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FOR IMMEDIATE RELEASE

Togo's Opens New, Non-Traditional Location in Winters, California

Located alongside a Chevron gas station, the fast-growing sandwich brand's newest location will be owned and operated by multi-unit franchisee Mike Ali.

Winters, CALIF – Togo's, the nearly 200-unit California-based sandwich franchise, is celebrating the opening of a new location in Winters, California. The new restaurant is a non-traditional build-out, showcasing the brand's flexible footprint within an existing Chevron gas station at 999 East Grant Ave.

The new Togo's location will be owned and operated by Mike Ali, a multi-unit franchisee owner whose two other Togo's restaurants are in Gilroy and Davis California.

"Californians have a lot of love for Togo's, so any time we have the chance to open a new location, we know it's going to be a hit," Ali said. "This new location is particularly exciting because it gives us the chance to take advantage of Togo's flexible store model and open next to our gas station that already sees a tremendous amount of consumer traffic, so we'll be able to hit the ground running."

Togo's flexible store buildout allows franchisees like Ali to establish restaurants in any number of potentially lucrative locations unavailable to other foodservice brands. And recently, Togo's rolled out a new store model, called Togo's 3.0, which incorporates a bright, open design, vibrant color palette, self-ordering kiosks and a new combination oven that creates hot and melty versions of Togo's fan-favorite sandwiches.

"Togo's restaurants can now easily adapt to locations beyond traditional sites," said John Dyer, Vice President of Franchise Sales and Real Estate. "Now, we are actively looking to bring our concept to non-traditional locations like convenience stores and gas stations throughout 2022. The Togo's 3.0 model has proven that the concept is strong and can work in a variety of locations. This is a great opportunity for prospective franchisees to jump in and tap into the power of the Togo's brand with a very low investment cost."

The current initial investment for a Togo's franchise ranges from \$231,500 to \$476,500. For more information, visit <https://togofranchise.com/>.

ABOUT TOGO'S EATERIES, LLC

Togo's Sandwiches was founded in 1971 in San Jose, California, by a young college student with a large appetite and little money who was looking to make sandwiches the way he liked them — big, fresh, and meaty. Today, that spirit of the founder and the original sandwich shop continues. Like the first days of the brand, Togo's products are still made with only the highest quality ingredients, including fresh artisan breads, hand-sliced premium pastrami, turkey, and roast beef, as well as Hass avocados hand-mashed in-house daily. Togo's is a franchised business that offers entrepreneurs a terrific opportunity to own their own business. With nearly 200 locations open and under development throughout the West, the brand is a restaurant staying ahead of the pack. For more information, to find your closest Togo's location, or to order online, please visit www.togos.com.

Togo's Interior, Winters, CA

