

Relish.

SANDWICH CO.

It starts with the bread...



re·lish /'reliSH/ noun

a feeling of great enjoyment, especially in the little things

Concept.

A MODERN SANDWICH SHOP BUILT FOR THE DOWNTOWN LUNCH RUSH.

- Clean service, clear menu, digital ordering
- Fresh baked baguette daily
- Built for the 11-2 surge: short menu, signature build, and a line that moves at the speed of Bay Street

Who We Serve.

THREE PEOPLE. ONE LUNCH BREAK.

THE ANALYST **PRIYA, 26**

Investment banking associate, RBC Capital Markets

- IN A SUIT BY 7:30AM. LUNCH AT THE DESK AT 1PM
- SPENDS \$18 WITHOUT BLINKING FOR GOOD FOOD
- WANTS REAL INGREDIENTS, NOT A SAD WRAP FROM YESTERDAY

THE REGULAR **DANIEL, 41**

Senior Associate, Bay Street law firm

- ORDERS THE SAME SANDWICH 3 TIMES A WEEK
- KNOWS THE NAMES OF THE PEOPLE BEHIND THE COUNTER
- WILL TELL HIS COLLEAGUES ABOUT A GOOD SANDWICH SHOP

THE COMMUTER **SOFIA, 34**

Consultant, walks the PATH from Union Station

- WANTS FAST, DRY HANDS, NO MESS IN A LAPTOP BAG
- PURCHASES A SANDWICH + COOKIE + LEMONADE COMBO
- BECOMES A FAN ON THE FIRST BITE

Branding.

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MAIN LOGO



BOXED VERSION (FOR
CATERING)

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FOR SIGNAGE

Grab Fast, Eat Slow.

- *DELI-STYLE GOURMET SANDWICHES*
- *2 ROTATING SOUPS DAILY*
- *CHOCOLATE CHIP COOKIES + BROWNIES*
- *KETTLE CHIPS*
- *HOUSE LEMONADE*



Where We Stand.



Why We Win.

- Exceptional bread
- Premium ingredients
- A short menu built for speed
- A sandwich people crave

Built for Business.

RELISH. IS OPTIMIZED FOR OFFICE CATERING:

- **EASY BULK ORDERING**
- **CONSISTENT PREMIUM QUALITY**
- **CLEAN PRESENTATION**
- **RELIABLE TIMING**



Relish.

SANDWICH CO.

“Your new favourite lunch spot.”