



Mouthwatering Presentations and happy vibes



Although Brad Blackwell is the president of Daily Jam, he never lets his title get in the way. He still has a great rapport in the community, possibly due in part to the authentic, warm, happy and contagious vibe consumers get every time. Add to that, the lovely, hearty, high-quality food ingredients used in the sandwiches as well as the mouthwatering presentation of each meal make the restaurant a favorite. With all of these attributes, it's no wonder that when Brad was approached by the owner who was looking to sell, he knew he wanted this business.

Over the course of his career, Brad has led it was most impressive to maintain the same high-quality ingredients as well as the presentation and preparation processes that local consumers expect. As the owner of an already impressive business model, Bradwell continued in the original philosophy and refined only a few processes, such as adding more to-be prepared paninis and salads to the menu.

With Bradwell's extensive background in the franchise development industry, his main

focus has been to grow Daily Jam's footprint locally, which means he works through bootstrapping. Starting modest with more happen and after five years in the past, Bradwell knew what he needed to do when it came to creating franchise growth plans. The business owner process and standard operating procedure developed by Bradwell is a somewhat carefully keeping in mind how each decision could potentially impact how quickly it is executed, especially through a franchised growth plan. For example, Bradwell carefully selects vendors and food distributors so that future growth in any area of the country will have access to the same quality ingredients through these commercial relationships.

Not only is Bradwell passionate about the growth of Daily Jam and his customer experience, but he also cares about his employees. Bradwell has supported and promoted team efforts and said he feels most rewarded when he can have an impact on his employees' lives and their growth and development. He believes in giving employees the tools to expand their knowledge in service, knowing that he may be training his staff on all these current processes and he

is something bigger and better. For more information about a Daily Jam franchise, visit dailyjamfranchising.com.

—Chris Channing

Daily Jam

Franchise | \$250K - \$500K



GAME CHANGERS

BRANDS MAKING A DIFFERENCE



Daily Jam

Daily Jam is located in the heart of many local communities, and is a casual spot for breakfast, lunch, brunch, and breakfast cocktails daily. Taste the fresh-from-scratch difference of their pastries and get creative with their build-your-own breakfast sandwich. That's seven days a week of inspired deliciousness, all served up in an indoor/outdoor atmosphere with an urban cool vibe. Daily Jam was named one of the hottest franchise concepts of 2020 by Entrepreneur magazine. dailyjamfranchising.com