



MEDIA CONTACT:

Primary: Kevin Moll, President, Restaurant Consulting Services, Inc.
kevin@restaurantconsultingservices.com
www.restaurantconsultingservices.com
720-363-0164

Cecily Maniaci, President, Toasted Owl Franchising, Inc.
cecily@thetoastedowl.com
www.thetoastedowl.com
928-380-7533

FOR IMMEDIATE RELEASE

FLAGSTAFF'S TOASTED OWL CAFE® SPREADS ITS WINGS

*Flagstaff's iconic Toasted Owl Café® launches its franchise opportunity in 2019.
One of the first locally owned businesses to franchise in the Arizona mountain town.*

FLAGSTAFF, AZ (May 29, 2019) – With approximately one million restaurants in the United States, and 10,281 of them located in Arizona according to the National Restaurant Association, it would seem like the market is overloaded with restaurants. But Cecily Maniaci, the founder of The Toasted Owl Cafe® in Flagstaff has been working overtime in the development of her two-unit brand, getting it ready for the highly anticipated launch of her franchise, and she knows it's going to fly!

The Toasted Owl Cafés® have enjoyed tremendous acceptance and on the weekends, the dog-friendly patios are frequently packed, with lines of guests out the door. Outstanding media coverage and “best of” awards continue to support the brand as being the “best place to have breakfast and lunch” in Arizona. Cecily says, “I have to pinch myself every morning when I wake up to know that this is not a dream. It just goes to prove that if you love what you do, then everything else will follow. I'm happy to officially now say that after thousands of meals, millions of smiles and a lot of hooting, the Toasted Owl Café® is now available as a franchise.”

Toasted Owl Cafe® found its first nest in Flagstaff in the fall of 2013 and has since exploded with popularity, forcing Maniaci to find another larger location in 2015 and then she opened an additional location on the east side of Flagstaff in the spring of 2017. “The growth has been just absolutely amazing” she says.

When you walk into a Toasted Owl location you are immediately greeted with owl themed decorations covering the room from floor to ceiling as well as an eclectic collection of vintage furniture and light fixtures. If that's not enough of a hoot... EVERYTHING is for sale, even the salt and pepper shakers and the seat you're sitting on. “The unique concept we have at Toasted Owl coupled with the popularity of our restaurants inspired me to pursue a franchise endeavor, and we couldn't be more excited for the years to come!”

“Over the years, we have received hundreds of requests from guests and Arizona business owners to franchise and open locations just like the ones in Flagstaff, and I'm glad to say that we're now ready.” She intends to open 34 franchise locations throughout Arizona and then expand into New Mexico, Utah, Nevada, and Colorado and nearby states.

“It's vitally important that we properly train, support and guide our new independent business owners to make sure that they are as successful as we have been here in Flagstaff. Our new franchise has been perfectly designed to handle that by Kevin Moll and his team at Restaurant Consulting Services, Inc. in Denver. They created all of our training materials and designed our entire franchise system to be bulletproof for our new franchisees. They're wonderful to work with and have supported and coached me step by step in the development of this exciting, first-to-market concept that's unique to the restaurant industry.”

Explaining the retail part of her restaurant business, Cecily said, “Our unique and sometimes quirky restaurant concept requires a constant supply of owl themed decorations, tables, chairs, lamps and merchandise inventory because we sell so much of everything in our restaurants. In fact, we are currently in the process of purchasing a warehouse in Phoenix to store these items and make sure our franchise partners have a plethora of options to choose from for their own Toasted Owl Café®.

“I can’t express enough how grateful I am for everyone who has supported me throughout this journey and now the fun really starts for our new franchise family!”

###

THE STORY OF TOASTED OWL

Cecily’s three favorite things: great food, owls and vintage furnishings

One spring day while walking downtown Flagstaff with a dear friend discussing her new idea on how to combine the three things she loved most - great food, owls and vintage furnishings, she came upon a small storefront in a bank on Birch Avenue for rent. Staring through the big glass windows, her mind went wild with ideas for her new shop. The space was small, but just big enough to make her dream a reality. The kitchen was very small with only a sink, convection oven and a three-plate burner and a toaster. Cecily created a small rotating menu that featured a breakfast burrito and three other dishes. She decorated the little shop with owls she had collected and the doors of the first Toasted Owl Café opened in the fall of 2013. With the help of her daughter’s Northern Arizona University friends as employees, the first restaurant had lines out the door, requiring a larger space.

Cecily then found an old house a mile away on 12 Mike’s Pike that she felt would be perfect for the new Owl. After extensive remodeling including a new kitchen, dining room, retail display space and a 1200 sq. ft. dog friendly patio, the new restaurant opened in November of 2015 with great success.

Feeding the need for an east-side location in Flagstaff, Cecily then found another space on Cortland St. After extensive remodeling, this location opened in March of 2017. The Toasted Owl Cafés have enjoyed tremendous acceptance and on the weekends, the dog-friendly patios are frequently packed, with lines of guests out the door.

Outstanding media coverage and “best of” awards continue to support the brand as being the “best place to have breakfast and lunch” in Arizona.

Cecily says, “I have to pinch myself every morning when I wake up to know that this is not a dream. It just goes to prove that if you love what you do, then everything else will follow.”

Today, after thousands of meals, millions of smiles and a lot of hooting, the Toasted Owl Café® is now available as a franchise. If you’re a hands-on operator and wish to open your own Toasted Owl Café®, more information is available at <https://www.thetoastedowl.com/franchising/>