

The background image shows a restaurant interior. A large mural of a woman's face with a cigarette in her mouth is the central focus. The wall is covered in patterned wallpaper. There are several hanging pendant lights and a table with chairs in the foreground.

# YOU CAME AGAIN.

VEGAN TAPAS & BAR

---

## YCA PARTNER INFORMATION

# TABLE OF CONTENTS

---

A Few Words From Nicola	1
About You Came Again (YCA)	2
Our Vision	3
A Place To Belong	4
A Road Less Travelled	5
Why A Partner Based Business Model?	6
What Are We Looking For In A YCA Partner?	6
What's In The YCA Partner Business Package?	7
Six Great Reasons to Join You Came Again	8
Your YCA Partner Journey	9
Frequently Asked Questions	10
What qualifications do I need to be a YCA Partner?	10
What do I get for my investment?	10
Why do I need to pay a refundable fee to examine the business fully?	11
Do you have locations near me?	11
The Next Step	12

# A FEW WORDS FROM NICOLA.



Have you always felt a little out of place? Or you didn't know where you quite belonged?

Well if you did.. welcome to the club.. so did I!

In fact, that's where it all began. Two and a half years ago, on an adventure in Japan, trying to find "purpose" in life. 300-kilometres into my journey, somewhere near Kyoto, I had an epiphany and suddenly wanted to open a vegan tapas bar. Even though I was reluctant to step back into hospitality (because I already knew it was going to be tough!), I was committed to the vision I wanted to create.

I love people and I loved the thought of creating a **respectful, transparent, honest, and authentic place**, where like-minded individuals could come together and share food and good times! I also wanted to make sure that You Came Again was staffed by incredible, inspiring, warm and welcoming individuals. Because I know that great staff make a huge difference in the hospitality industry. I worked extremely hard in creating the team (18 months in fact), and now we have an awesome group with great work ethic and genuinely love what YCA stands for.

So, what does YCA stand for? Well, YCA, is a little bit different from other places. First of all... we love music, so our place is **loud and colourful** and has a great vibe. Our goal wasn't to be like everyone else, that is, staid and quieter, instead A FUN NIGHT OUT was always at the forefront of our agenda!

I also love creativity and **supporting the local community** so all of our wines and spirits are Australian made! We also support the local community by offering an "art alley" where artists can exhibit their work and sell it. We also promote their works on our social media calendar.

I also **love the environment**, so we make sure that we minimize our waste by composting our veggies and recycling our cans and bottles. With the money raised from the recycling, we **donate back to local community** centres to help people in need. We also offer to the community the use of composting their veggies in our composting bin... which is super cool!

Perhaps most importantly we love individuality!! So You Came Again is all about expression, Big, Bold, Loving, Supportive! Our staff don't wear uniforms but instead express their individuality and creativity while still being appropriately dressed.

If you have connected to everything I have said.. and you would love to create a place just like this... Then I am here for you and we can do this together!

*Nicola Stone*

# ABOUT YOU CAME AGAIN (YCA).

---

You Came Again (YCA) is a Vegan Tapas bar in Brisbane's West End offering innovative and delicious food. Dishes include delightful bites such as beetroot carpaccio with dill and capers with vegan cream cheese, vegan pesto-stuffed mushrooms, miso-glazed eggplant, lemon popcorn cauliflower bites, vegan meatballs with crispy garlic chips... and that's just to start! YCA also has a range of wines, and craft beers, cocktails and mocktails... so we have something for everyone.

Whilst YCA creates delicious tasting food, the motivation to establish the business was to create a place where people could connect and feel a sense of belonging. Channeling the vibe of the American sitcom "Cheers", YCA was designed to be a place where all customers felt genuinely welcomed and there was always a place to go to (7 days a week). This sense of belonging is facilitated through the small details such as the 'hall of fame' wall and artwork by local artists proudly adorning the walls!



# OUR VISION.

Our vision is to be a place where people are accepted and are welcomed with gracious arms, delicious food and superb vibes of LOVE!



# A PLACE TO BELONG.

There are many great reasons why YCA community network is amazing... but will keep the list short and keep it to 4!

**1. Fast Track Your Success.** One of the biggest stumbling blocks of going into business is a lack of knowledge and experience about what works and what doesn't. Sure, you can give something a go and see if it works. But a much smarter way is to find someone who is already doing well and join their team. This is exactly what YCA offers its community partners. The chance to be their own boss and operate their own business but secure in the knowledge that there is a team at head office supporting every aspects of the business.

**2. Growth Industry.** Eating out is an Australian tradition. Australians are going to restaurants, pubs, clubs and fast- food outlets more than ever before. There are just over 25 million Australians, and they eat out an average of two to three times a week. Additionally, Plant-based eating has gained a firm foothold in Australia. According to research by Roy Morgan, about 12.1 percent of Australians – that's nearly 2.5 million people – are on mostly vegetarian diets an increase from 11.4 percent in 2014. Vegan Australia estimates that there are about 400,000 to 500,000 Vegan in Australia. But YCA caters to plenty of non- Vegan eaters too, who just come because they love the taste of our Vegan Tapas, our craft beers and cocktails as well as the warm and welcoming ambiance.

**3. Repeat Customers.** One of the most expensive costs in a business is acquiring new customers. One of the great benefits of the YCA business is that they have a high rate of repeat business and it's in the name remember!! ... Clients love the food and the vibe and many eat here on a regular basis.

**4. Niche Business.** While there are plenty of dining out options there are not many vegan choices and even fewer vegan tapas bars that meet our vibes! So You Came Again has a niche offering certain to be noticed and guaranteed to be remembered!



# A ROAD LESS TRAVELLED.



From the outset You Came Again was always going to be a little bit different from the other restaurants. We didn't fit the mould. We liked things to be a little different – a bit bolder (tastier food), a little more colourful... and we wanted dining at YCA to be an experience to remember (in a good way)!

And the universe must have known! Being the first Vegan Tapas Bar, YCA had a customer base the minute the doors opened. The editorials and PR brought people from far and wide, and as the dust started to settle from the excitement, the community started to develop and take shape and hold it into its fantastic form it is today. Initially the media exposure saw the business launch with great numbers. We were turning over \$16K in the first few weeks of opening! After the initial hype Covid struck and our weekly turnover dropped but now things are returning to the 'new normal' and often turnover more than \$20K per week.

We have grown from 5 staff to 11 staff and the business continues to see opportunities to grow and expand. YCA have found one of the secrets to our success is for the owner to be fully immersed in the business both physically and emotionally, especially during the first 12 months. This ensures that the integrity and the ethos of the business is strong which then allows staff to add their unique attributes to the business.

# WHY A PARTNER BASED BUSINESS MODEL.

---

Because we want to share the love. The love of the business, the love of the people in the business and the love of the YCA vegan delights. For YCA, a partner based business model is all about sharing, it's about inclusivity and it's about helping the world to be a better place by treading lightly.



## WHAT ARE WE LOOKING FOR IN A YCA PARTNER?

---

You Came Again are looking for community partners to join our team who:

- ✓ value inclusivity and acceptance
- ✓ have a passion for hospitality
- ✓ are spiritually aware and conscious
- ✓ have a strong desire to own and operate their own business
- ✓ are well organised and love project managing stuff
- ✓ can work in a fast-paced environment
- ✓ have good people skills
- ✓ are prepared to follow our business system and continue learning
- ✓ are prepared to immerse themselves in the business

# WHAT'S IN THE YCA PARTNER BUSINESS PACKAGE?

The YCA Partner business package is a turnkey business meaning it has everything you need to start trading from day one. Our business packages include:

## Business Systems

- ✓ 5-year term with a 5-year option to renew
- ✓ A comprehensive YCA Partner Operations Manual
- ✓ A comprehensive YCA Kitchen Procedure Manual
- ✓ A supplier network
- ✓ Business software

## Training

- ✓ Comprehensive 6 week induction training program
- ✓ Ongoing support and training

## Marketing Support

- ✓ Fully managed website
- ✓ Social Media campaign prior to launch
- ✓ Marketing collateral

## Branding

- ✓ Use of Intellectual Property, Business name and logo
- ✓ Uniforms
- ✓ Branded business cards

## Fit-out Of Restaurant Using YCA Style Guide\*

\* additional cost and will vary depending on size and location.

## Includes:

- ✓ 150 - 200 sqm (60-seater)\*
- ✓ Kitchen Equipment\*,
- ✓ Table wear\*
- ✓ Start-up stock alcohol\*
- ✓ Technology\*
- ✓ Liquor license\*



# SIX GREAT REASONS TO JOIN YOU CAME AGAIN.

You Came Again offers franchise partners the following benefits:

1

An established proven business with a 2-year track record

2

A niche business in a growth market which has ongoing demand

3

Extensive and comprehensive training

4

Tried and tested business systems

5

Established supplier network

6

Comprehensive and integrated business software



# YOUR YCA PARTNER JOURNEY.

Making the choice to operate your own business is a big but exciting step, which is why we're committed to making the process as open and informative as possible. It's an important decision for both of us, so we'll provide all the support and information you need to help you make the right choice for you and your family. Below is our recruitment process:

<b>STEP 1</b>	Send us an enquiry		
<b>STEP 2</b>	You Came Again gets in touch to have a brief chat. If you sound like a good fit, we will send you our YCA Partner Brochure, Expression of Interest Form and Non-Disclosure Agreement.		
<b>STEP 3</b>	You read through the brochure and fill in the Expression of Interest Form and sign the Non-Disclosure Agreement and then send it back to You Came Again.		
<b>STEP 4</b>	We meet to get to know each other better and answer any questions you might have.		
<b>STEP 5</b>	We meet again, to continue to get to know each other.. and answer any additional questions.		
<b>STEP 6</b>	You pay a refundable fee and conduct your due diligence.		
<b>STEP 7</b>	<table border="0"> <tr> <td style="border-right: 1px solid black; padding-right: 10px;">If we both decide to proceed you go to step no 8</td> <td style="padding-left: 10px;">If you decide NOT to proceed, we refund the fee and that's the end of the process.</td> </tr> </table>	If we both decide to proceed you go to step no 8	If you decide NOT to proceed, we refund the fee and that's the end of the process.
If we both decide to proceed you go to step no 8	If you decide NOT to proceed, we refund the fee and that's the end of the process.		
<b>STEP 8</b>	14 days after receiving the final legal documents, the Agreement is signed, and the balance of fees are paid.		
<b>STEP 9</b>	Onboarding is organised ready for you to commence trading.		
<b>STEP 10</b>	When all is done, we will have an opening launch to celebrate.		



# FREQUENTLY ASKED QUESTIONS.

## What qualifications do I need to be a YCA Partner?

While no formal qualifications are required by You Came Again, a background in hospitality and food would be an advantage.

Importantly we are looking for people whose values align and resonate with ours, and who have a burning desire to succeed. We are looking for individuals who love working with people and offering fantastic customer service.

## What do I get for my investment?

You get the right to operate as a You Came Again business for a period of 5 years with another 5-year option to renew.

You also receive:

- ✓ Comprehensive YCA Partner Operations Manual detailing the You Came Again business systems and a comprehensive YCA Kitchen Procedure Manual.
- ✓ Full training and support
- ✓ Marketing support
- ✓ Start-up equipment and stock (additional cost)

### How much will I earn?

The short answer is we don't know. Many factors influence how much money YCA Partners earn. One of the key ones being how well they follow our business systems. What we do know is that over the past 2 years our business has been profitable and has grown over time. The Owner receives a salary and works 20 hours in the business (not on the floor or in the kitchen). BUT it takes hard work, so how well you do, will largely be up to your attitude, commitment and effort. But rest assured we are here to support YCA Partners in their success.

### What does it cost to set up a You Came Again Restaurant?

You Came Again establishment costs are as follows:

Initial fee \$29,900 + GST

Fit out fees vary depending on the size of the restaurant and the location but as a guide the total restaurant fit out will cost approximately \$250,000 which includes initial start-up stock.

Total investment is approximately \$280,000 - \$300,000

### Why do I need to pay a refundable fee to examine the business fully?

Providing all the information you need to evaluate the opportunity and making the right decision for you requires a lot of time from a lot of people. So, we need to know that you are genuinely serious about the opportunity. Rest assured however, that your fee is refundable should you decide not to proceed.

### Do you have locations near me?

We have locations available throughout most capital cities and regional centres. Let us know the area you interested in and we will do our best to accommodate you.



# YOU CAME AGAIN.

VEGAN TAPAS & BAR

## THE NEXT STEP.

If you like the sound of what you've read so far then the next step is to complete and return the Expression of Interest Form and Non-Disclosure Agreement.

By completing these documents all you are committing to is finding out more information about the opportunity – nothing more.

If you would like to realise your dreams of being your own boss by combining your passion for vegan food with your desire to be your own boss, in a fun and inclusive business, founded on love and acceptance, then please send your completed forms to:

**Please complete and email to:  
[Nicola@youcameagain.com.au](mailto:Nicola@youcameagain.com.au)**