

# LE.SAL + Cō.

## Where New York Craft Meets Modern Café Culture

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### More Than a Café. A Global Brand in the Making

LE.SAL + CO. brings New York bagel craft into a modern, design-led café experience.

Every bagel is made fresh daily using slow-fermented dough and just five clean ingredients. No additives. No preservatives. No shortcuts.

Paired with specialty coffee and set in calm, minimalist spaces, it's a concept built around daily ritual and designed to scale.

We opened our first location in Sarajevo - a city with no bagel culture - and it became the most talked-about café in the market.

That's not luck. That's proof the concept travels. Now we're bringing it to the markets it was made for.

### Why Franchise with LE.SAL + CO.

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#### A market that's shifting

Toward quality, simplicity, and daily ritual.

#### A model designed to perform

Built for consistency. Structured for daily operations.

#### A brand that travels

Proven in Sarajevo. Built for everywhere.

#### A system that supports

Training, tools, and direct founder access.



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## What Makes LE.SAL + CO. Different

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Most café concepts are built around ambition. Ours is built around a system that works and a brand people actually choose.

**Clean-label craftsmanship** • Five ingredients. Slow fermentation. Fresh every morning. No additives, no preservatives, no shortcuts - ever.

**Design-led experience** • Calm, minimal spaces that invite people to stay, share, and return. The aesthetic isn't decoration — it's a retention strategy.

**A focused model** • Fewer products means lower waste, tighter operations, and greater consistency. Built for simplicity and consistent execution.

**Operational clarity** • Clear systems. Efficient execution. No specialist staff or complex equipment required.

**Global appeal with local relevance** • New York heritage. European design sensibility. A concept that has already proven it travels.

## Built under real conditions. Designed to work.

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<b>Profit margin</b>	Built for efficiency, consistency, and repeatable execution
<b>Operational flexibility</b>	Designed for the right locations and consistent operations
<b>Production system</b>	No specialist staff or complex equipment required
<b>Repeat business</b>	A daily ritual concept with genuine customer loyalty
<b>Core philosophy</b>	A model designed for performance, not just appearance

## Two formats. One standard.

*Specialty Café and NY Style Bagel Café* - different scales, different investment levels, the same brand values and operational standards.

## A Business Built for Real-World Operations

The café sector continues to grow — but success today comes from clarity, not complexity.

LE.SAL + CO. was designed around that shift from the start.

**A focused menu** reduces waste and simplifies execution.

**A structured system** creates consistency across locations.

**A clear identity** builds recognition and repeat traffic.

This is not a concept built to impress on paper.

It's one built to run consistently in daily operations.

## Training That Sets You Up for Success



- 35 hours of classroom training
- 40 hours of on the job training
- Designed to prepare you for daily operations and long-term growth.

By the time you open, you understand the product, the process, and the standard — because your customers will notice the difference, and so will your consistency.

## Your City · Your Café · One Global Brand.

We're looking for partners who want to build something real — something design-driven, operationally sound, and worth being proud of. If that's you, we'd love to connect.

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## The Founders

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### Meet Meli and David

LE.SAL + CO. wasn't built in a boardroom. It was built by two people who couldn't find what they were looking for - so they made it themselves.

Meli is an award-winning art director and designer. Every detail you see in a LE.SAL + CO. space - the lines, the palette, the feeling of calm when you walk in - comes from her instinct that design isn't decoration. It's the difference between a place people visit once and a place they return to every day.

David is a born-and-raised New Yorker whose family has been making bagels in Brooklyn for generations. His great-great-grandfather ran a bagel shop in Borough Park. When David makes a bagel, he isn't following a recipe he found - he's carrying something forward.

Together they took that heritage to Sarajevo - a city with no real bagel culture - and built the most talked-about café in the market. Not because they followed a formula. Because they refused to.

That same refusal to compromise is what they're bringing to every LE.SAL + CO. location, everywhere.

*"We built it in Sarajevo to prove it could work anywhere. Now we're showing what it looks like everywhere."*

- Meli and David, Co-Founders

### Your City. Your Café. One Global Brand.

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We're looking for partners who value quality, structure, and intentional growth.

If you're ready to build something design-driven, operationally sound, and built to last, we'd love to connect.

[lesalandco.com](https://lesalandco.com) — [franchise@lesalandco.com](mailto:franchise@lesalandco.com)

