Victoria Igoumenaki
FRC Marketing Manager
Gregory's Food Service Group S.A.
Athens, Greece

Title: **MASTER FRANCHISE PROPOSAL SOLICITATION**

Dear Madam/Sir,

Greetings! My name is *Victoria Igoumenaki*, and I am the *FRC & International Business Marketing Manager* of Gregory's Food Service Group S.A., a fully privately-owned firm, currently comprised of **250 stores** in four European countries (Greece, Cyprus, Romania and Albania). Being the **largest player of the "on-the-go" food & coffee industry in South-East Europe** and **the 6th largest coffee & food-snack chain in Europe**, the network of Gregory's & Coffeeright shares the common vision of:

Offering the best daily coffee & food-snack experience to the world!

Utilizing **40-years of experience**, our network offers in a warm environment, snacks, pies, pastries, coffee and drinks, to **more than 100,000 daily guests**, providing them the confidence that they consume high-quality products of superior taste, based on authentic Mediterranean recipes, prepared with care, in ISO-certified environments, always aiming to their full enjoyment.

We decided to communicate with you directly, as we are interested in identifying local candidates who can become tomorrow's partners. Based on our international business plan, your country provides a fertile environment for our unique store-concept and business offering. Via Master Franchise business deals, our aim is to collaboratively establish a business venture that will best serve local consumers, along with the master franchisee's business goals and our international expansion objectives.

In case you are interested in examining our proposal further, we will be happy to assist you and provide more information about the Gregory's & Coffeeright concept. In the meantime, please read our brief company's presentation and visit our website www.gregorys.gr to take a look at our current product-mix, services and store layout.

We highly appreciate any consultation you can provide on this project. Please feel free to communicate with us directly via email at "vigou@gregorys.gr" and / or phone at: 0030 – 210 – 99.71.100.

Sincerely,

Victoria Igoumenaki
FRC Marketing Manager