



**JOIN THE  
GRAZE  
CRAZE!**



OUR MISSION

Turning eating into an experience through stress-free charcuterie spreads.



## Charcuterie *shar-KOO-ter-ee*

Charcuterie is an assortment of cured meats and cheeses usually enjoyed with a combination of pickled elements such as olives, all of which are meant to be served at room temperature. These bite size proteins are paired with breads and crackers into the perfect bite with the help of condiments to elevate the richness of the meat and cheese pairing. Charcuterie boards and boxes refers to how that perfect bite is staged onto a platter or box with all ingredients arranged in an artful fashion. The decorative combination of ingredients displays the decadence that is charcuterie. Graze Craze is all about what is known as graze style charcuterie. Graze style charcuterie consists of high protein from the cured meats and cheeses, combined with farm fresh produce. This combination makes your eyes and taste buds dance as you search for the perfect balance between the hearty meats and cheeses and the bounty of raw produce.

# The Graze Craze Opportunity

While making charcuterie boards is a hobby for some, many consumers find the process time-consuming and intimidating. Graze Craze allows them to delight in boards that look just like the ones they favor online but tastes even better. Customers love us for the quality of our products because they know that each Graze Craze charcuterie board is guaranteed to be fresh and delicious. They also value that they can take advantage of delivery options in each of the areas we serve—we have taken convenience to a new level!

Graze Craze was founded by a U.S. Air Force veteran with experience in the food industry, who saw the demand for high-quality, convenient charcuterie boards. After successfully testing out her concept, she opened her initial locations and immediately built her customer base.

Graze Craze is the newest brand to join the Starpoint Brands family of brands. Starpoint Brands is a franchising powerhouse that manages numerous growing brands such as Signarama and Venture X. With 35+ years in the franchising industry, they have the knowledge and experience to streamline the process of opening new locations. They know how to bring newcomers into a business, show them the ropes, and set them on the right track towards growth.



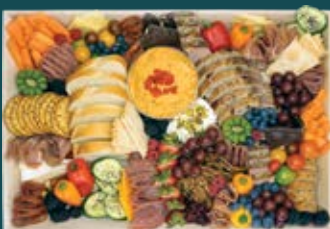
**We are an innovative franchise that provides a fully accessible concierge grade of customer service at a reasonable price. If you have considered investing in a food franchise, our grazing board business could be the right venture for you!**

## Experts In Grazology™

In addition to fresh fruits, vegetables and fresh baked breads, Graze Craze specializes in fresh Salamis like sweet coppa, hot soppressata, Italian prosciutto, black pepper crusted salami, and premium cheeses such as hatch, green chili, red wine merlot, and smoked gouda. As a Graze Craze Grazologist™ you will be equipped to put together the best charcuterie boards and boxes for your walk-in customers, corporate accounts or catering opportunities.

- All house made sauces dips and jams
- Keto friendly, gluten free and vegetarian
- Breads are baked fresh daily
- Concierge level of customer service
- Eco friendly packaging
- Always free delivery

## Graze Craze Styles To Fit Your Customers' Tastes



**GONE GRAZEY "CLASSIC"**



**GRAZEY FOR KETO**



**SWEET & GRAZEY**



**VEGEGRAZIAN**

# Our Customers

Graze Craze customers run the gamut from moms looking for a change of pace at snack time to corporate leaders who need catered food for events. No matter how big or small the orders, customers appreciate that they can place them online and in-store with the advantage of free delivery.

**A few of the people that make up our dedicated customer base include:**

- Families looking to spice up special occasions
- Couples who fancy a romantic picnic
- Businesses that want to show their appreciation to employees and clients
- Church and community groups in need of catering
- People with special dietary restrictions that can't eat processed foods



# Our Stores

Graze Craze stores are simple to establish and operate. Since we don't do any cooking on-site, you don't need to invest in costly kitchen equipment.

Your employees become Grazologists™, taking each customer's unique needs and preferences into account to create the perfect charcuterie experience. Customers are free to order right off the menu or request a custom box created to their liking.

# Industry Leading Support From Starpoint Brands

Graze Craze is proud to be a member of the esteemed Starpoint Brands family, a division of United Franchise Group™ (UFG), the global leader for entrepreneurs. As part of this trusted family of brands, we offer the very best in retail, food & beverage, and professional services across locations worldwide. When you join our family, you gain access to many resources, including extensive training, support, and top-notch marketing services that will guide you every step.

Leading our charge is the visionary CEO, Ray Titus, a well-known name in the franchise industry. Since 1986, he has been pioneering franchising with Signarama, which he started in Farmingdale, New York. Today, his leadership has grown United Franchise Group and Starpoint Brands to include top-ranked, award-winning businesses that have established a new standard in the industry.



Ray Titus  
United Franchise Group CEO

## World-Class Support

Every Graze Craze franchisee will benefit from the expertise and personal attention they will receive from the support team at Starpoint Brands. Our skilled professionals will provide comprehensive world-class training, marketing launch expertise and ongoing programs to ensure you get off the ground quickly.

## Real Estate & Financing

- Location & set-up assistance to ensure your locations capitalize on exposure opportunities
- The dedicated real estate team assists with demographics and lease negotiations on your behalf
- 3<sup>rd</sup> party financing opportunities available

## Ongoing Support

- Ongoing visits and communications from our support and executive staff
- Private access to valuable information and ongoing programs to help your location grow
- Regional meetings and national conventions

## Training

- Comprehensive training program at our West Palm Beach, Florida world headquarters followed by on-site training at your location
- Access to online training tools and collaborative systems
- In-depth franchise operations manual

## Marketing

- Grand opening program, PR campaigns, online marketing solutions, printed materials and ads created by in-house marketing team
- Advertising programs designed to provide ongoing solutions for driving traffic to your store and website

# starpoint brands

United Franchise Group  
World Headquarters  
West Palm Beach, Florida





**Celebrate Everything.**



## Contact Us

If you're interested in starting your own business and being your own boss, you're just a phone call or email away from learning more about what Graze Craze has to offer. We encourage you to meet a representative to learn how Graze Craze offers unlimited potential for you to own and grow your own business. There is absolutely no obligation and no immediate decision is required.

**Phone: (888) 978-3171**  
**Email: [fd@ufgcorp.com](mailto:fd@ufgcorp.com)**  
or visit  
**[www.grazecrazefranchise.com](http://www.grazecrazefranchise.com)**

**JOIN THE  
GRAZE  
CRAZE!**





graze  
& craze

CHARCUTERIE BOARDS & BOXES

2121 Vista Parkway, West Palm Beach, Florida 33411  
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Member of the Starpoint Brands Family.



This advertisement is not an offer to sell a franchise. Any offer to sell this franchise will be made by a Franchise Disclosure Document and only the following registration by Graze Craze in any state requiring registration prior to sale.

Starpoint Brands is a group of affiliated companies and brands.

In New York: This advertisement is not an offering. An offering can only be made by prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

In California: These franchises have been registered under franchise investment law of the State of California. Such registration does not constitute approval, recommendation or endorsement by the Commissioner of Financial Protection & Innovation nor a finding by the Commissioner that the information provided herein is true, complete and not misleading.