



Profits Never Tasted So Good

What do you get when you combine a great product, a unique concept, a proven track record of success and unparalleled marketing support?

The answer is Crazy Crepes — the desert craze that's sweeping the world!

A Company with a Global Vision

Crazy Crepes LLC is one of the fastest-growing franchise opportunities available today.

Its mission — to implement a business plan that would encircle the globe with their unique concept — is already rewarding those entrepreneurs who have followed Greg and Ben's formula for success.

By offering franchisees a proven system of profitability, incredible marketing support and unlimited growth potential, Crazy Crepes is now generating profits for business owners in the United States, the Philippines, Taiwan, and Japan.





The Evolution of a Great Idea

In early 2000, Greg Petro and Ben Kitay — two former Coca-Cola executives — recognized the enormous popularity of dessert crepes in Japan. With decades of combined marketing expertise between them, they discovered a concept with huge potential.

After careful study, Greg and Ben noticed that successful crepe shops in Japan shared the same core characteristics: most were independent business owners or small chains, and generated a cash flow of between \$200,000 to \$1,000,000 USD annually — out of retail spaces averaging only 100 square feet! Most of this was accomplished in spite of having no dominant identity or branding in the Japanese marketplace.

After hours of research and hard work, the two found themselves in Harajuku, Japan. The quest for the perfect crepe recipe led them to a small shop located in this section of Tokyo, which is popular among young kids and teenagers. The crepes at this shop were different than the rest — they were sweet, moist, soft and better-tasting than any crepe they had seen.

Greg and Ben headed back to the U.S.A. to perfect a winning recipe for success, and a great business opportunity was born.





Our Competitive Advantages



In addition to offering a superior product, Crazy Crepes also offers a wealth of advantages for its franchisees, including:

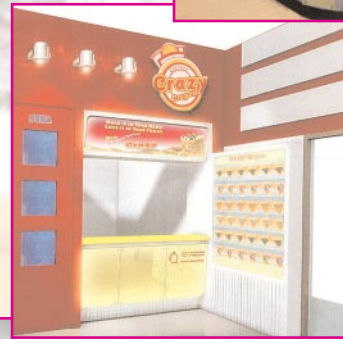
- An innovative food concept that separates Crazy Crepes from the rest of the fast-food crowd. Customers are looking for something different that tastes great.
- An extensive menu featuring a wide variety of flavors. Our product line is a dynamic part of our business, as we constantly create new and exciting flavors and products that keep us ahead of the competition.
- State-of-the-art design that attracts core customers and maximizes efficiency. No other crepe brand dedicates so many resources to the creation of a dynamic and energetic exterior and interior design.
- Unparalleled merchandising support through promotional materials and contemporary graphic design. Our marketing is continually monitored and updated to keep all franchises on the cutting-edge.
- A proven operational structure and low labor costs. By leveraging our extensive marketing expertise, we've taken the guesswork out of starting and running a successful business.
- Minimal space requirements, which result in low overhead and minimal rent. Low operating costs equal a greater profit margin for you.
- Low food costs





Store Designs

Crazy Crepes Stores Feature State of The Art Design That Pleases and Attracts Our Core Consumers, and Maximizes Operational Efficiency. No Other Crepe Brand Focuses So Much Energy and Talent on Exterior and Interior Design.





Welcome to Your Future

Crazy Crepes LLC has created a recipe for success.

When you combine a proven, profitable business model, an unwavering commitment to marketing support and unlimited growth potential, then wrap all of that around a great-tasting product, you have an idea whose time has come.

Take the next step and become a part of one of the fastest-growing phenomenons in the world today.

Please contact us for more information.

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