





CRAB N SPICE

America's Ultimate Seafood Boil Experience

FRANCHISE PRESENTATION



Unique Market Proposition



Product Offering



Product Offering



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Humble Beginnings



It all started in our home kitchen with friends and family in 2014. With the creation of the first original **CNS** sauce, an experimentation of spices and tastes was followed by the richly delectable Coconut Flavor, best enjoyed with fresh clams or mussels. What first began in our home as a family - favorite is now best known today as the home of the original and the only **CNS** sauce, a symphony of crazy good flavors enjoyed and loved in all of our restaurant branches in California.

In the process of building the first **CNS** location in Ventura, the All - In Flavor and **CNS** Lemon Garlic Flavor was then added to our growing menu along with our popular and highly-requested Garlic Noodles.





The unique and delicious menu coupled with our outstanding staff and customer service is what we are proud of in CNS. CNS Corporate is all about taking care of people. In addition to that, they are currently in business helping elderly and patients at home.



Then in 2015, they opened the first store of Crab N Spice in Ventura, California. Soon thereafter, they launched a location in Palmdale, CA and have grown both to an impressive level of sales and profits. With the knowledge and operational experience gained from these ventures, the next project is to expand the business via franchising.

Thus, became a Registered Franchisor with the Department of Corporations in California. Now, they are also a registered Franchisor in Nevada.



Then
grew to
12 outlets
and
MORE



PRESENT STORES

OPERATING STORES in the USA – 12

UNDER CONSTRUCTION - 4

FRANCHISED - 11 plus 4 opening soon

COMPANY OWNED - 1





CRAB N SPICE

Seafood Boil

**MODEL
AVAILABLE**



**MODEL
AVAILABLE**



MODEL
AVAILABLE





WHAT WE OFFER IN THE PHILIPPINES





WHAT WE OFFER IN THE PHILIPPINES

- ❖ A RARE OPPORTUNITY TO OFFER OUR UNIQUE SEAFOOD BOIL PRODUCTS TO THE PHILIPPINE MARKET.
- ❖ OVER 10 YEARS OPERATIONAL EXPERIENCE IN MANAGING A CONCEPT THAT STANDS OUT AS THE BEST SEAFOOD BOIL IN THE UNITED STATES.
- ❖ SEASONED AS FRANCHISOR WITH 9 YEARS EXPERIENCE AT PROVIDING FOR SUPPORT AND ASSISTANCE TO GROWING NUMBER OF FRANCHISEES.
- ❖ AN EXCITING PROSPECT TO PARTNER WITH **CNS USA** AS MASTER FRANCHISEE IN THE PHILIPPINES.



FRANCHISE OFFERING SHEET

Business Concept:

We're a family-friendly neighborhood restaurant offering a vibrant dining environment and high-quality seafood at affordable prices which started in 2014 in California.



Model:

Crab N' Spice – Stand Alone

Area:

200 square meters

Projected Franchise Investment:

₱22,500,000.00





Investment Includes:

- a. Branch Set-Up Cost
- b. Initial Franchise Fee – one Flagship Store
- c. Pre-Operating Expenses
- d. Initial Inventory

e. EXCLUSIVITY FEE FOR THE PHILIPPINES - 10 YEARS. WITH THE RIGHT TO SUB-FRANCHISE.

Continuing Fees:

- Marketing Support Fund (2% of Gross Sales Net of VAT)
- Local Branch Marketing Fund (1% of Gross Sales Net of VAT)
- Royalty Fee (5% of Gross Sales Net of VAT)

Franchise Term:

Ten (10) Years

Preferred Areas for Franchise:

- a) _____
- b) _____
- c) _____



NOW FRANCHISING

For inquiries email us:



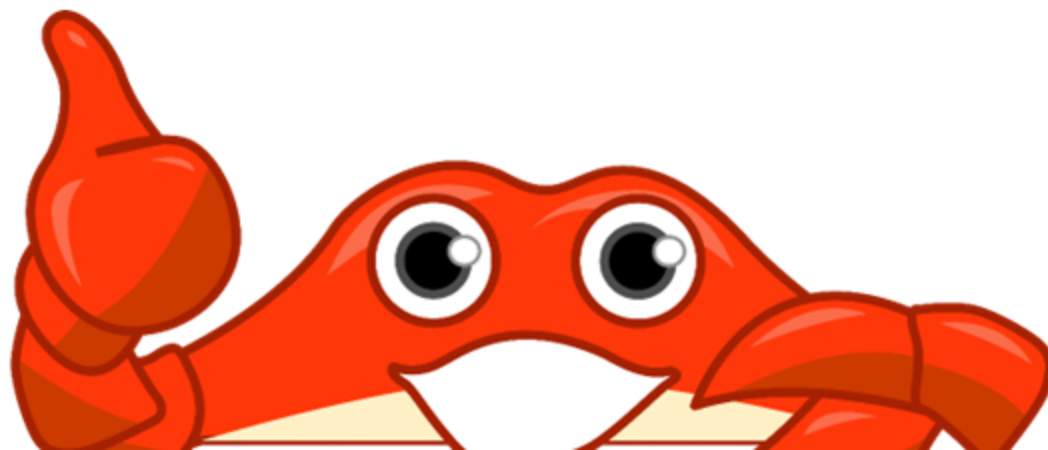
Registered International Brand and Trademark
USPTO Registration No. _____



CRAB N SPICE

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FRANCHISE PROCESSING FLOW



A–Z Process: How to Own a **CRAB N' SPICE** in the Philippines crabnspiceglobal.com



Get Qualified

Speak with our team to see if you meet the E2 visa requirements and franchise criteria. Go to our website at www.crabnspiceglobal.com and submit your application.



Submit a Letter of Intent (LOI)

Formally express your interest in owning a Crab N Spice franchise and pursuing the E2 visa path.



Corporate Interview & Discovery

Meet with our leadership team to learn more about the brand, business model, and mutual expectations.



Legal Team Discovery

Connect with our partners Legal Partners and start the E2 visa planning and legal due diligence.



Agreement Signing

Once approved, sign the Franchise Agreement to officially join the Crab N Spice family.



Location Search & Lease Closing

With our support, secure an ideal U.S. location and finalize the lease for your future restaurant.



Build Your Crab N Spice

Our team helps coordinate design, construction, equipment, and setup – bringing your seafood boil dream to life.



Corporate & Location Training

Receive hands-on training at headquarters and onsite to ensure you're fully equipped for success.



Grand Opening!

Celebrate the launch of your very own Crab N Spice restaurant – Welcome to the U.S. and to the franchise family!



The Original All-You-Can-Eat Seafood Boil from the USA is Expanding!



Why Franchise Crab N Spice?

- Proven U.S. Brand with 9+ Locations ✓
- High-Demand Concept: AYCE Seafood Boil ✓
- Full Support: Training • Marketing • Operations ✓
- Scalable for Malls, Standalone, or Coastal Dining ✓
- Exclusive Franchise Territories Available Now! ✓

**Be First. Be Bold.
Be the Boil King of
Your City!**



***America's Most Enjoyed
Seafood Boil***





**TOTAL
INVESTMENT**

Php 35M – 55M

Php 15M – 35M

Php 13M – 15M

Php 20M – 27M

FRANCHISE FEE

**Php 1.2M + 12%
VAT**

**1.2M – VAT
Exclusive**

**1.5M (VAT-Ex .2%
EWT)**

**Php 1.5M – VAT &
FWT Inclusive**

ROYALTY FEE

5% Gross Sales

5% Gross Sales

6% Gross Sales

5% Gross Sales

ADVERTISING FEE

4% Gross Sales

3% Gross Sales

2% Gross Sales

3% Gross Sales

FRANCHISE TERM

**10 years
(renewable)**

7 years

7 years

**10 years
(renewable)**



TYPE OF STORE

Full Store

Full Store

**Stand Alone –
Full Store**

FLOOR AREA

220 – 1000 sqm

80 – 120 sqm

200 sqm

ESTIMATED ROI

4-5 years

4-5 years



INVESTMENT INCLUSIONS:

Construction & Design



Kitchen Equipment & Facilities



Furniture & Fixtures



Airconditioning System



Signage

