



BRAND IDENTITY SHEET

- Upscale Alternative to Traditional Fast Food
- The convenience of counter ordering combined with full-service food quality and table delivery
- Fun, hip and upbeat restaurant environment
- Menu mix includes wrapps, bowls (wrapps “unwrapped”), Bento Box combinations, salads, soups, and smoothies
- Full menu of fresh fruit smoothies including health and energy “boosts”
- Side Menu items include soups, salads, pot stickers, chips and salsa
- Average check above \$7.00 per person
- Great tasting *and* healthy: vegetarian and vegan options, grilled steak and grilled chicken, and fresh salmon
- Gourmet Ingredients include: portabella mushrooms, polenta, smoked chicken sausage, diakon sprouts, tofu, and goat cheese
- Diverse menu mix representing foods from Asia, The Mediterranean, Latin American and North American countries
- Customer Demographics:
 - Upper-middle class professionals
 - Aged 25-49
 - College Educated
 - Health conscience
 - High Disposable Income
- Highly trained, enthusiastic staff members
- No microwaves, deep fryers or heat lamps in any location
- Twenty-one World Wrapps “signature” sauces made with fresh ingredients and no artificial preservatives. Sauces include: Tequila Lime, Wasabi Vinaigrette, Thai Peanut, Saffron Tomato, and Mango-Tamarind Chutney