WRAP CITY

BRING THE CRAVE TO YOUR CITY



FRANCHISE BROCHURE

MORE THAN A SANDWICH
A REAL OPPORTUNITY



Wrap City brings regional and international inspiration together in a menu of wraps, sandwiches, salads and flatbreads, complemented by its signature homemade potato chips.

Distinctive flavors, catering and multiple ways to serve customers have helped shape a restaurant concept with plenty of personality.

Now, Wrap City is focused on expanding its franchise family and bringing the brand to new communities.



A GROWING INDUSTRY

The U.S. fast-casual restaurant market was valued at approximately $45.58 billion in 2024 and is projected to reach $84.76 billion by 2034, representing a 6.4% compound annual growth rate.[1]

[1] SOURCE: Expert Market Research. United States Fast Casual Restaurant Market Size and Share, 2025–2034.

THE WRAP CITY DIFFERENCE

FLAVOR WITHOUT BORDERS

Regional and international inspiration comes together in a diverse menu of wraps, sandwiches, salads and flatbreads.

A MENU WITH PERSONALITY

From Bangkok Nights and Kingston Jerk to Tampa's Cuban and Carolina's Pride, recognizable flavors get the unmistakable Wrap City treatment.

CHIPS MADE OUR WAY

Wrap City's kettle chips began in small batches in the back room of its first sandwich shop and became a signature part of the Wrap City experience.

MORE WAYS TO SERVE

The concept extends beyond the counter with dine-in, pickup, delivery and catering, giving customers different ways to experience the brand.

GLOBALLY INSPIRED MENU

HOMEMADE KETTLE CHIPS

CATERING

PICKUP AND DELIVERY

DISTINCTIVE BRAND

MEET THE FOUNDERS PETER & GREGG



Co-Founder
PETER ACKERMAN

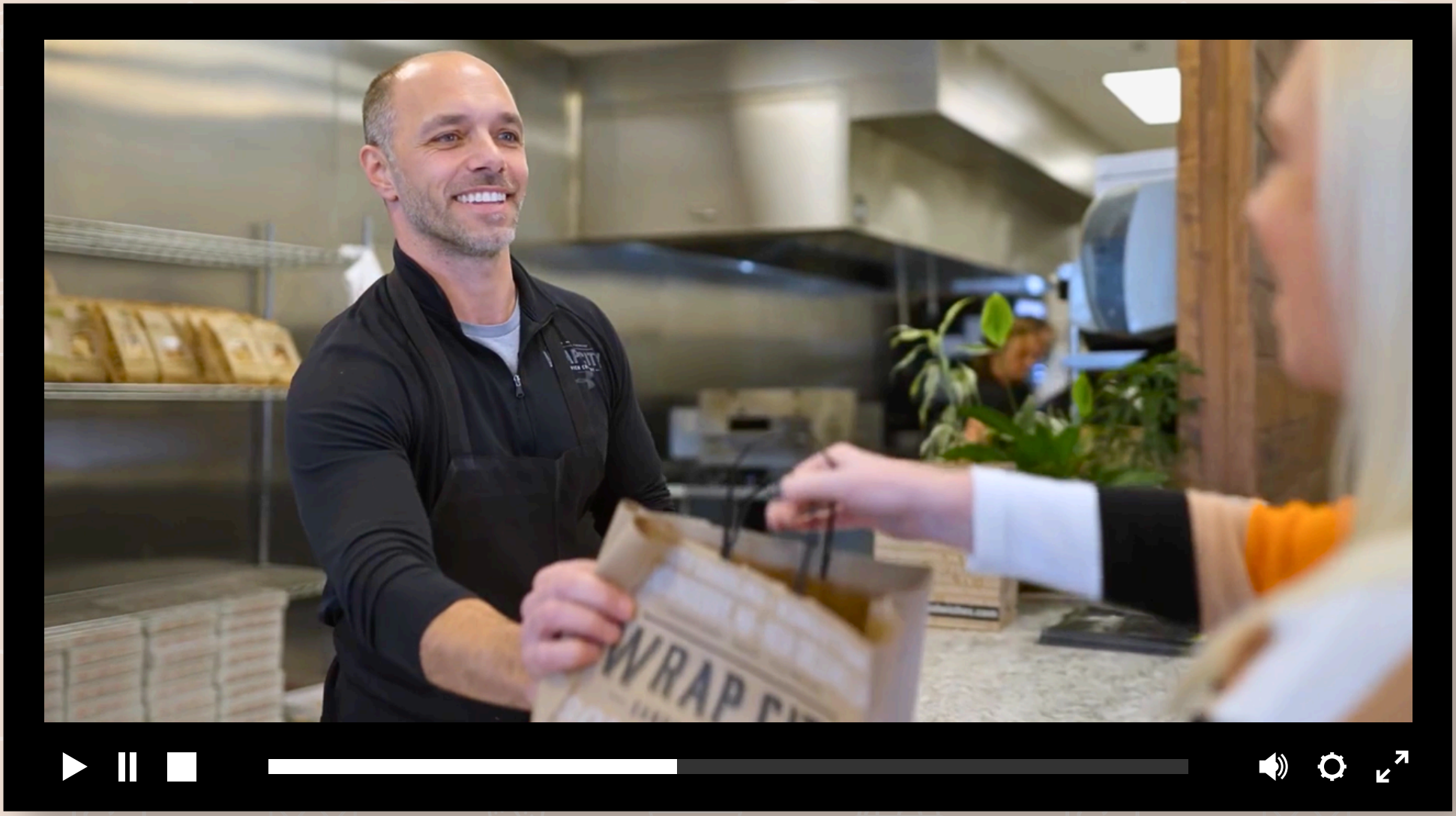


Co-Founder
GREGG RYAN

Longtime business associates Peter Ackerman and Gregg Ryan started Wrap City in 2015 with a vision that went beyond great sandwiches. They set out to create a distinctive fast-casual concept designed with future growth and franchising in mind.

Their focus was simple: serve great food consistently, treat people right, and create systems that could translate from one restaurant to the next. Today, Wrap City has grown from its New Hampshire roots into a multi-location franchise brand, while staying true to the food, personality, and local feel that started it all.

UNWRAPPING THE STORY



CLICK TO WATCH

BENEFITS OF OWNERSHIP

AN ESTABLISHED FRANCHISE SYSTEM

Wrap City has been franchising for several years and ended 2025 with 15 franchised outlets, providing prospective owners the opportunity to join an existing franchise system.

A PROTECTED TERRITORY

Franchisees receive a protected territory in which Wrap City will not establish another traditional company-owned or franchised Wrap City location.

MULTIPLE CUSTOMER TOUCHPOINTS

Dine-in, pickup, delivery and catering give customers different ways to experience Wrap City and provide franchisees with multiple ways to serve their community.

TRAINING AND GUIDANCE

Franchisees receive initial training and ongoing support designed to help them learn and operate within the Wrap City system.

BUILT FOR THE LONG TERM

The franchise agreement includes an initial 10-year term with three additional five-year renewal terms, subject to the requirements of the franchise agreement.











I've tried several items on the menu, and everything has been delicious and freshly made, you can truly taste the love.

KACEY P.
Customer

Love this place! So many choices and everything always tastes fresh. Their chips are literally the tastiest ever, really nice seasoning.

JENNIFER R.
Customer

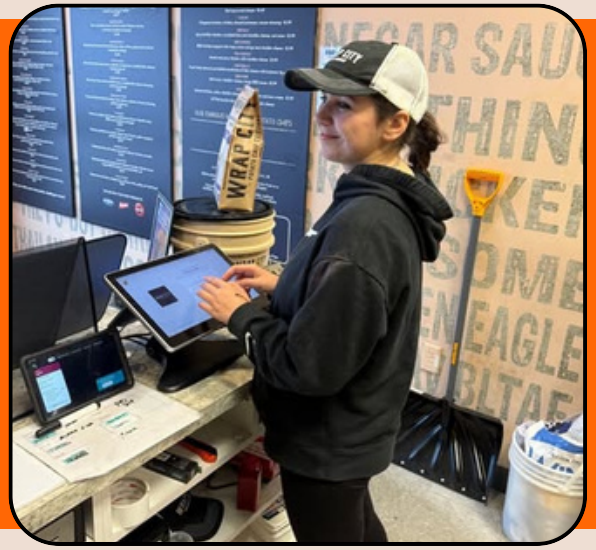
The food is always great, their service is always on time & friendly & they are super reliable!!! They're my go-to for a quick delicious wrap!

ENRICH W.
Customer

WE'VE GOT YOU WRAPPED







INITIAL TRAINING
BUILDING A FOUNDATION

Franchisees complete 140 hours of hands-on training covering business setup, personnel, procedures, sales, and marketing. Training takes place in a Wrap City location.

ON SITE SUPPORT
OPEN WITH CONFIDENCE

A Wrap City team member provides at least one week of onsite opening training and assistance to help put what you've learned into practice.

ONGOING SUPPORT
YOU'RE NEVER ON YOUR OWN

Ongoing guidance, including support with business growth and daily challenges, plus administrative, accounting, inventory, and marketing systems.

FRANCHISE INVESTMENT DETAILS

WRAP CITY

Your investment in a franchise includes everything you need to open and operate your business.

Overall estimated initial investment between $144,516 – $384,666 plus recurring fees based on adjusted gross sales:

- Royalty Fee: 6%
- Brand Fund: 1%

With multiple income streams and ongoing support, we provide a rewarding business model that allows you to grow alongside your community.

We will provide full details to interested and qualified potential franchisees.

	MIN INVESTMENT STARTING AT
Franchise Fee	**$30,000**
Real Estate/Rent Deposits	**$1,666**
Leasehold Improvements	**$25,000**
Utility Deposits	**$200**
Market Introduction	**$5,000**
Furniture & Equipment	**$25,000**
Computer Systems	**$2,500**
Signage	**$10,000**
Inventory	**$12,500**
Insurance	**$450**
Licenses and Permits	**$700**
Professional Fees	**$2,000**
Training	**$5,000**
Working Capital	**$20,000**

COULD WRAP CITY BE YOUR NEXT MOVE?

Wrap City is looking for franchisees who are ready to learn the system, build a strong local presence and take an active role in their business.

The right fit values consistency, community involvement and the opportunity to build within an established brand and operating system.

YOU'RE A GREAT FIT IF YOU:

- Understand the value of following established systems
- Want to help Wrap City be part of the community it serves.
- Are prepared to take ownership of your business, build a team and create a strong customer experience.
- See opening a location as the beginning and are motivated to build a business for the long term.







YOUR ROAD TO WRAP CITY

Franchise ownership is a big decision, and the process should give both you and Wrap City the opportunity to determine whether there is a strong fit.

You'll learn about the brand, review the franchise information, meet the people behind Wrap City and have opportunities to ask questions before making a decision.

STEP 1

CONNECT

Submit your inquiry through our website or connect directly with our franchise team.

This is where we begin learning about you, your goals, your background, and your interest in Wrap City.

STEP 2

EXPLORE

Schedule an intro call with our team to learn more about the business model, explore the opportunity, & review the Franchise Disclosure Document (FDD).

This step is about clarity & mutual understanding.

STEP 3

LAUNCH

Once we confirm alignment, you'll work closely with our team to build your location with full support.

Launch your business with on-site support, trained staff, & systems in place from day one.

LET'S WRAP THIS UP!

WRAP CITY

ESTD · SANDWICH COMPANY · 2015



Wrap City is building its next chapter with franchisees who are ready to bring the brand into new communities.

If you can picture yourself behind the business, not just across the counter, we'd like to get to know you.

Contact: Kizito Paganini
Cell: (603) 505 - 2189
Email: kizito@wrapcitysandwiches.com
Website: www.wrapcitysandwiches.com

SUBMIT AN INQUIRY

Disclaimer: This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. An offer is made only by Franchise Disclosure Document (FDD). Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of, or wish to acquire a franchise to be located in, one of these states or a country whose laws regulate the offer and sale of franchises, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction. Wrap City Holdings, LLC 4 Tinkham Rd. Derry, NH 03038 (603) 247-2822.