

**Momma Goldberg's** future is bright. After more than 30 years of business in the college town of Auburn, Alabama, we have decided to take our show on the road. That same Momma's Love sandwich enjoyed here in Auburn by so many loyal customers can now be enjoyed in your home town. Our proven menu, with our steamed sandwiches, build-your-own salads, hot soups, and fan-favorite nachos, has what it takes to succeed in any environment.

Welcome to...



Momma G's



**The Momma's Love Sandwich was featured on the Alabama Tourism Department's list of "100 Dishes to Eat in Alabama Before You Die."**

**How can I open a Momma Goldberg's and what is the projected opening time-line?**

You can contact Momma G's Inc. to schedule a meeting and receive a franchise application. Upon application approval and site selection, including lease signing, we set a 90-day target date for your store to open.

**Is there any assistance in choosing a site and what are the site requirements?**

Yes, we can assist you in finding a site through our strong network of commercial real estate brokers. An ideal site would require a minimum layout of 2400 square feet.



**What kind of training and support is offered?**

Franchisees will attend Momma Goldberg's two-week training program, MGU, where they will learn the business from top to bottom. Ongoing support will be provided throughout the life of your store.

**What is the initial investment?**

The initial franchise fee is \$25,000. Depending on the facility, size and layout, the initial investment can be as low as \$200,700 which covers everything you need to get the doors opened.



Momma Goldberg's Deli

Home of the Famous Momma's Love

For Franchise Info Call:

334-466-2007 or email

keith@mommagoldbergs.com

**Are area agreements an option and is my territory protected?**

Yes, area development agreements are definitely an option and strong markets are available. A franchisee can purchase the rights to its own protected territory.

**What are the royalties and other annual fees?**

Royalty fees are 4% of gross sales. Royalty fees are paid monthly. As Momma G's expands, an additional fee up to 2% will be implemented for marketing and advertising.

