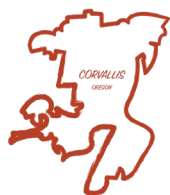


Our history of strong values and foundations

Our story begins in 1981: Big Town Hero was then just a twinkle in the eye of a young college student. **His idea: to provide a healthy, better-tasting alternative to fast-food restaurants – a sandwich shop that served great food with great service to match.**



Our founder created his experience in the sandwich business in the college town of Corvallis, Oregon. His unique, fresh sandwiches on homemade bread were an immediate success, and the Big

Town legend was born (Campus Hero back then).

Today, Big Town Hero is a culinary destination throughout the western United States; each store **features an on-site bakery where we prepare our fabulous, famous bread efficiently from scratch daily.** Our stores are growing as fast as our reputation: **The Ultimate Sandwich is back and better than ever!** Through our growth and expansion, one thing will always remain unchanged – our unwavering commitment to fresh quality and legendary service.

Are you a good fit?

Entrepreneurial spirit, ambition, commitment to hard work, total involvement in the daily operation of your Big Town Hero restaurant, able to interact well with people and the meeting of our financial requirements. Your willingness to learn and apply your new skills will be fundamental to your success. Of course, we are always here at every step of your journey with the experience to assist, coach and guide you to success.



**Ready to Become a Hero?
Contact us TODAY!**

Hero Systems, Inc
700 N. Hayden Island Drive #297,
Portland, OR 97217
Tel: (503)477-9479 Ext. 4340
E-mail: franchise@BTH.com



WHAT A BIG TOWN HERO, THE ULTIMATE SANDWICH, FRANCHISE OFFERS YOU!

Do you dream of owning your own business?

Our proven systems—a responsive infrastructure of over thirty years, that is committed to YOUR success. Fold in our updated branding, scratch made easy menu and our contemporary interior. Combine with our team of professionals dedicated to YOU. We are not “fast food”, we are fresh, great food, with amazing service to match!

We believe and live, “Your Success is Our Success—ALWAYS in that order”

OUR WOW FACTOR

We are committed to ‘Wow’ for each and every menu item. Our ingredients are bold and freshly prepared daily. You will offer amazing paninis, entrée salads and hot or cold Heroes, the ultimate sandwich. Our secret recipes ensure your customers will be saying “Wow” every day and returning ever after.



GETTING TO KNOW...EVERYBODY!

Our proprietary service concept is deeply personalized—and legendary. We never call out numbers, we use guests’ names and learn their preferences. Our system was created this way to develop strong relationships with our customers who are then thrilled to return with their friends and families.



HEROES, NOT JUST THE ULTIMATE SANDWICH!

You’ll live in a world of Heroes. Every day you’ll celebrate Heroes. Examples are everywhere as we reach out to honor their deeds. You’ll award and celebrate teachers, first responders, veterans, seniors, doctors, nurses and volunteers, all dedicated to joining YOU in making your community better every day.

How We Support You

TRAINING

Not only are we committed to your success, we make it happen faster and easier. Our 5 week training program is shorter, more efficient and more flexible than other franchisors, but still gives you, your managers, and your staff all the tools and knowledge needed.

MARKETING

Our marketing department works directly with you to develop a customized communications strategy for your store, from preopening to opening to ongoing campaigns. We are always monitoring and implementing the latest tools and trends to create our national campaigns across multiple channels and platforms.

REAL ESTATE

Our realty partners are committed to promptly serving you! Within two business days of becoming a Big Town Hero franchisee, our real estate partners will begin assisting you in finding a location and negotiating your lease

PURCHASING

We are partnered with a top national group purchasing group to increase your buying power of thousands of brands, ensuring the best quality and pricing possible.