

# Lee's

HOAGIE HOUSE

"A PHILADELPHIA TRADITION SINCE 1953"

## MISSION STATEMENT

We want to make the best sandwiches available anywhere.

We want to have the best looking, cleanest and most professional stores.

We want to help people develop in order to make them successful.

We want to have the most courteous employees.

We want our leadership to have the highest standards and pride.

It is not enough to achieve financial success, we must do it with style. Everything our leadership does must be done with one thought in mind; to be the best at what we do. We must instill these high standards and pride in each of our licensees, employees and ourselves.

It is our licensees and our employees who will create a great company. Everyone involved must have a true desire to be the very best. That is what separates us from our competitors.

# Why a Lee's Hoagie House License?

Consider the following:

**THE PRODUCT** Lee's hoagie and cheese steak sandwiches have been a tradition in Philadelphia since 1953. The quality and value of the Lee's product invites comparison with all the others. It is truly unique. Once you try one, you will know the difference. With over 20 different sandwiches and other products to choose from, the menu has something to satisfy everyone's taste..

**COMMITMENT OF EXCELLENCE** The Lee's Hoagie House Mission Statement says it all. By conducting our business with this unbending and ongoing drive to be the very best, the licensees benefit from knowing that they are part of a quality team, one that will accept nothing less.

**THE PRICE** Compared with other fast food style restaurants serving a full line of hot and cold products, we think that you will find the cost to open a Lee's Hoagie House restaurant extremely reasonable.

**At long last, you can have  
America's greatest sandwich  
without having to come to  
Philadelphia.**

Please don't misunderstand, we love Philadelphia but even we have to admit it's a long way to go for a sandwich. Even a Lee's Hoagie sandwich.

So, after 50 years in the Philadelphia area, we've just opened our first restaurant in your area at \_\_\_\_\_.

Now you will be able to find out why Lee's is becoming something of a legend in their time.

You'll discover big, fresh loaves of Italian bread, filled with thinly sliced steak under a blanket of melted provolone cheese and grilled onions, or stuffed to the bursting point with assorted cold cuts topped off with lettuce, tomatoes, spices, and our very fabulous dressing.

There are over 20 different sandwiches to choose from, all made with the same care and thoroughness right before your eyes.

The prices are hard to beat, too. Lee's Hoagies start at just \$3.85.

So visit Lee's Hoagies House today. You'll learn just how great a Philadelphia hoagie sandwich can be. Especially when you don't have to go to Philadelphia to get it.

Hours: Sun. – Thurs. 11:00am – 9:00pm

Fri. – Sat. 11:00am – 11:00pm

**Lee's**