



## 1. Which Surf'n'Fries store format? CART, FOOD TRUCK or BRICK & MORTAR SHOP? Start small think big.

| CART - Small investment, small risk  | FOOD TRUCK  | BRICK & MORTAR SHOP  |
|--|---|--|
|   |   |   |
| <ul style="list-style-type: none"> <li>- requires only 3 m2 of surface</li> <li>- ROI can be achieved in a period of 1 – 3 years</li> <li>- serves up to 80 servings per hour</li> </ul> | <ul style="list-style-type: none"> <li>- requires 12 m2 of surface</li> <li>- ROI can also be achieved in a period of 1 – 3 years</li> <li>- serves up to 1000 servings in a day</li> </ul> | <ul style="list-style-type: none"> <li>- requires 30-80 m2 of surface</li> <li>- ROI can be achieved in a period of 3 – 5 years</li> <li>- serves up to 2000 servings a day</li> </ul> |

## 2. What are the best locations?

- promenades or city squares and centres
- tourist areas
- stadiums, sports arenas, concerts, night club areas
- street food festivals and festivals in general

## 3. How to promote Surf'n'Fries?

“Give them quality. That’s the best kind of advertising.”

This is just a tip of the iceberg, if you want to know more, feel free to contact us.