

THE FERNANDEZ COMPANY

Serving Clients Internationally

est. 2015

SIMPLE, EFFECTIVE & ELEGANT CONSULTING PROVIDING GROWTH SOLUTIONS FOR CLIENTS IN THE FOOD AND HOSPITALITY INDUSTRIES

Cage# 8PNV6 | Duns# 095865561 | Set Aside: Woman-Owned Small Business
Pending ACDBE Certification

Payment Options: ACH and Government Credit Cards

Primary Contact:

Lauren Fernandez, Owner

1185 Hightower Trail, Unit 500993, Atlanta, GA 30350

www.theFernandezCompany.com | lauren@thefern.co 770-954-5994



About The Fernandez Company

We generate new revenue streams for companies, particularly in the food and hospitality industries. We create this growth for our clients through strategic consulting and deal support in the areas of organic expansion, franchising, product development and licensing.

Our Mission

As your trusted partner, we believe in providing exceptional value to our clients. Our solutions for you are as simple, elegant and effective.

How We Work

Each consulting engagement is unique and to provide custom, simple and effective solutions for our clients. Our billing arrangements reflect this philosophy - whether hourly, flat fee and project/deliverable based. We invest the time to get to know our clients, their businesses and their goals before we launch the engagement.

Our Team

The Fernandez Company services are led by Lauren Fernandez and her trusted team of consultants, hand-picked for each engagement.

Client Past Experience

Origin Development Group (Chicken Salad Chick)

Services: Owner/Operator (11 restaurants), largest multi-unit franchisee, territory developer and strategic growth partner

Focus Brands, Parent Company of Carvel, Cinnabon, Moe's Southwest Grill, Schlotzsky's, Auntie Pretzels

Services: General Counsel, Head of Franchise Administration, International Franchise Development, Product Development and Licensing

CIBA VISION, Division of Novartis

Services: Associate General Counsel and Global Trademark Counsel, Legal Support Lead for International Product Launch



Why The Fernandez Company Is The Only Choice

- Our expertise spans all aspects of restaurant and franchise operations and development, consumer product development, and brand licensing.
- We offer multi-national experience in heavily regulated markets (where services included international mergers, acquisitions, and divestitures).
- We have the ability to bring top financial resources to the table to help your company growth reach it's fullest potential.
- We have business culture experience in 140+ countries.
- We have experience with federal regulators in 20+ countries.
- We are restaurant owners, operators and industry experts with executive level experience.



Our Services & Competencies

Restaurant Growth & Development

We develop emerging restaurant brands, optimizing operations and brand marketing in preparation for rapid growth.

Restaurant Acquisition & Divestment

We assist clients in both the opportunistic and strategic purchase and sale of restaurants.

Franchise Development & Strategy

We create franchise systems for restaurant brands to achieve sustained growth, and support and develop all aspects of franchisor operations.

Non-Traditional Restaurant Development

We obtain opportunities for growth and expansion for restaurants brands in non-traditional spaces such as airports, military bases, stadiums, malls and kiosks.

Product Development

We create products for restaurant partners, from concept to recipe, manufacture to distribution.

Product Commercialization

We bring existing products to the shelf with strategic partnerships with a wide variety of retailers nationwide.

Restaurant Investment

We partner with investors to bring necessary capital to restaurants to properly fuel their growth and development.

Education

We provide educational services for new franchisees, franchisors and restaurant entrepreneurs covering a range of topics including management, operations, finance and marketing

NAICS and PSC Codes

541618 - Other Management Consulting Services - Primary

541613 Marketing Consulting Services

722511 Full-Service Restaurants

722513 Limited-Service Restaurants

522310 Financial Advising, Loan Servicing & Asset Management Services

541219 Budget & Financial Management Services

541420 Engineering System Design & Integration Services

541515 Information Technology Professional Services

541211 Auditing

722320 Catering

722310 Food service contractor

722330 Mobile food service

722515 Snack and Nonalcoholic Beverage Bars

722514 Cafeterias, Grill Buffets, and Buffets

722410 Drinking Places (Alcoholic Beverages)

541990 All Other Professional, Scientific, and Technical Services

541930 Translation and Interpretation Services

541690 Other Scientific and Technical Consulting Services

541611 Administrative Management and General Management Consulting Services

541519 Other Computer Related Services

541490 Other Specialized Design Services

541199 All Other Legal Services

W073 Lease or Rental of Equipment - Food Preparation & Serving Equipment

N073 Installation of Equipment - Food Preparation & Serving Equipment

N099 Installation of Equipment - Miscellaneous

S203 Housekeeping - Food

S216 Housekeeping - Facilities Operations Support

S299 Housekeeping - Other

L073 Technical Representative - Food Preparations and Serving Equipment

J073 Maintenance, Repair, and Rebuilding of Equipment - Food Preparation and Serving Equipment

H973 Other Quality Control, Testing, and Inspection - Food Preparation and Serving Equipment

H373 Inspection - Food Preparation and Serving Equipment

H173 Quality Control - Food Preparation and Serving Equipment

H273 Equipment and Materials Testing - Food Preparation and Serving Equipment

7310 Food Cooking, Baking, & Serving Equipment

7320 Kitchen Equipment & Appliances

7330 Kitchen Hand Tools & Utensils

7340 Cutlery and Flatware

7350 Tableware

7360 Sets, Kits, Outfits & Modules, Food Preparation & Serving

8905 Meat, Poultry, and Fish

8910 Dairy Foods & Eggs

8915 Fruits and Vegetables

8920 Bakery & Cereal Products

8925 Sugar, Confectionery, & Nuts

8930 Jams, Jellies, and Preserves

8935 Soups and Bouillons

8940 Special Dietary Foods & Food Specialty Preparations

8945 Food, Oils & Fats

8950 Condiments & Related Products

8955 Coffee, Tea, & Cocoa

9999 Miscellaneous Items

8960 Beverages, Nonalcoholic

8965 Beverages, Alcoholic

8970 Composite Food Packages

8975 Tobacco Products

R418 Support- Professional: Legal

R408 Support- Professional: Program Management/Support

R497 Support- Professional: Personal Services Contracts

R498 Support- Professional: Patent & Trademark

R499 Support- Professional: Other

R699 Support- Administrative: Other

R706 Support- Management: Logistics Support

R707 Support- Management: Contract/Procurement/

Acquisition Support

Accomplishments & Accolades

MBA, Emory Guizueta School of Business
Juris Doctor, Emory School of Law

Section Award of Achievement
2015 - 2016 Chair of the State Bar of Georgia Intellectual Property Section

Atlanta Community Food Bank Advisory Board Member
Advocate for Awareness

Woman of the Year
2015 Leukemia and Lymphoma Society of Atlanta

Adjunct Professor of Trademarks
Emory University School of Law

Corporate Information

Cage# 8PNV6 | Duns# 095865561
Set Aside: Woman-Owned Small Business
Payment Options: ACH and Government Credit Cards

Primary Contact:
Lauren Fernandez, Owner
1185 Hightower Trail, Unit 500993, Atlanta, GA 30350
www.theFernandezCompany.com | lauren@thefern.com
770-954-5994

<https://www.linkedin.com/company/the-fernandez-company/>

