



BAGELS
& CO.

COMPANY PRESENTATION



BAGELS & CO. is a fast growing
Quick Service Restaurant (QSR)
at the intersection of quality
& affordability

TODAY

Growing Neighborhood Cafe With Modern Casual Vibe Offering Fresh Products At Affordable Prices

- Rapidly growing QSR brand with a predictable and stable business model driven by a talented team and repeated processes
- Defensive business category: Bagels & Co. strives to be the low-cost competitor in every market entered, which speaks to the brand's essential business standing, convenient/grab-n-go offering, and food quality at a fair price dependability
- Consistent sales growth, margin improvement through scalable partnerships, and nominal capital investments that have proven to be ROI accretive put the right pieces in place for a rewarding and long-term relationship with its capital partners

VISION

Become The National Bagel Chain Of Tomorrow

- Partners made material investments in infrastructure to create a national QSR concept ripe for scale and expansion
- Become a brand recognized not only for accessibility & convenience, but for consistency and high-quality products and service
- Identify Bagels & Co. as an everyday brand that everyone can afford leveraging massive long-term CPG opportunities



**BAGELS
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About Us

Brooklyn-Style Bagels.

Philly-Born Business.

Modern Fast Casual Vibe | Always Made-To-Order

Bagels & Co. is the result of bringing together a coffee roaster, an NYC cafe owner, and a local hospitality group to craft the perfect neighborhood cafe. More than 20 Brooklyn-style bagel varieties are cooked fresh on-site along with 20+ homemade cream cheese & spreads including lox, black truffle, zataar, honey nut, cookie monster, & more! Offerings include made-to-order sandwiches, baked goods, fresh brewed coffee, and specialty drinks.



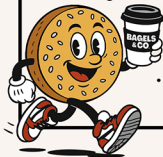
*It's the perfect spot for your commute, afternoon stroll, lunch date,
or catering for your next office meeting or birthday party!*



**BAGELS
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The Experience

Customer-Centric Environment



- Modern approach to bagels with neighborhood café vibe
- Fresh grab-and-go concept offering breakfast, lunch, coffee, specialty drinks, and catering
- Premium products at affordable prices
- Made-to-order products catered to everyone
- Speedy service, well trained & mannered staff
- Clean environment, high quality look & feel

Differentiated Product Offerings

- **More Than 20 Flavors of Fresh & Fluffy Brooklyn-Style Bagels**
 - Large bagels only.... no Montreal-style bagels here
 - Seasonal & Holiday Offerings
- **Unprecedented 20+ Types of Cream Cheese & Spread Varieties**
 - Homemade flavors including: Savory, Sweet, Vegetarian, Vegan, & Tofu options
 - Seasonal options that vary throughout the year
- **Zagat #1 Rated D'Amico Coffee Roasters in All Stores**
 - Highly popular 60+ year coffee brand
 - Offering seasonal products & drink varieties
 - Thematic menu for cities, sports teams, holidays, etc.

Low Start-Up Costs

Avg. Cost Per Store:

\$400k to \$500k

(includes working capital)

High Quality Quick Service Model

Products baked fresh on-site daily

Strong Buying Power

Locked in MSA with national distributors (Sysco, PFG)

Solid Topline Growth

benefiting from increased consumer demand & industry tailwinds, driving uptick in profit margins

Customer Stickiness

derived from superior product offerings at affordable prices for all consumers

Control Brand Quality & Loyalty

with no franchise model approach

HIGHLY SCALABLE QUALITY SERVICE RESTAURANT (QSR) PROPELLED FOR NATIONAL EXPANSION

BAGELS & CO.

Schmear *or* There

PROBLEM ✗

Reduced Quality & Brand

- ✗ National players have adopted a “fast food” corporate approach, sacrificing customer experience
- ✗ Franchise model kills brand identity – most national bagel chains are owned under the same umbrella
- ✗ National chains are experiencing brand deterioration given the lack of focus on the everchanging consumer: inconsistent quality of products, services, & poor taste, ultimately reducing customer demand

Lack of Innovation & Modernization

- ✗ Large players have standardized menus coupled with poor product placement, taste, and quality
- ✗ Processed food, microwave, non-made-to-order
- ✗ Less engaged employees lead to poor service

Family-Owned Bagel Shops Cannot Scale:

- ✗ Daily hand rolled dough, limited supply
- ✗ Limited resources, expensive, lower margins

SOLUTION ✓

✓ A High Quality, Consistent Bagel Chain That Everyone Can Afford

- ✓ No other bagel chain offers a 20+ cream cheese count appealing to all consumers
- ✓ 20+ Staple Flavors & Innovative Flavors that change with the seasons (think Sweetgreen meets Cold Stone Creamery)
- ✓ Flavors include the Standards, Savory, Sweet, Funky, Vegetarian, Vegan, and Tofu options

✓ Over 20 Fresh Brooklyn-Style bagel flavors that are fluffier & larger than the competition, no Montreal style bagels here!

- ✓ Staples, Savory, Sweet, Healthy, and Gluten-Free options
- ✓ New bagel flavors for seasons, sporting events, and holidays

✓ Unlike Other Bagel Chains, Influencers Are Raving About Bagels & Co. + Are Excited To Market The Brand

- ✓ Modern look & feel, sleek store design, and engaging brand
- ✓ Made-to-order food & unique offerings throughout the year



**BAGELS
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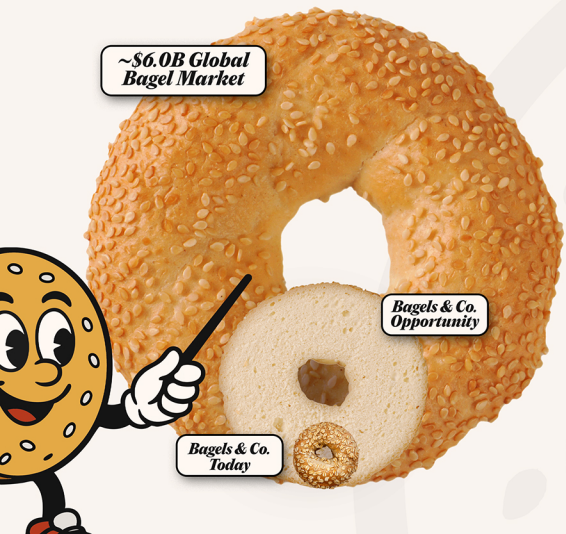
Value Proposition



- 1. Fast-growing QSR chain with premium, differentiated products at affordable prices*
- 2. Superior brand quality, control & customer loyalty; no franchise model approach*
- 3. Low start-up costs/high scalability quick service model, locked in buying power*
- 4. Attractive financial profile: strong topline growth & EBITDA profitability*
- 5. Massive TAM unlock from product extensions and identified target markets*
- 6. Accomplished management team & advisory board with vast QSR experience*



Total Addressable Market

A large sesame seed bagel is the central focus. A cartoon character, a smiling bagel with a face, arms, and legs, is pointing a stick at a smaller bagel inside the large one. The smaller bagel has a bite taken out of it, revealing a brown filling. Three text boxes are overlaid on the image: one at the top left, one in the middle right, and one at the bottom left.

~\$6.0B Global Bagel Market

Bagels & Co. Opportunity

Bagels & Co. Today

Key Market Trends

- ✓ Industry expected to grow as disposable income levels continue to rise
- ✓ The global bagel market is projected to grow to \$7.4 Billion by 2030, with a CAGR of approximately 5%
- ✓ Great bagel shops & brands have the opportunity to be as commonplace as pizzerias and taquerias
- ✓ Low capital intensity equipment & build out costs
- ✓ Customer stickiness driven by the craze and love for bagels
- ✓ Bagel shops have benefitted from an increase in social traffic
- ✓ Defensive Category:
Low & stable prices = Recession-proof/Inflationary resistant

\$285 Billion Breakfast Restaurant Segment in 2025

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Locations

Each Bagels & Co. location prides itself on exceptional quality & service. From Pennsylvania to Florida, we've created the perfect neighborhood bagel shop to create memorable experiences that build an enduring bond between our brand and our customers.

Northern Liberties (PA)



Fishtown (PA)



Brewerytown (PA)



Hardy Park (FL)



Wilton Manors (FL)



Midtown (PA)



Temple University (PA)



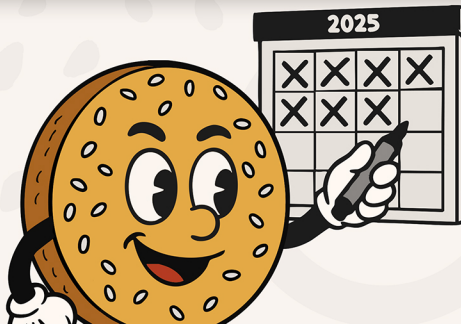
Ardmore (PA)



Florida State University

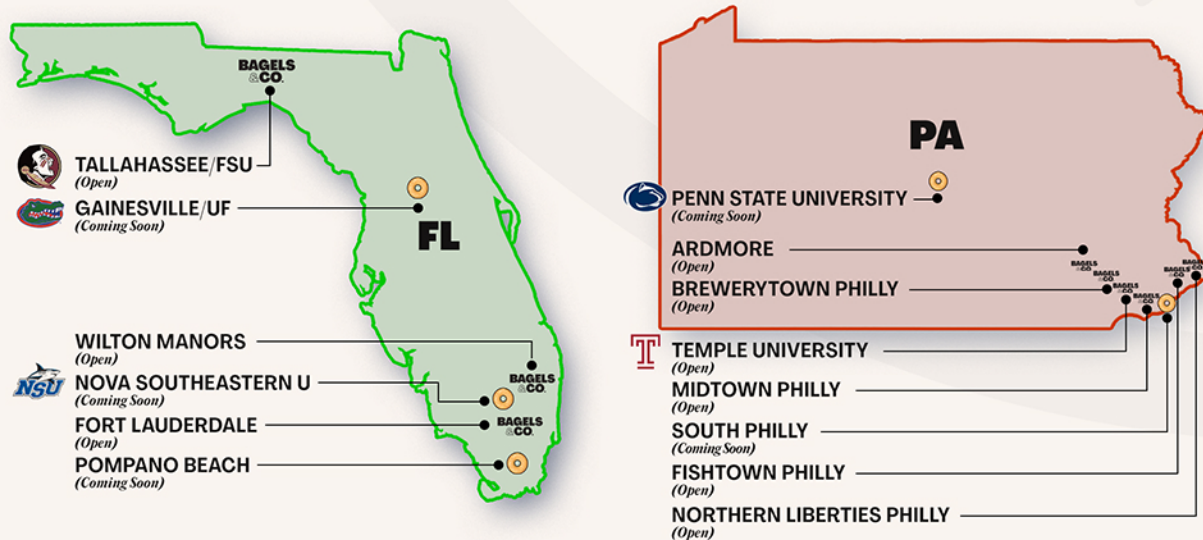


Location Timeline



Today & Tomorrow

Current & Imminent Markets:



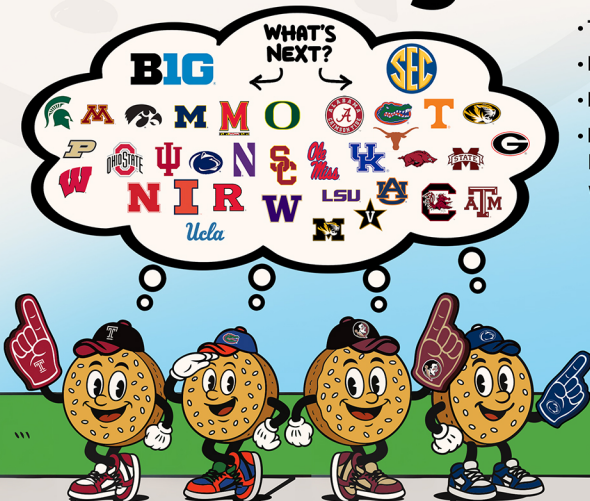
Futute Markets & Target Locations:

- South Philly (PA)
- Pompano Beach (FL)
- Penn State U
- Nova Southeastern U (FL)
- Wellington (FL)
- Hollywood (FL)
- University of Central Florida
- Lake Worth (FL)
- University of South Florida

University Target Roadmap



University Rollout



- Target major football universities with 40k+ students
- Built-in repeated customers with minimal marketing spend
- Hire student ambassadors/athletes to market the brand
- Bagels & Co. has an opportunity to become the reputable bagel brand that becomes synonymous with college students and sports



**BAGELS
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Look & Feel



Look & Feel



**BAGELS
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Storefront Menus

Hot Drinks ☕

Almond, Oat, Soy, or Coconut Milk +.50c

Coffee - 12oz \$3.25 16oz \$3.50

Roast Flavors: Vienna, Costa Rican

Americano \$4.50 | Espresso \$2.75/Double \$3.75

Latte \$5/\$6.50 | Flavors: Vanilla, Caramel, Hazelnut, Honey, Cinnamon, Mocha, Lavender, Coconut

Cappuccino \$4.50 | Matcha \$6/\$6.50

Tea \$2.75/\$3.75 | Hot Chocolate \$3.75/\$5

Cold Drinks ❄️ 16oz or 24oz

Iced Coffee \$3.75/\$5 | Iced Latte \$5.50/\$6.50

Iced Americano \$4.75/\$5.25 | Iced Chai \$6/\$6.50

Iced Matcha \$6.50/\$8

Red Bull Cool \$5.75 | Flavors: Strawberry, Mango, Passion Fruit, Blueberry

Bagels

\$2.25 ea., w/ plain cream cheese +\$2.50 (10¢ \$2) | 1/2 Dozen \$12 | Dozen \$24

Asiago, Blueberry, Cheddar Habanero, Cinnamon Raisin, Dorito, Egg, Everything, Egg Everything, French Toast, Garlic, Onion, Oreo, Plain, Poppy Seed, Pumpkinseed, Rainbow, Salt, Sesame, Whole Wheat, Whole Wheat Everything

Classic Cream Cheese | *2.75 SM *5.50 MED *9.75 LRG

Plain, Apple Cinnamon, Blueberry, Scallion, Strawberry, Veggie

Specialty Cream Cheese | *3.75 SM *7 MED *11 LRG

Bacon Scallion, Birthday Cake, Black Truffle, Cannoli, Cookie Monster, Cucumber Dill, Honey Nut, Jalapeno Cheddar, Lox Spread*, Maple Bacon, Plain Tofu, Salmon Dill*, Sriracha Scallion, Sun Dried Tomato, Sun Dried Tomato Tofu, Veggie Tofu, Zaatar

Sides

Strawberry Parfait \$5.50 | Maple Parfait \$5.50

Croissant \$3.50 | Chocolate Croissant \$4 | Everything Croissant \$4

Breakfast Sandwiches

All Egg Sandwiches are made-to-order with two(2) Cage-Free Eggs*

HASHBROWNS: 2 for \$2.75 or add to any sandwich for \$1.5

Choice of Meat: Bacon, Pork-Ball, Sausage, Turkey Sausage, Turkey Bacon, Fried Chicken +\$4, Lox +\$8

ADD CREAM CHEESE TO ANY SANDWICH +.51

The Classic* \$15

lox & cream cheese or whitefish w/ tomato, onion, cucumber, capers

Breakfast Sammy \$7.75

egg, american cheese

ADD MEAT +\$2 (bacon, ham, pork roll, sausage, turkey sausage, or turkey bacon) | Fried Chicken +\$

Vegan Sausage +\$ | Lox +\$

2nd St. \$9.75

fried eggs, provolone, pickled onions, tomato, lemon aioli

Monte Cristo \$12

eggs, ham, turkey, swiss, cheddar, jelly

Breakfast Burrito \$9

eggs, american cheese, hashbrowns

ADD MEAT +\$2 | Fried Chicken +\$

Vegan Sausage +\$

Jersey Shore \$14

EVERY SINGLE BREAKFAST MEAT, eggs, cheese, & a hashbrown

Plant Kid \$11.75 (VEGAN)

Vegan Sausage, JustEgg (add vegan goods or cheddar +\$2)

Avocado Sandwich \$9.75

egg, avocado, angula, tomato, lime

Feta Wrap \$9.75

egg white, tomato, feta, spinach

Made-To-Order Sandwiches

ADD CREAM CHEESE TO ANY SANDWICH +.51

Chicken Snack

Wrap \$13

fried chicken, lettuce, tomato, baby spinach, chipotle mayo

Wilton

Whitefish \$13

whitefish salad, lettuce, pickled red onion, your choice of cream cheese

Hot Honey Chicken \$10

ADD EGG +\$2

fried chicken, american cheese, hot honey, pickles, onion

Frankford Turkey \$13

jerk turkey, pepper jack, bacon, avocado, lettuce, tomato, chipotle

BLT \$9.75

ADD EGG +\$2 | ADD TURKEY +\$2
bacon, lettuce, tomato, mayo

TRY OUR NEWEST ITEM!

French Toast Sticks

5 STICKS FOR \$5 SERVED W/ MAPLE SYRUP

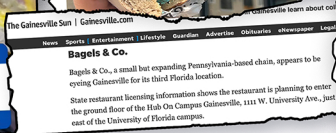
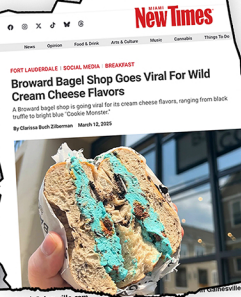
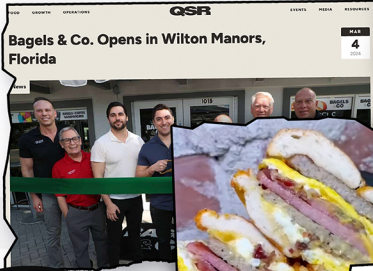
*.3% FEE ADDED TO ALL CREDIT CARD ORDERS/PAYMENTS - CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, VEGETARIAN, OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS, ESPECIALLY IF YOU HAVE CERTAIN MEDICAL CONDITIONS.

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**BAGELS
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Press & Media



**BAGELS
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Social Media

With a continuously growing social media presence we are aiming to capitalize on partnering with local & national influencers to drive engagement, fuel new campaigns, connect locally to our audience, and grow our brand exponentially

1.5m+ Instagram Reel Views
350k+ TikTok Views
10m+ Social Media Impressions

Several Videos Have Gone Viral Since 2024



@thebagelsandco



**BAGELS
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Our Team



Mike Marsh – Managing Partner

- 16+ years of investing, fundraising, and management experience
- Former Partner at Composite Ventures, a consumer and retail technology venture capital firm
- Has raised ~\$400M+ for various funds/transactions in both VC & PE
- Former investment banker at Guggenheim Partners, closing \$5B+ in transactions in technology, industrials, and consumer
- Holds a BS in Finance from University of Central Florida, an MBA from Cornell's Johnson School of Management, and was selected to Stanford's reputable VC Unlocked Program in 2020



Tommy Brunton – Managing Partner

- 21+ years of operating, coffee retail, and management experience
- Co-founder of Bagels & Co.
- Owner of D'Amico Coffee Services, which services hundreds of cafes & establishments in NYC and PA
- In 2018, opened Bond Street Coffee & Goods in NYC; later launched Bond Street Wines, a high end liquor & spirits operation fueling the booming growth of Brooklyn
- In 2010, launched damicocoffee.com, an online subscription coffee service targeted for coffee consumers around the world



Derek Gibbons – Managing Partner

- 16+ years of hospitality & management experience
- Co-founder of Bagels & Co.
- Previous GM at the Butter Group in NYC, successfully growing iconic nightlife brands
- Managed Food and Beverage at the famous Clevelander in Miami, FL
- Holds a BS in Hospitality Administration & Management from University of Central Florida, one of the top Hospitality programs in the US

Strategic Advisors



Neal Wadhwa - Strategic Advisor/ Managing Partner of Legacy Capital Partners

- 15+ years of investment & operating experience
- Managing Partner of Legacy Capital Partners (LCP), a firm that invests in restaurants, real estate, and technology companies
 - Currently owns 19 Wendy's restaurants and improved EBITDA margin by 60% after first year of ownership
- Mr. Wadhwa was a former public equity investor at Candlestick Capital and Citadel, specializing in the restaurant & hospitality sector
- Prior to public equity investing, Mr. Wadhwa was a private equity investor at Highgate Capital and HIG Capital
- Mr. Wadhwa started his career at Moelis & Co. Investment Banking, where he focused on consumer & retail
- Mr. Wadhwa's family is a former large franchisee of Subways in the Northeast
- Holds a BS in Finance, Management, & Entrepreneurship from The Wharton School at the University of Pennsylvania

Aneil Lala - Strategic Advisor/ Managing Partner of Legacy Capital Partners

- 20 years of investment & operating experience
- Managing Partner of Legacy Capital Partners (LCP), a firm that invests in restaurants, real estate, and technology companies
 - Currently owns 19 Wendy's restaurants and improved EBITDA margin by 60% after first year of ownership
- Mr. Lala was a former public equity investor at Green Owl and Schonfeld Group, specializing in the restaurant & hospitality sector
- Prior to public equity investing, Mr. Lala was a private equity investor at First Atlantic
- Mr. Lala started his career at J.P. Morgan Investment Banking, where he focused on consumer & retail
- Mr. Lala's family is one of the largest franchisees of Wingstop in the Midwest, and one of the largest franchisees of Dunkin' in the nation
- Holds a BS in Economics & Public Policy Studies from Duke University, & an MBA from The Wharton School at the University of Pennsylvania

Thank You!

