

# Giggles 'n' Hugs

Children's Restaurant & Playspace



Award-winning, family-friendly restaurant, where you can relax and enjoy outstanding food while your kids play to their hearts' content

# Forward-Looking Statement Disclaimer

*This presentation contains forward-looking statements. These statements relate to future events or expectations regarding our future financial performance. These statements are only predictions and involve risks and uncertainties, including, but not limited to the ability to open the new location, fulfill the terms and obligations of the lease, and any other difficulties related to risks and effects of legal and administrative proceedings and governmental regulation, future financial and operational results, competition, general economic conditions, and the ability to manage and continue growth.*

*Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual outcomes may vary materially from those indicated. Important factors that could cause actual results to differ materially from the forward-looking statements we make in this news release include market conditions and those set forth in reports or documents we file from time to time with the SEC. We undertake no obligation to revise or update such statements to reflect current events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.*

# PROVEN CONCEPT





**30% MARGINS\***

\*based on Glendale, CA location performance for fiscal year 2017



# **FAVORABLE LANDLORD CONCESSIONS** ***RENT & TENANT ALLOWANCES***



## Who We Are

Award-winning solution to family dining and entertainment. Parents get to eat and relax, while kids frolic in a supervised play area.

- ✓ Unique, family destination with giant kid-friendly play area in a true restaurant environment
- ✓ Delicious, nutritious, organic menu catered to young children (1-10) and accommodative to parents
- ✓ To keep kids entertained and engaged, we offer activities every half hour including arts and crafts, games, karaoke, character appearances, dance parties and more, as well as puppet shows & themed nights
- ✓ Trained aides assist with children's enjoyment while parents relax
- ✓ Child drop-off service (while parents shop)
  - *First and only restaurant to offer this service in LA*

Where playtime,  
healthy food, and  
happy families  
converge.



## Award-Winning



- ✓ Voted “#1 Family Restaurant” by Yelp!



- ✓ Voted the “#1 *Birthday Party Place*” and “*Best Pizza in Los Angeles*” by Nickelodeon



- ✓ Rated among “*Best Family & Kid-Friendly Restaurants*” by CitySearch and GoCityKids



- ✓ Voted “*Best Indoor Play-space*” by Red Tricycle



RED TRICYCLE

# Extensive Local & National Media Coverage

**Bloomberg  
Businessweek**

*Los Angeles Times*

**PEREZ HILTON**

**Entrepreneur**

SAN  
FERNANDO  
VALLEY  
BUSINESS  
JOURNAL

*People*

*The New York Times*

*examiner.com*

*NEW YORK*

**US**  
WEEKLY

**OK!**

**Forbes**

**RADAR**  
ONLINE

**AC**  
ASSOCIATED CONTENT

**westside**today.com

**NEW YORK POST**

THE WALL STREET JOURNAL.

# Celebrity Clientele



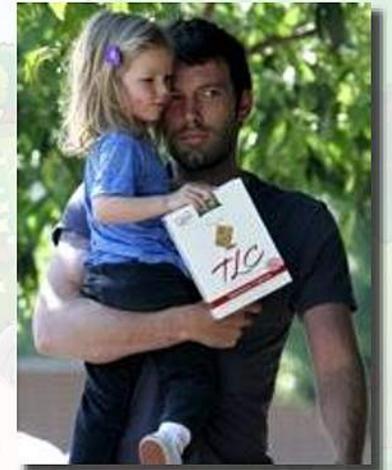
Jessica Alba and Cash Warren take their daughter, Honor to birthday party at **Giggles N' Hugs**, November 10



Sarah Michelle Gellar and daughter Charlotte love **Giggles N' Hugs**



Gwen Stefani and Gavin Rossdale take their boys, Kingston and Zuma to **Giggles N' Hugs** in LA on Sunday, March 6.



Ben Affleck taking Violet to **Giggles N' Hugs**



Jennifer Hudson and son David played at **Giggles N' Hugs** in LA before going on to have an early dinner together.



Victoria Beckham and Harper at **Giggles N' Hugs**



Halle Berry and Nahla at **Giggles N' Hugs** in LA



Adam and Sadie Sandler at **Giggles N' Hugs**

# Prior Celebrity Brand Ambassadors & Super Fans



**Jillian Michaels**

World's leading fitness expert and a renowned life coach with an international community of followers 100 million + strong.

Trusted public figure on health and wellness recommendations with engaged active fan base.



**Tia Mowry-Hardict**

Two decades of success in entertainment, just wrapped third season of successful Cooking Channel series and released first cookbook, an Amazon #1 seller.

Large fan-base (100 million +) across social platforms and TV.



# Organic & Nutritious Menus for Adults

## BEGINNERS

**SOUP OF THE DAY**  
Made fresh from scratch daily. Cup \$4.25 or Bowl \$5.95

**STUFFED MUSHROOMS - \$6.95**  
Mushrooms stuffed with our house made mushrooms, garlic, mozzarella cheese, parmesan cheese, basil and Italian bread crumbs.

**CAPRISE - \$10.95**  
Rose tomato, basil and fresh buffalo mozzarella drizzled with olive oil, balsamic glaze, salt and pepper.

**HUMMUS - \$6.95**  
Our fresh house made hummus served with whole wheat pita bread or pita chips.

**MUSCHETTA - \$8.95**  
Toasted zucchini, dried tomatoes, olive oil, aged balsamic vinegar, garlic, salt and pepper.

**EDAMAME - \$4.95**  
Fresh edamame prepared with sea salt.

**WHEAT QUESADILLA - \$10.95**  
Whole wheat tortilla with melted mozzarella and cheddar cheese, served with your choice of salsa. Add guacamole \$1.95. Add chicken breast \$2.95.

**CUCUMBER, CREAM CHEESE & WALNUT ROLL - \$10.95**  
Fresh sliced cucumbers, cream cheese and toasted walnuts rolled in a whole wheat dough.

**Garlic Bread \$3.95 / \$5.95**  
**French Fries \$2.95**  
**Sweet Potato Fries \$3.95**

## SALADS

All dressings are made fresh in house. Add \$1.95 for salad. Chicken \$3.95, Salmon \$4.95. Dressing \$1.95

**SOFFRITO'S BEEF SALAD - \$10.95**  
Grilled beef, tomatoes, onions, and shredded carrots on a bed of organic mixed greens tossed in balsamic vinaigrette.

**CITRUS TUNA SALAD - \$10.95**  
Our delicious tuna salad, made with a citrus mayo, almonds, and onions served over a bed of organic mixed greens, shredded organic heirloom carrots focused in olive vinaigrette.

**BBQ CHICKEN SALAD - \$12.95**  
Seasoned the sun-baked chargrilled and brushed with our house made BBQ sauce served on a bed of organic mixed greens, tomatoes, black beans, cucumbers, corn and cheddar cheese focused in honey BBQ ranch dressing.

**NEW! GRILLED SALMON SALAD - \$14.95**  
Grilled salmon on a bed of organic baby kale mix, spinach, cucumber, heirloom tomato and capers based in olive vinaigrette.

**ASIAN KALE SALAD - \$10.95**  
Organic baby kale, roasted peanuts, shredded organic heirloom carrots focused in peanut ginger dressing.

**APPLE AND PEANUT SALAD - \$10.95**

**Giggles 'n' Hugs**  
Family Restaurant & Playspace  
**MENU**

## PANINIS & SANDWICHES

All served with great choice of side.

Organic mixed green salad	Crusty roll	Sliced Applesauce
Shredded carrots	Fresh fruit	Corn on the cob
Edamame	Apple slice	

Substitute side of fresh fruit salad \$1.95. Sweet potato fries or onion rings \$1.95. Add avocado \$1.95. Gluten Free bread \$1.75.

**NEW! BBQ CHICKEN WRAP - \$12.95**  
All natural chicken breast chargrilled and brushed with our house made BBQ sauce wrapped in a whole wheat tortilla with organic mixed greens, tomatoes, black beans, cucumbers, corn and cheddar cheese focused in honey BBQ ranch dressing.

**TURKEY & BEEF PANINI - \$10.95**  
Grilled turkey, shredded low-fat cheddar, cranberry acid and organic arugula on fresh baked white or whole wheat ciabatta.

**NEW! GRILLED SALMON SANDWICH - \$14.95**  
Grilled salmon on ciabatta with organic baby kale, garlic aioli, dark ale mustard and lime vinaigrette.

**CHICKEN BREAST PANINI - \$10.95**  
Grilled chicken breast, provolone cheese, sun-dried tomatoes and fresh garlic aioli on toasted ciabatta.

**GOURMET GRILLED CHEESE & TOMATO BISQUE - \$10.95**  
Roasted Hearty and fire cheese on a bun, topped of whole wheat

## SPECIALTY PIZZAS

Regular - 12 inch. Jumbo - 16 inch. Substitute the whole wheat crust. Regular \$12.95 | Jumbo \$20.95

**BBQ CHICKEN PIZZA**  
Thin crust, onions, jalapeno, mozzarella and our house made BBQ sauce. Regular \$12.95 / Jumbo \$24.95

**VEGGIE PIZZA**  
Mushrooms, green peppers, eggplant, fresh basil, tomatoes and mozzarella. Regular \$12.95 / Jumbo \$24.95

**GOURMET PIZZA**  
Sun-dried tomatoes, goat cheese, eggplant, fresh basil and mozzarella. Regular \$12.95 / Jumbo \$24.95

**PESTO CHICKEN PIZZA**  
Our house made basil pesto sauce, grilled chicken, mozzarella, sun-dried tomatoes, basil, and toasted pine nuts. Regular \$12.95 / Jumbo \$24.95

**NEW! SUPREME PIZZA**  
Pepperoni, ham, Italian sausage, onions, mushrooms, green peppers and black olives. \$13.95 / \$25.95

Gourmet Pizza



## ENTREES

**CHICKEN BREAST PARMESAN - \$13.95**  
Grilled or broasted chicken breast topped with our house made marinara sauce, melted mozzarella and parmesan cheese. Served with spaghetti or mashed.

**NEW! EGGPLANT PARMESAN - \$12.95**  
Hand breaded, lightly pan fried eggplant topped with our house made marinara, mozzarella and parmesan cheeses. Served with spaghetti or mashed.

**LIZZIE'S CHICKEN BREAST - \$10.95**  
All natural chicken breast grilled and served with cleaned broccoli, carrots and a side of our house made marinara sauce.

## ENTREES

**WILD ALASKAN SALMON - \$15.95**  
Grilled Sockeye Salmon topped with our own house made ginger glaze, served with cleaned broccoli and garlic french fries.

**MAHI MAHI - \$15.95**  
Pan Seared, hand breaded Mahi Mahi topped with mashed red pepper on served with garlic cannellini bean puree and grilled asparagus.

That's why our produce is grown locally and we use organic ingredients when available. Our beef comes from grass-fed hormone-free cows and we only use all natural chicken. Bread is made fresh daily by local artisan bakers who, like us, are dedicated to using the finest ingredients available.

Our cooks prepare all menu items from scratch daily to deliver the freshest meals possible, making all dressings, sauces and marinades in house using fresh herbs and ingredients in all recipes. We cook only with 100% fat free canola oil and extra virgin olive oil when necessary. Our delicious desserts are also baked in house.

We believe the combination of fresh, organic and healthy ingredients prepared by quality chefs makes for a fantastic dining experience. We hope you agree!

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

[f](https://www.facebook.com/gigglesnhugs) [i](https://www.instagram.com/gigglesnhugs) [/gigglesnhugs](https://www.tiktok.com/@gigglesnhugs)

Tomatoes and fresh onions and drizzled with our house made spicy cilantro cheese sauce.

**CLUBHOUSE - \$12.95**  
Grilled Turkey Breast and ham on toasted wheat bread with Swiss cheese, pickles, Applewood smoked bacon, tomato and our house aioli. Substitute turkey breast \$12.95

**HEATHER'S CHICKEN SANDWICH - \$10.95**  
Grilled chicken breast, melted Swiss cheese, sautéed mushrooms, grilled onions and our house made honey mustard, served with lettuce, tomato and pickles on a toasted white or wheat bun.

**LEGEND:**  
 GLUTEN FREE  
 VEGETARIAN  
 NO DAIRY

Beef, turkey or veggie patty with cheddar cheese, served with lettuce, tomato and pickles on a toasted white or wheat bun.

**CUSTOM BURGERS**  
Beef, turkey, veggie patty or grilled chicken breast with your choice of one topping, sauce and cheese. \$10.95. Each additional item add \$2.75.

**CHOOSE YOUR TOPPING:**  
Sautéed Mushrooms, Swiss Bacon, Applewood Smoked Bacon, Grilled Chicken, Onion Rings, Pickles, Ham, Ginger Pickles, Sun Dried Tomatoes, Applesauce, Fresh Basil, Applesauce. \$1.95

**CHOOSE A CHEESE:**  
Cheddar, Swiss, Havarti, Brie, Mozzarella, Provolone, Parmesan.

**CHOOSE A SAUCE:**  
Honey Mustard, BBQ Sauce, Creamy Aioli, BBQ Sauce, Chipotle Aioli, BBQ Sauce.



# Organic & Nutritious Menus for Kids

## BREAKFAST

GLUTEN FREE VEGETARIAN NO DAIRY

### KIDS UNDER 12 MENU

**NEW! HAPPY FACE PANCAKES - \$3.99**  
A 8oz pancake with fresh strawberries, whipped cream nose and a banana smile

**NEW! BREAKFAST SAMPLER - \$3.99**  
One egg cooked to order served with a buttermilk pancake and side of hash.

**SO PHALCONOUS STRAWBERRY PANCAKES - \$3.99**  
4 of our delicious buttermilk pancakes with fresh strawberries blended inside and also served on top with a dusting of powdered sugar.

**BUILD YOUR OWN PANCAKES - \$3.99**  
Add chocolate chips, blueberries, strawberries or banana's to our delicious buttermilk pancake.

**NEW! CINNAMON ALMOND CROISSANT FRENCH TOAST - \$3.99**  
Loaded golden brown and dusted with powdered sugar. Served with a side of hash.



## KID'S MENU

GLUTEN FREE VEGETARIAN NO DAIRY

Available for children 12 and under. All items come with choice of fruit punch, lemonade, iced tea or soda. Substitute juice or milk for \$1.00.

### Mom's Tricky Treat Sauce

Secretly add a full serving of vegetables to your child's meal. We blend fresh organic vegetables to add to your child's entrée in a way that they won't see or taste. Shhh... they'll never know the difference! Upgrade your meal to the Kid's Trick and Treat theme's themed macaroni plate and set of colored cutlware!

**ENTREES** **PASTA**

All served with your choice of side. Substitute whole wheat or gluten free pasta as available. \$1.00

## BEVERAGES

SODA, JUICE & WATER		COFFEES & TEAS	
	Small / Large		
COKE, DIET COKE, SPRITE, ROOT BEER	\$1.99 / \$2.99	COFFEE	\$2.50
LEMONADE, FRUIT PUNCH	\$1.99 / \$2.99	CAFÉ AU LAIT	\$2.95
CHERRY JUICE	\$1.99 / \$2.99	Coffee with steamed milk	
ORANGE JUICE	\$1.99 / \$2.99	ICED TEA	\$2.50
APPLE JUICE	\$1.99 / \$2.99	(Black, Sweet Green, Sweet Black, Raspberry)	
PERFECT BOTTLED WATER	\$1.00 / \$1.50	HOT TEA	\$2.50
		Assorted Selection	
		TEA LATTE	\$2.95
		Hot box with steamed milk and vanilla	
		<b>ESPRESSO DRINKS</b>	
		ESPRESSO	\$1.99
		CAPPUCCINO	\$3.50
		Espresso with steamed milk and foam	
		CAFÉ LATTE	\$3.50
		Espresso with steamed milk	

### FRESH FRUIT SMOOTHIES

Add fresh vanilla ice cream or low fat vanilla yogurt. \$0.95  
Substitute soy milk \$0.75

STRAWBERRY	\$4.25
Fresh strawberries, organic milk, honey and vanilla	
STRAWBERRY BANANA	\$4.25
Strawberries, bananas, organic milk, honey and vanilla	
BLUEBERRY BANANA	\$4.25
Blueberries, bananas, organic milk, honey and vanilla	
THE REAL!	\$4.25



### SIDES

Applewood Smoked Bacon Strips (4) \$3.50 or (12) \$2.50  
Turkey Bacon Strips (4) \$3.50 or (12) \$2.50  
Fresh Fruit Beef \$3.99  
Breakfast Potatoes \$2.99  
Avocado \$2.99

**Ingredients:** Applewood smoked bacon, turkey bacon, ham, smoked turkey extra cheddar, fresh mushrooms, fresh spinach, fresh green onions, onions, fresh tomatoes, jalapenos.



### LITTLE BITES

**FRUIT PLATE - \$3.95**  
Fresh seasonal fruits.

**CARROTS & CELERY WITH RANCH DRESSING - \$3.95**

**APPLE & CREAMY PEANUT BUTTER - \$4.95**

**YOGURT TANGOS - \$3.95**  
Seasonal fresh fruit specified between layers of low fat vanilla yogurt, topped with toasted almonds. Add granola \$1.00

**NOUTELLA PANINI - \$3.95**  
Creamy Nutella. Wheat toasted ciabatta.

cheese and choice of (1) topping.

**They make it, WE BAKE IT! - \$8.95**  
Add Ticky Tack Sauce \$1.00  
Each Additional Topping \$1.00

**CHEESE PIZZA - \$12.95**  
Add Ticky Tack Sauce \$1.00

**PEPPERONI PIZZA - \$13.95**  
Add Ticky Tack Sauce \$1.00

**Century City**  
10290 Santa Monica Blvd., #105  
Los Angeles, CA 90026  
(310) 503-4625 / (4847)

**Topanga**  
6600 Topanga Canyon Boulevard, #205  
Carnegie Park, CA 91303  
(818) 693-4625 / (4847)

**Glendale**  
10000 Hollywood Blvd, #105  
Glendale, CA 91204  
(818) 966-4625 / (4847)

**BEER**  
Crown Light  
MUD RA  
Blue Moon  
Corona  
Sierra Nevada

ELECTRIFYINGLY GOOD TIME

# Proven Ability to Drive Foot Traffic

## *Mall owners love Giggles N Hugs*

- ✓ GIGL drives family traffic to mall properties:
  - Turns malls into major family destinations
  - Increased high-value family foot traffic
  - Creates Vitality and Vibrancy within the mall
- ✓ Mall owners/operators offer significant concessions & allowances:
  - Discount on rent
  - \$500K-\$700K up-front cash (covers 50% of build-out)
- ✓ Strong interest from major mall operators
  - Westfield Group (55 US properties)
  - Macerich Group (62 US properties)
  - General Growth Properties (135 US properties)
  - Simon Properties (300+ properties)
- ✓ Todd Star, former Westfield senior executive, spearheads negotiations with mall operators
  - Negotiates deals on per-location basis
  - Pursuing primary and secondary space opportunities

The logo for Westfield, featuring the word "Westfield" in a red, cursive script font.The logo for General Growth Properties (GGP), consisting of the letters "GGP" in a bold, black, sans-serif font with a green diagonal bar at the bottom.The logo for Simon Properties, featuring a stylized infinity symbol above the word "SIMON" in a bold, black, sans-serif font.The logo for Macerich, featuring a stylized blue and white wave graphic to the left of the word "MACERICH" in a bold, black, sans-serif font.

# Attractive Single-Store Economics

**Average Payback in 2.5 Years**  
(in thousands)



## Site Selection Strategy

- ✓ Targeting:
  - High-traffic, upscale retail centers & shopping malls
  - Lifestyle/entertainment centers
  - Areas with children under 10
  - Markets with less favorable weather
- ✓ Empirical site selection model
- ✓ Rigorous ROI review
- ✓ 4,500-5,000 sq. ft.
  - Smaller footprint provides better unit economics

	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Revenue	1,500	1,650	1,815	1,997
SSS Growth	n/a	10%	10%	10%
Costs	(1,150)	(1,205)	(1,259)	(1,351)
Store Net Profit	350	445	556	646
Corporate Op. Costs	(50)	(49)	(48)	(47)
EBITDA	300	396	508	599
EBITDA %	20%	24%	28%	30%

Menu updates expected to drive cost and EBITDA improvements

## Typical Costs to Launch New Store

Build-Out	+\$960,000
Pre-Opening Expenses	+\$240,000
<i>Initial Investment (gross)</i>	<i>\$1,200,000</i>
Tenant Improvement Funds	-\$600,000
<b>Total Company Cost</b>	<b>\$600,000</b>

➤ **Currently generating approx. \$2.6 million revenue annually**



# Experienced Senior Leadership

Joey Parsi  
Founder

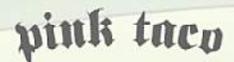
Philip Gay, CPA  
CEO

John Kaufman  
Advisory Board Member

Sean Richards  
Chief Operating Officer

Greg Schroepel  
Master Chef

- ✓ 20+ year career on Wall Street
  - *Sutro & Co., Lehman Brothers, & TD Waterhouse (managed \$350M+ in assets)*
- ✓ Founded Giggles N' Hugs in 2007
- ✓ Former president & CEO - Grill Concepts, Inc.
- ✓ Former CFO - California Pizza Kitchen & Wolfgang Puck Food
- ✓ Former CEO & COO - Diversified Food Group
- ✓ Former CEO - Color Me Mine
- ✓ Managing Director of Triple Enterprises
- ✓ 30 years of restaurant industry experience
  
- ✓ Former COO of California Pizza Kitchen
  - *Grew from two locations to 70+*
- ✓ Former President/COO of Koo Koo Roo
- ✓ 33 years of restaurant industry experience
  
- ✓ 20+ Years of operations management experience
  - *Regional Director at Hootwinc, LLC (7 Hooters restaurants, 1 casino & 2 bars)*
  - *General Manager, Viper Room, Pink Taco, House of Blues, Planet Hollywood & Hard Rock Café*
- ✓ Joined Giggles N' Hugs in 2010
  
- ✓ 25+ Years in restaurant industry
  - *Wolfgang Puck, Granita, Eureka, Chinois on Main, Rustica, Eclipse*
- ✓ R&D chef with Prospective Consulting; developed dishes for:
  - *A&W, Applebee's, KFC, Arby's, Arco AM/IPM, Frito Lay, Vons, La Salsa, Shoprite, HEB, and others*
- ✓ Executive Chef at Paragon, a boutique catering company
  - *Serviced high-profile events such as Sony E3, Independent Spirit Awards, post and pre Emmy parties, Oscars, Super Bowl, and more*



# What Our Customers Say

**"The entire experience was amazing,** from the booking and planning with Marielle to the day-of food service and entertainment." –  
7/28/17

"The food was great, service was fast despite being extremely busy...and everyone at Giggles N' Hugs was very friendly!  
**We will definitely be coming back!**" – 9/11/17

"As a parent are you tired of always feeling forgotten, forced to eat "kids" not so flavorful pizzas or dinosaur shaped chicken nuggets? Well, **Giggles N Hugs is an awesome answer to some of your problems.**" – 10/10/16





# Giggles N' Hugs

Children's Restaurant & Playspace

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Los Angeles, CA 91210  
Tel (310) 553-4847  
info@gigglesnhugs.com



Joey Parsi, Founder/Chairman  
Philip Gay, CEO  
Sean Richards COO  
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