

FRANCHISE  
GUIDE

LET'S GET COOKING

Sticky Fingers  Cooking®  
SFC TEAM FRANCHISE, LLC



# ABOUT US

Sticky Fingers Cooking (SFC) is an education company that specializes in cooking classes for kids aged 3-18. As a mom of three, Erin Fletter started SFC at her kitchen table in Denver, Colorado in 2011. Since our founding, SFC has operated five company owned outlets, in three states, by bringing our mobile "kitchen" to children in hundreds of venues. Over the past decade, SFC has worked with over 100k kids (and counting)!

Our mission at Sticky Fingers Cooking (SFC) is to inspire positive behavioral changes in youth with measurable results in a long-term, sustainable way. Sticky Fingers Cooking has developed proven methodology to ignite a passion within children for a lifetime love of cooking, nurturing others, and eating well.

 cultivating 'COOL'inary  
curiosity in kids® 

Since 2011, Sticky Fingers Cooking has given \$1.5 million back to schools in scholarships and to support school, PTA and PTO fundraising efforts! 99% of participating schools invite us back year after year.



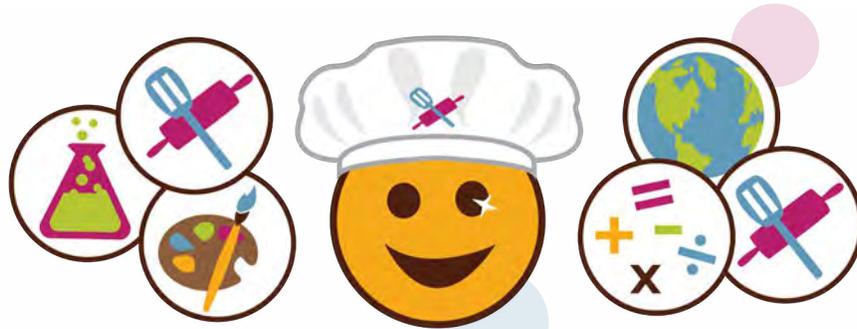
In 2022, we expanded our concept as a franchisor so that families across the country can benefit from the lessons being taught in our engaging educational classes and camps. SFC is looking for individuals who want to be owner/operators and bring the joy of cooking and baking to children in their community and beyond!



**Visit our website for more information!**

[StickyFingersCookingFranchise.com](http://StickyFingersCookingFranchise.com)





## OUR TEAM



**ERIN FLETTER**  
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**KATIE BRENNAN**  
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**JULIE SCHER**  
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THYME to TURNIP the BEET on WHAT KIDS EAT®



# THE BREAD & BUTTER



As a Sticky Fingers Cooking franchise owner, you can offer private and public cooking classes and camps to children in your community. SFC's jam is After School Enrichment (ASE) cooking classes for pre-school through 5th grade students, but the fun doesn't end there. SFC can offer classes at any venue since our Chef Instructors have a versatile cooking kit! We often work with recreation centers, libraries, YMCAs, Boys & Girls Clubs, and more! Our mission is to Cultivate 'Cool'inary Curiosity in Kids® so they get truly excited as they prepare, eat and share tasty, healthy, fresh, nutritional and sustainable foods.

Our proprietary technology platform, the Sticky Fingers Cooking Dash, includes our Lesson Plans for Chef Instructors, Meal Plans for participants, scheduling tools, financial management and reports, automated timesheets, online class registration, tech support and more!

Over 1,000 original Lesson Plans and Meal Plans have been developed and counting! Kids can cook with us in our ASE classes all school year and never repeat a recipe! Lesson Plans include more than just a recipe... we always incorporate language, geography, history, nutrition, math, art and more in every class and camp. All our Lesson Plan Recipes are highly adaptable, allowing us to accommodate ANY and ALL food allergies and sensitivities.

After-school enrichment programs like cooking classes are part of a nationwide trend to extend educational opportunities to children. As a Sticky Fingers Cooking franchisee, you can be part of this in your own community! According to the National Conference on State Legislatures, high-quality after school programs improve students' educational outcomes, school attendance, and social and emotional learning. Make a difference with us by teaching local children about not just cooking but also where food comes from, how to follow a recipe, learn what good nutrition is, and how to feed themselves and others for a lifetime.



# APPLES TO ORANGES: OUR KEY DIFFERENTIATORS



We're not new to national – We've successfully operated five company-owned outlets, in 3 states, since 2013.



You can be up and running your business in eight weeks!



We have created thousands of recipes and curricula and we are continuously developing new Lesson Plans™ each year. Kids never repeat a recipe in our classes!



Robust and ongoing brand and marketing campaigns from our creative corporate team.

We're also a tech company – over the past decade, we've developed – and perfected – our proprietary technology platform, The Dash™, that supports every aspect of running our business. Less business administration time for you and more time to focus on growth!



Our talented executive management team of 25 people is here to support you, and they've been with us, on average, for over eight years!



Sticky Fingers Cooking is an established business – we've been cooking up fun since 2011



**Sticky Fingers Cooking**  
is great for  
**YOU and YOUR COMMUNITY!**

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# THE DOUGH (FINANCIALS)



PER OUR 2022 FRANCHISE DISCLOSURE DOCUMENT	INITIAL FEES & INVESTMENT TERMS	NOTES ON INVESTMENT
Startup Investment	\$77,528 to \$125,379	1 Territory
Initial Franchise Fee	\$48,000 (included in startup investment)	2 Territory Initial Fee: \$92,000 3 Territory Fee: \$128,000
Ongoing Royalty Fee	8% of Gross Sales	Paid Weekly
Brand Development Fund	1% of Gross Sales	Paid Weekly

# THE CHERRY ON TOP



We're not a brick-and-mortar operation – rather, we're a low-cost, flexible, and quick-start-up! Startup investment ranges from \$77,528 - \$125,379. You are able to run the business from a home office – just as our CEO and directors of our company-owned outlets have done for over a decade!

Our 80-hour training program gets you off to a grape start! Our Operations Team provides ongoing support and trainings. Our brand development fund ensures nationwide awareness through creative materials and programs which in turn bring more people to your business.

The Sticky Fingers Cooking concept has been tested and approved in three major cities in the U.S.A. over the past decade. We know what works well and we can't wait to share this wealth of knowledge with you.

Sticky Fingers Cooking will always have a company-owned outlet so that we are always connected with the business and the day-to-day. This way we are always building, collaborating and showing up as a team.



# WHAT'S NEXT?

Are you located in a state where locations are available? If so, follow the steps below to establish a unique opportunity to own and manage your own business!

 **STEP 1:** Scan this QR code to inquire with us



 **STEP 2:** Set up a Discovery Call

 **STEP 3:** Complete our Confidential Questionnaire

 **STEP 4:** Receive and read through our Franchise Disclosure Document (FDD)

 **STEP 5:** Get to know our Executive Team and dive deep into every aspect of the company

 **STEP 6:** Meet the team in-person at Meet the Team day in Denver, CO!

 **STEP 7:** Sign the Franchise Agreement and get your new business started

“As a Sticky Fingers Cooking franchisee you will receive **tea-rrific** ongoing support to successfully run your business.”



# LET'S GET REAL

Starting a new business can be both exciting and scary. Take it from me, the founder of Sticky Fingers Cooking. I started this business, at my kitchen table, with \$5,000 from my savings account, and no business degree. At that time, it was a huge risk for my family to use those funds to start something that had never been done before.

Was it a straight shot to success from that first investment? Not quite. I had to learn and invest over and over to build a brand, to know how to make money doing this, and keep trying.



The genius of franchising is that the creator of a brand did so much of the gritty, risky, and difficult part already. With Sticky Fingers Cooking, you also have the advantage of using proven systems, a strong team behind you, and proprietary technology built for over a decade.

You might not feel comfortable sharing your financial information with strangers, but please know that this process is confidential, and our only interest is in your future success. There are solutions for financing, and we're here to answer your questions as you explore this possibility.



It's THYME to get cooking with your new business! You may have noticed that we love food puns as much as we love teaching kids about nutrition and cooking. We'd be BERRY glad to have you join the brand!

Sticky Fingers Cooking was founded by me, a mom. I grew and managed the company for over a decade from my home. I turned my passion for teaching my three kids how to cook into a successful purpose-driven brand that is now ready for other families to benefit from.

Within our company, you'll find a supportive leadership team, countless original recipes, and cutting-edge technology, all created to foster meaningful engagement with kids eager to learn this essential life skill and the business opportunity to make a difference in your community. You can now own and manage your Sticky Fingers Cooking business from your home too.

**My team and I are EGGcited to hear from you!**

*- Erin*  
Co-Founder, CEO &  
Food-Geek-in-Chief



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