



## An Overview

Tuscano's Italian Style Subs - exactly the sub concept you would create if you put 32 years worth of foodservice experience to work designing the best program in the business! Special distinction has been engineered into every component key to the operator, from the delicious food, to the simple-to-operate systems, to the productivity of the investment itself. With its Italian theme setting it apart, Tuscano's offers brand name authority with the marketing power of distinctiveness.

On the one hand Tuscano's was designed to be comfortably familiar. From a customer's perspective, Tuscano's functions in similar fashion to other brand-name sub concepts. Customers select menu items at the start of the counter line, then choose toppings and sauces according to their preferences until they reach the cash-out point. However, distinctive features create value added differences at every point. For example, the extra rich yeast content of our fresh-baked bread permeates the air, our menu selection is graphically pleasing and simple to read, our meat portions are both more generous and cost efficient, and our sauces and spreads reflect higher quality and greater variety. And unlike others, your customers will appreciate the quality Tuscan theme that flavors the concept and gives it spice!

With Tuscano's...quality, simplicity and cost effectiveness have been woven together by design. Take our premium quality meats. Tuscano's roast beef, for example, is hand trimmed for full, rich flavor rather than pressed or formed. But unlike more complicated and costly systems to operate, our meats come to you pre-sliced and ready-to-use. The advantages ripple through every aspect of the operation and its economics:

- Speed of service means happier customers and less labor
- Precise portioning means reliable quality and predictable food cost
- No slicers mean less investment and less insurance risk
- Eliminating slice work reduces prep labor and increases product yields
- Pre-sliced meats means you can hire workers of all ages
- Smaller, fresh-pack packaging ensures freshness and storage control
- Pre-sliced meats in re-sealable packaging means reduced health risks

The point is simply this – Tuscano's was engineered from top to bottom around three constants at every point of consideration: perceived customer quality, operator simplicity, and efficient economics.

This principle is never more in evidence than when you consider the development of the Tuscano's menu – diverse yet strictly controlled, offering variety but with operational simplicity in mind. The appearance and effectiveness is one of significant variety for the valued repeat customer. For the operator, the menu is driven from a core of surprisingly few "carriers" and ingredients. The carriers include 2 breads, a tortilla wrap and premium lettuce mix. The ingredients have been combined in creative ways to create unique "Italian themed" selections that are portioned in exactly identical fashion on each carrier. The ingredients in "The Tuscany", for example, are great whether on a grilled Deli Sub, stuffed in a Tortilla Wrap or sliced on a Supremo Salad. The result – significant menu variety for the customer, but with amazing simplicity for the operator!

Combine all this with the incredible low investment required to own a Tuscano's, and we think you will agree that our 32 years of experience has been put to good use! Plus, our full host of corporate services including space planning, equipment selection and procurement, menu structure and pricing advice, advertising planning and graphic design, employee training and grand opening assistance as well as continuing support are all part of the business relationship we offer.

Give us a call today at 1-800-585-0669 to determine if locations are still available in your area.

Tuscano's Italian Style Subs – the sandwich business just got a lot more exciting!