauliflower

$10

14G
PLANT PROTEIN



SPICY · N. AFRICAN

harissa mushroom

$10

16G
PLANT PROTEIN



MEDITERRANEAN

charred eggplant

$9

12G
PLANT PROTEIN

the combo · wrap + side + lemonade for $12 · save $3.50

THE SAUCES

four sauces.
zero compromise.

Four signatures made in our Fresh Wraps commissary and shipped fresh to every pod. Not purchased from a supplier. Not stabilized. Just real.



toum

LEBANESE · GARLIC

●○○ HEAT



green zhug

YEMENITE · CILANTRO

●●● HEAT



harissa

TUNISIAN · SMOKY

●●○ HEAT



herb tahini

MEDITERRANEAN · CREAMY

●○○ HEAT



THE INGREDIENTS

fresh is*how*, not what.

Regional farm partnerships. Smart commissary supply chain. Spices toasted and sealed before shipping. Herbs picked within 24 hours. The entire supply chain is built around freshness — so franchisees get consistent quality from day one.

- CHICKPEAS
- CAULIFLOWER
- FRESH PITA
- PARSLEY · MINT
- PICKLED TURNIPS
- SPICES · TAHINI

THE POD

pre-built.
pre-wired.
plug and serve.

20 feet of fabricated steel. Built in Pennsylvania. Delivered on a flatbed. Dropped on your site. Open in 48 hours. Shipped internationally as a standard ISO container.



DIMENSIONS	**KITCHEN**
20 × 9.5 FT	80 SQ FT
CREW	**COOKING**
2 OPERATORS	VENTLESS
INSTALL	**UNIT COST**
48 HOURS	$84,500
UTILITIES	**WARRANTY**
50A · WATER	5 YEARS



WHAT'S INSIDE

a kitchen that *runs itself.*

Live order queue displays. Nutrition tracking per wrap. Smart ingredient dispensers that reorder stock automatically. Robotic prep assist alongside the operator.

1. **Auto-replenishing inventory**
   Stock reorders itself before you run out
2. **Robotic prep assist**
   Handles the repetitive work
3. **Live nutrition data**
   Transparent macros on every ticket
4. **Remote diagnostics**
   We monitor pod health 24/7



TECH + ECO

powered by the sun. *placed anywhere.*

Every pod ships with a solar array that meets ~70% of its energy needs. Rainwater collection. Living herb wall. Smart environmental sensors. Self-contained, sustainable, global-ready.

solar roof
~70% DAILY POWER

rainwater
CAPTURES · FILTERS · REUSES

herb wall
BASIL · MINT · ROSEMARY

smart sensors
TEMP · HUMIDITY · STOCK

PLACED ANYWHERE

a kitchen that belongs anywhere.

20ft ISO container · ships to 120+ countries · zero local build

0°C→45°C
CLIMATE RATED

ANY UTILITY
SOLAR OR GRID

120 COUNTRIES
SHIPPING COMPATIBLE

ZERO CHANGES
IDENTICAL WORLDWIDE

THE COMPARISON

pod. restaurant. truck. food court. *not even close.*

	FRESH WRAPS POD	RESTAURANT	FOOD TRUCK	FOOD COURT
All-in startup	**~$100K**	$350K-$750K	$120K-$200K	$200K-$450K
Time to open	**60 days**	12-18 months	3-6 months	6-12 months
Monthly fixed	**$1.5-2.5K land**	$8-15K rent	$1-2.5K commissary	$5-12K rent
Lease commit	**1 yr relocatable**	5-10 yr lease	parking rotation	5-7 yr lease
Mobility	**move for ~$5K**	impossible	drive to new corner	impossible
Crew needed	**2 operators**	8-15 staff	2-3 staff	4-6 staff
Weather risk	**none**	none	heavy	none
Mechanical risk	**zero**	building	truck breakdowns	mall HVAC

THE NUMBERS

the sample *P&L.*

Strong-site pod · 110 tickets/day Y1 → 220 by Y3 · $12 avg ticket · 32% food cost.

LINE ITEM	Year 1	Year 2	Year 3
Daily tickets avg	110	180	220
Average ticket	$11.00	$12.00	$12.50
ANNUAL REVENUE	**$395,000**	**$720,000**	**$895,000**
Food cost (32%)	($126,400)	($230,400)	($286,400)
Packaging & supplies	($15,800)	($28,800)	($35,800)
Labor (2-3 ppl)	($162,000)	($240,000)	($268,000)
Land rent / lease	($18,000)	($24,000)	($28,000)
Pod amortization	($16,900)	($16,900)	($16,900)
Utilities · insurance	($10,800)	($14,400)	($16,000)
POS / credit fees	($11,850)	($21,600)	($26,850)
Royalty (0/6/6%)	($0)	($43,200)	($53,700)
Marketing fund (2%)	($7,900)	($14,400)	($17,900)
OPERATING PROFIT	**$25,350**	**$86,300**	**$145,450**

TOTAL INVESTMENT

$100,000

pod + fee + capital

PAYBACK

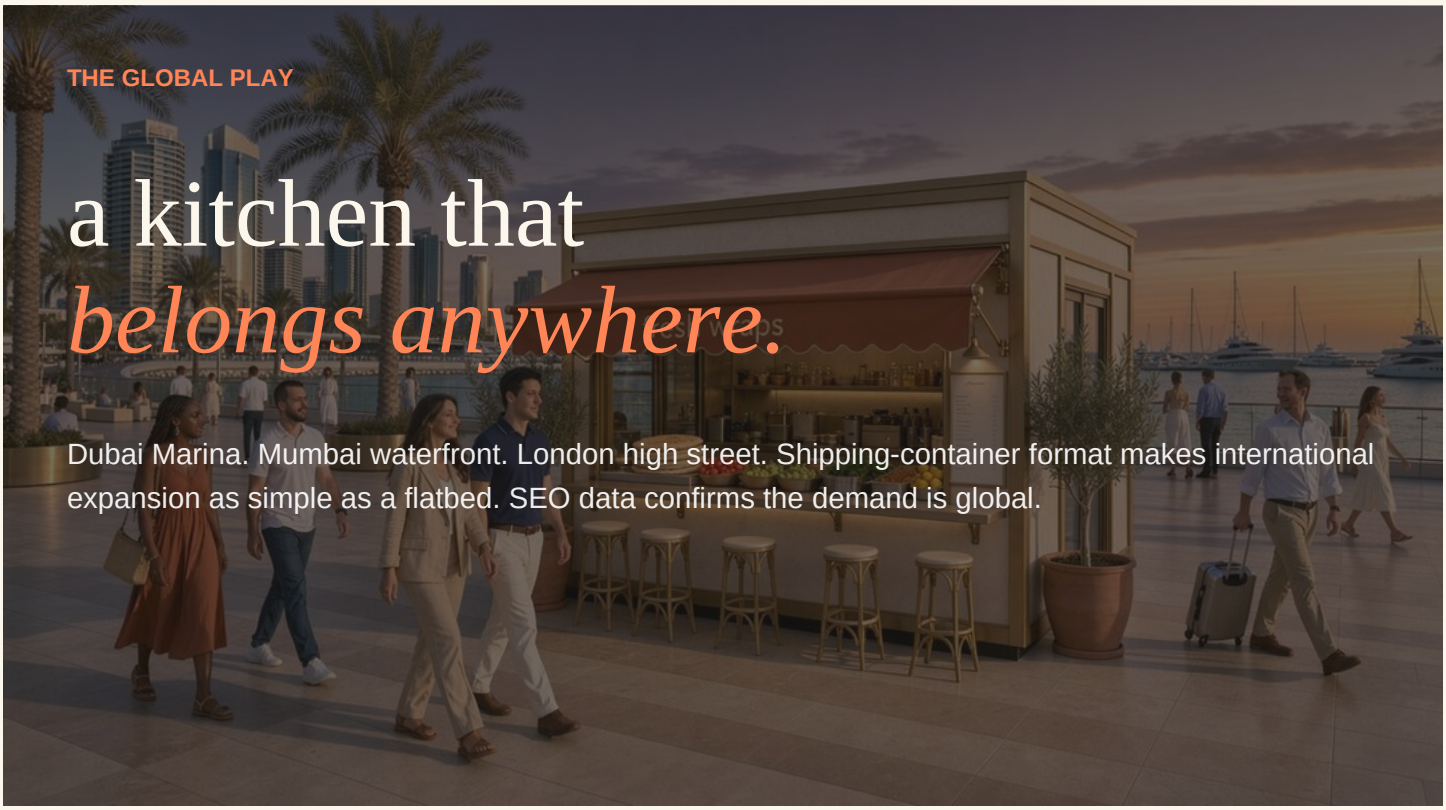
~24 months

crosses at Y2.5

3-YEAR CUMULATIVE

$257,100

operating profit · pre-tax



THE GLOBAL PLAY

a kitchen that *belongs anywhere.*

Dubai Marina. Mumbai waterfront. London high street. Shipping-container format makes international expansion as simple as a flatbed. SEO data confirms the demand is global.

GLOBAL 'FALAFEL WRAP' SEARCHES / MONTH · ALL KD 0

6,600	6,600	4,400	3,600	2,400	1,900
SEARCHES/MO	SEARCHES/MO	SEARCHES/MO	SEARCHES/MO	SEARCHES/MO	SEARCHES/MO
USA	INDIA	UK	GERMANY	AUSTRALIA	CANADA

phased rollout to 500 pods globally.

PHASE 1

2026-2027

50 US founding pods

prove unit economics, build SEO authority

PHASE 2

2028

+100 UK · CA · AU

English SEO content ranks in all 3

PHASE 3

2029-2030

+350 India · UAE · DE

country master franchises

FOUNDING COHORT · LAST CALL

reserve your pod.
be one of fifty.

Pre-sale closes when the 50th pod is reserved — or at Q1 2027, whichever comes first. $5K refundable deposit holds your spot.

RESERVE A FOUNDING POD →

LIVE · 37 OF 50 FOUNDING SPOTS STILL AVAILABLE

FRANCHISE FEE	DEPOSIT	ALL-IN	ROYALTY
$25K	$5K	$100K	0%
locked in	refundable	total investment	first 6 months

fresh wraps, inc.

launching 2027 · pre-sale open now

freshwraps.co · hello@freshwraps.co