

Voted The Best Wrap in NYC since 2013



# Creators of the "Ideal Bite"® Sandwich

A Delectable Franchise Opportunity



[www.wolfnights.com](http://www.wolfnights.com)



# Table of Contents

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- 3 Our Humble Beginnings & Our Commitment
- 5 What Sets the Brand Apart?
- 6 Industry Insights
- 7 The Wolfnights Franchise Opportunity
- 8 Steps to Becoming a Wolfnights Franchisee
- 9 Are You the Perfect Wolfnights Franchisee?
- 10 Join the Pack







Wolf Down Some Knowledge.

The iron dome is called the IronWolf and is modeled after a traditional method of cooking flat bread used by native people in the Mediterranean region.



# Our Humble Beginnings

In 2011, founder Itai Afek opened Wolfnights when he noticed a gap in NYC's late-night food offerings. He decided to create **unique, filling sandwiches** that could easily be eaten or "wolfed down" on the go. His idea was to combine Mediterranean and Thai cuisine tailored to the American palate into overfilled, flavourful gourmet wraps.

Every wrap starts as colorful rows of **perfectly seasoned and marinated ingredients** rolled into a flavorful dough to create the Ideal Bite. The fresh dough is pressed into a wrap shape and baked on a huge iron dome with flames emanating from its walls. The experience is theatrical. The result is a freshly baked wrap that goes from a ball of fresh dough to a fully formed wrap, right before your eyes. Using the idea of dynamic contrast®, the Ideal Bite® was born.

Wolfnights has **something for everyone** from keto to gluten-free and vegan options. All our meats meet Halal specifications.

Wolfnights has been franchising since 2024.



2011 - Our First NYC restaurant



2024 - Our 99 Rivington Street location



# Our Commitment

Wolfnight's core values are **quality, consistency, and respect**, and these values permeate every aspect of each location. The commitment to the values is 3 fold, as it applies to the employees, the food, and the customers.

Every location has systems in place that simplify the duplication of our famous recipes and flavors for franchisees with a focus on quality, consistency, and respect. We use **best-in-class product partners** to guarantee top-quality ingredients and efficient distribution to all restaurants. We are a tech-savvy brand that uses a variety of different software platforms to focus on customer service and loyalty.

To ensure impeccable operations at every Wolfnights, we provide our franchisees with the resources and support necessary to succeed.



## We Support Our Franchises In

- Real Estate/Site Selection
- Store build-out, construction
  - Training Systems
  - Operational Support
  - Customer Service integrations
  - Marketing & Brand Building
- Vendor & equipment selection
- Business Consulting
- Pre-opening and grand opening support



# What Sets the Brand Apart?

Wolfnights' environment is cool, urban, and youthful. We have created a culture of peace and humility, inviting franchisees and employees to participate in self-improvement and personal growth through meditation, mindfulness, and business development combined with spirituality and wellness.

Wolfnights franchisees benefit from a business model with high volume per square foot, a low cost of entry, and simplicity of operation. Great unit economics with a robust tech stack enables owners to operate multiple locations. Additionally, labor costs are minimal as no skilled labor is required.

Wolfnights has been named "Best Wrap in NYC" every year since 2013; the wraps are unforgettable. This emerging brand is poised for an explosive expansion.



Wolf Down Some  
More Knowledge.



Every American eats, on average, 200 sandwiches a year. It's estimated that 300 million sandwiches are consumed daily in this country.



# Industry Insights

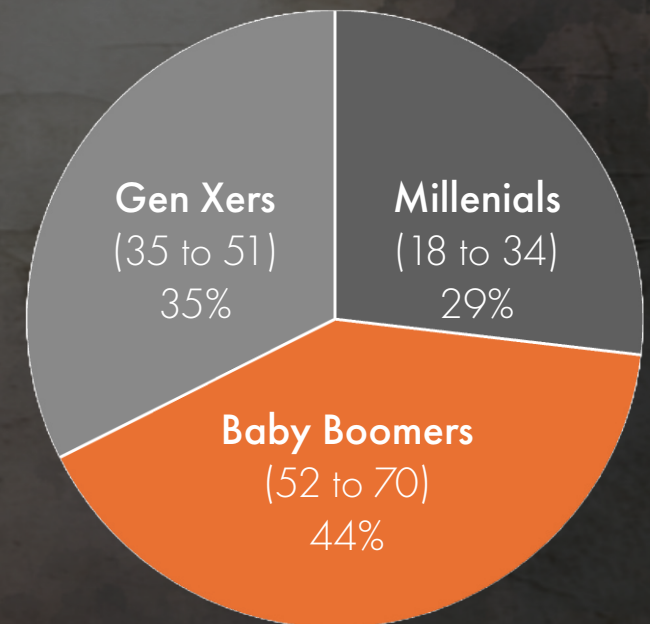
The sandwich industry in the USA is a substantial market. Additionally, the U.S. deli foods industry, including sandwiches, is a vibrant food market segment.



\$45.2 B

+1.85%

2023 U.S. sandwich and sub  
market size



Sub consumers by generation



# The Wolfnights Franchise Opportunity

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## Why Buy a Wolfnights Franchise?

Buying a Wolfnights franchise offers several benefits, making it an attractive option for entrepreneurs interested in the fast-food industry.

Wolfnights is obsessed with providing the Ideal Bite<sup>®</sup>. We make sure that each bite contains salty, sweet, sour, crunchy, and chewy elements by using unique house-made ingredients to create consistent, one-of-a-kind Mediterranean-American wraps.

We create the perfect sandwich- from the naturally flavored dough, which is pressed and baked per order in front of the customer, to the gourmet ingredients, greens, and pickled veggies/fruits, all the way to the sauce, which pairs with the ingredients- to create this ideal bite, this explosion of flavors.





# Steps to Becoming a Wolfnights Franchisee

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1

Complete an Initial  
Inquiry Form

2

Have an  
Introductory  
Call with our  
franchise team

3

Undergo the  
candidate  
qualification process

4

Review the franchise  
legal documents

5

Visit one of our  
locations and meet with  
the Management Team  
on Discovery Day.

6

Sign the franchise  
agreement

Prepare to launch your franchise!



## Advantages of Franchising

Franchises offer a greater chance of success because everything has been done before, and they're built on proven systems with established leadership. Marketing support, training programs, curriculum updates, and staffing assistance are just some things you get with a franchise but would have to figure out on your own with a startup business.



# Are You The Perfect Wolfnights Franchisee?

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1 Previous Experience: Food service experience is preferred, but not necessary.

2 A business management, hospitality, or culinary arts degree is advantageous but optional.

3 Financial Stability: Sufficient financial resources to invest in the franchise and sustain the business through its initial growth phase.

4 Entrepreneurial Spirit: Demonstrates a strong drive to start and grow a business.

5 Management Skills: Capable of effectively managing staff, inventory, and day-to-day operations. Ability to lead a team, motivate employees, and foster a positive work environment.

6 Customer Service Orientation: Committed to providing excellent customer service and creating a positive dining experience.

7 Passion for Food: A genuine interest in food, especially in creating and serving quality sandwiches.

8 Interest in joining the local community and engaging in local events and initiatives. Willingness to leverage community relations to build the brand and attract customers.





## Don't Fear the Wolf, Join the Pack...

Wolfnights has created the "Ideal Bite"® and, in doing so, has also created a great franchise selling "The Best Wraps in NYC." Now is the ideal time to join us as we continue our expansion in the New York area and across the country. We are poised for exponential growth -- Will you be part of it? **To learn more about our franchise opportunity, contact us now!**



A FRANCHISE OPPORTUNITY

**Wolfnights Franchising**

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