



Seeds For The Soul



Franchise Opportunity



Seeds For The Soul
vegan food

Who are Seeds For The Soul?

Seeds For The Soul is a family run 100% vegan restaurant. We celebrated our third year on the 5th of February 2021, so we are still pretty young. We are very proud to be 100% vegan as we ourselves are a vegan family. Our journey started 4 years ago. Due to poor health, I (Roberta) turned to a plant-based diet. I have been cooking since a very young age which gave me the confidence to start experimenting with new ingredients. I was amazed to find out how much you can make just out of plants!

It's incredible. We got so inspired that straight away we decided that we must open a café and make tasty vegan food to show and convince people that vegan food can be as delicious as non-vegan food. My husband and I had zero experience in the catering industry. My husband was working as a project manager in construction at the time, and I was staying at home taking care of our son who was one and a half years old.

We were playing with names and naturally come up with Seeds For The Soul which we both loved and knew it was our name. The food we are serving is cruelty-free therefore it is not only feeding people's tummies, but it is also the fuel for the soul. After just 3 months of being vegan, my husband quit his job and we started thinking and planning our new venture. We done tonnes of research, wrote a business plan, got a loan, found the place, and opened café in 7 months. Everything just seemed to fall into place at the right time showing us that we were on the right path and the universe agreed. so much so that on the day we finally got our premises (we were interested in two different properties, we had no money and were very nervous as we got the news that we had lost the first place early in the morning, then we were told that the business loan had been approved and then got the amazing news that we had secured the other property such a rollercoaster ride of a day and we had no idea if it was all going to happen for us on that day at all, amazing.

We redecorated the place ourselves. We very much care not just about animals but also about our planet and environment. We recycled everything. So, we used nearly everything that was left in the place. My husband-built the bar and tables out of old wooden shelves, we got chairs out of charity shops rather than buying new ones. I decorated café with my own artwork and skills, and I also designed our logo, website, and menus.

We opened on the 5th of February 2018. My husband was working in front of house, and I was working in the kitchen. To start with we were making café like food and drinks: salad, sandwiches, hot wraps etc. and we were open until 6 pm only. We were learning everything from scratch, there were many challenges to overcome. It was stressful and we were in it every day of the week for a whole year. In our second year, we expanded our menu a lot offering people evening options and alcoholic drinks. After one year our earnings doubled and we were very busy especially at the weekends with people standing at the door waiting for a table or many times we had to turn people away because we were so full. We wanted to create a very cosy, laid-back atmosphere where people feel at home. Our staff do not wear uniforms and are free to wear whatever they want; we strive to provide friendly service and so many times people have commended us for it. Everyone who works in our restaurant is very knowledgeable about veganism and vegan food. All our staff are vegan; therefore, they are very passionate to promote this lifestyle and to answers any questions our customers have (as we have many non-vegan people coming to try vegan food). We are very lucky to have such an awesome bunch of people working with us. The restaurant is not all about food. It is about educating the public too. We strongly believe that the future is vegan. This lifestyle is so sustainable, compared to being a carnivore. And of course, it is a humane way of living where no suffering is caused to the animals.

Seeds For The Soul are now expanding and we have a variety of new franchise opportunities right now in several locations. If you want to join with us as we continue our expansion across the UK, we would like to hear from you.

What does a Seeds For The Soul Franchise consist of? What do you get as a Franchisee?

So many people think of starting their own business - not just for the financial rewards but for the opportunity to be your own boss and run your own life. But the downside is that although you get all the rewards, you also take the risks. Taking on a franchise within a proven operation reduces those risks substantially. By joining Seeds For The Soul, you can reduce them even more!

Track Record of Success

We have a developed a method of doing business that works well and produces successful results.

Strong Brand

One of the biggest advantages of franchising is that the company is building a brand on a regional or national basis that should have value in the eyes of customers you're trying to attract.

Ongoing Operational Support

We have staff dedicated to providing ongoing assistance to franchisees. You're not alone when you're building and running your business, and you can always call on experienced people when you hit a rough spot or want to share new ideas for growing the business.

Marketing Assistance

We will offer you marketing assistance to provide you with proven tools and strategies for attracting and retaining customers.

Purchasing Power

As a franchisee you can take advantage of the buying power of the entire system to negotiate prices for everything you need at significantly lower levels than you could achieve as an independent operator.

Risk Avoidance

The biggest reason to buy a franchise is that, if you're smart, it will help you avoid much of the risk of starting a new business.

Our aim is to provide a nationwide quality service to customers with an emphasis on personal service and professionalism. We aim to build up a strong two-way working relationship with all our franchisees and make the Seeds For The Soul name synonymous with excellence.

We ensure that you are well equipped to start and grow your business. Training, ongoing business support and a wide range of resources are available when you become The Seeds For The Soul Franchisee in your area.

So if you're looking for a Franchise opportunity with some real strengths search no more.



2020 was a big year for veganism in the UK. And judging by the response to Veganuary this year, the rise of the movement for culinary, social, and agricultural change is set to continue in 2021.

Every year, hundreds of thousands of Brits sign up for the Veganuary campaign - a pledge to embrace plant-based diets for a month. According to the Guardian, a record 500,000 people, of whom 125,000 are based in the UK, took the Veganuary pledge to eat only vegan food in January. The figure is up by 100,000 on last year's, and it's double the number of people who signed up for Veganuary in 2019.

However, this time, it's not just individuals who are getting into the vegan spirit. The beginning of 2021 has seen major supermarket brands doing more to cater to the growing number of Brits who have turned their back on animal products.

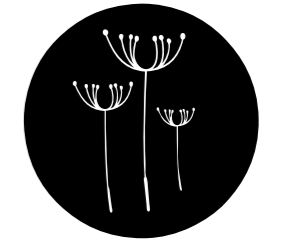
Aldi, Asda, and Iceland published detailed vegan recipe and product pages on their websites. Marks & Spencer created a 31-day vegan meal plan, and Tesco ran an advertising campaign to promote Veganuary on radio and television. .

Vegan Takeaway Orders Skyrocket

It's not just supermarkets that are seeing a demand for vegan options; food delivery services like Deliveroo are noticing an increased demand from customers for vegan dishes.

VegNews reported that in the first week of 2021, at the beginning of Veganuary, searches for "vegan" food on Deliveroo spiked by 153% compared to the previous month. Many Deliveroo partners have added special vegan options to their menus, from Wagamama's vegan sticky ribs to Majestic Wine's vegan wine options.

The UK-based delivery service Deliveroo saw the number of vegan restaurants on its app more than double since last year, with 12 000 restaurants now offering vegan-friendly options.



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What kind of support can I expect from Seeds For The Soul as a Franchisee?

One of the main benefits of Franchising is that it is a business partnership between Franchisee and Franchisor. Head Office support is essential especially in the early trading days of the franchisee, and it will always be readily available. In the early days there will be a very much hands on approach, gradually stepping back and letting you, the Franchisee take complete control as you become more confident, professional and experienced.

The operations manual contains all the information and know-how to run your own business successfully. It will be your point of reference for everything you do. It is a step-by-step guide on how to run and operate the business. This manual alone is worth the franchise fee. It's a treasure trove of useful information and will save you time and money every step of the way. It is written in a clear way, following an easy-to-understand format. All the facts of the business without the fuss, and all at your fingertips from day one.

Proud Recyclers and Carers for Environment

As I mentioned before we recycle everything, and our food waste is absolutely minimum. Every time we have a new chef in the kitchen, they are amazed how little food waste we produced and say that they never seen it in any other places they have worked.

We use a local waste remove company called Change Works, this is email we received from them regarding our recycling! Which we were extremely happy to hear; they want to use us as an example to other businesses of best practices in recycling and we have exceeded our recycling targets.

All our takeaway packaging is 100% compostable
We only use renewable energy



We are a member of
The Vegan Traders Union



CERTIFIED VEGAN

Seeds For The Soul Ltd

COMPANY NAME

has the right to use the Global BevVeg Vegan Trademark Symbol, per the Agreement for Logo Use, which has global trademark protection. The above-named company has officially and successfully completed the vegan certification process, and hereby agrees to uphold and adhere to the BevVeg vegan standards and guidelines as set out by BevVeg! International, LLC, and managed by BevVeg Law Firm a d/b/a of the Law Offices of Carissa Kranz, which manages the global vegan certification process as an official law firm practice area.

Carissa Kranz

CARISSA KRANZ, ESQ.
CEO and Founder

2/7/2020 - 2/7/2021

EFFECTIVE PERIOD

BevVeg! International, LLC

www.BevVeg.com • Info@BevVeg.com • +1 202-996-7999



The Earnings Potential



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What you can earn out of Seeds For The Soul Franchise is, in the final analysis, up to you: how hard you work, and how gifted you are. It's no different to anything else. But you'll be surprised at how the numbers can stack up.

	Year 1	Year 2	Year 3
Gross Income	£195,983	£301,165	£370,292
Total Overheads	£191,859	£259,018	£304,606
Net Profit	£4,124	£42,174	£65,686

It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. It is essential that (prior to entering into the franchise) you satisfy yourself of the value of the investment you intend to make in terms of both time and money.



What You Need

What do you need to be successful as a Seeds For The Soul Franchisee?

There is just no escaping the fact that running your own business can be hard work. However, you are doing it for yourself and the rewards of a Seeds For The Soul franchise will be there for you to see from day one. If you possess the following attributes, then a Seeds For The Soul franchise could be just what you have been looking for:

- **Share the same or some of the company values for being the change you want to see in the world.**
- **A willingness to work hard because there is simply no substitute for hard work.**
- **A willingness to persevere, because there will always be times when things don't go according to plan.**
- **The desire to work for yourself and take proper control of your own destiny.**
- **The desire to work with others who all share your commitment to the highest standards.**

If everything you've read so far makes sense, and you think that a Seeds For The Soul Franchise is something you want to know more about, we should talk further.

Call us on
07419 582296



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LOVELY ENVIRONMENT AND SUPER WONDERFUL STAFF

We came here for dinner and was greeted by a lovely server, very accommodating! The food was amazing and the service was really quick! Will definitely be coming back and recommending to friends and family! (The cakes were delish too)

myasjgki Date of visit: September 2021

THE FOOD HERE IS UNREAL!

By far the best vegan place I've been in a long time and the workers are so friendly and helpful. Just the thought of their breakfast got my sister to power walk up a hill at 9 o'clock in morning, which is very unheard of. They have a great selection for vegan sweet and savoury many not including chocolate! Overall best place ever would highly recommend.

Leona

A LITTLE GEM OF A PLACE JUST OUTSIDE OF TOWN

Despite two of our family being vegetarian this is the first time we have actually visited a vegan restaurant! The menu has a great choice - there really is something for everyone. Not to have to worry about whether or not the plates were truly vegetarian was also a big relief. We could eat anything!

We opted for most of the small plates to get going, all of which were excellent. Our mains were a variety of burgers and hot dogs. The food was beautifully presented with generous portions. The meat eaters amongst us were also very happy and wanted to go back the next day.

Is there a negative? Honestly, no. For me though, aspects of vegan food e.g. mayonnaise still has a little way to go and it just takes the edge off the overall experience but...this is a fantastic find and I doubt that vegan food of this type gets much better.

A shout out to the staff as well. It costs nothing to be friendly and engage with customers...but it isn't that easy to find. Not the case at Seeds For The Soul - thank you for contributing to a lovely evening. We will be back when next in town.

julianl0769

THE BEST VEGAN PLACE IN EDINBURGH

I eat at Seeds all the time after going for the first time in 2019. The food is delicious and the menu is really versatile - I can rotate through the different burgers each time I order and be happy every time. The menu has evolved over the past few years as well, with some of my favourites being added in the last year (namely the salt and chilli vegan shrimp). These burgers are loaded with fillings and flavours and honestly taste too good to be true. The staff are always lovely and recognise me each time I come back, and it makes it a joy to support a 100% vegan cafe that clearly care a great deal about their ethics.

My only criticisms are that it is a bit expensive (although I understand this can be hard to avoid) and I am not a huge fan of the coffee, although I love it enough that I still pop in for one from time to time.

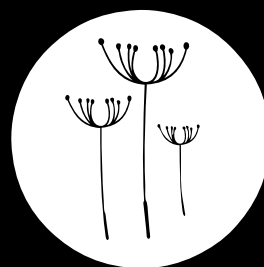
My favourite order is the BBQ Burger with smokey chips. Seeds is the place I take carnists to show them how easy being vegan can be - and it's worked many times!

Lukes397

SERIOUSLY GOOD PLACE

Came here during a weekend away to Edinburgh. One of my favourite things to do when away is check out the local vegan places and thank god we tried here because it was absolutely top notch. Food was delicious; massive burgers stuffed with all sorts of toppings, really friendly staff and a nice atmosphere inside (bit hipstery as a lot of vegan places are). I also liked how at the end you could give a small 3% donation towards planting trees too, great idea. Would recommend to anyone and will gladly return in the future.

Jakeskiego



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