



Clean Eatz

IT'S A LIFESTYLE



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CLEAN EATZ HISTORY

Clean Eatz, which launched in 2013 and started franchising in 2015, was co-founded by husband-and-wife duo Don and Evonne Varady. Committed to guiding people to better lifestyle choices, providing access to innovative nutritional options, engaging education tools and inspired motivational support, their focus to put their energy into people over earnings and helping others on their healthy lifestyle journey defines their business. It is this business philosophy that attracted Nancy Glass, a franchisee and owner of the Clean Eatz Cafe, Norcross, Georgia.

When you walk into the brick-and-mortar restaurant, you will find prepared meals in weighed and measured portions that accommodate customers' goals, food allergies and medical needs just like you would prepare for yourself at a price that is more affordable and a quality that is unmatched. There are currently 100 cafes in the country. But it's growing; it's growing monumentally every single month.

We want everyone to experience high-quality ingredients so they can enjoy the difference in how your body reacts to good fuel in the tank.



In addition, Clean Eatz established CE Foundation with a focus on combating childhood obesity. The initiative is designed to raise awareness and money toward tackling the growing epidemic. Earmarked for positive impact, it includes funding children's tuition to wellness camps, spearheading scholarships for individuals entering the physical fitness fields, and more. The inaugural campaign launched in September 2023 with the Go Bananaz Smoothie Drive campaign during National Childhood Obesity Awareness Month.

CLEAN EATZ FRANCHISEE

Having previously been in the medical field, in 2019 I began my search for a second career. I wanted something completely different, but I still wanted to help people. Once I chose Clean Eatz, it took me a year to find my location. I wanted a location that was easily accessible for customers as well as delivery, I wanted my own parking, and it was important that the surrounding lifestyle and community aligned with my vision. Long story short, I opened Clean Eatz Cafe in Norcross, GA in May of 2021. We'll celebrate three years this coming May, successfully reaching the first business hurdle. The next goal is proven stability at five years. I was the first to bring Clean Eatz in the Atlanta metro market. There are several other locations now, but we needed to help people understand what Clean Eatz is and the four services we provide: meal prep, a restaurant with food made to order, catering and custom foods.

WHY CLEAN EATZ

With my medical background, I understand that our bodies adapt; hence the saying, "you are what you eat." So if you've been eating an unhealthy diet, you will feel aches, pains, and even be more prone to injury. Changing your diet to healthier foods like organic and grass-fed beef and free-range chicken and wild caught salmon, for example, provides your body with the fuel it needs to perform. If you have an exotic car, you would never put regular gas in it. Right? It would mess up the performance of the engine, and you would never do that. Yet, we'll stop at a drive thru and eat whatever because we're hungry and it's fast, and still expect our performance to be fine. People don't think it, but food affects your body much more than people realize and we want everyone to experience high-quality ingredients so they can enjoy the difference in how your body reacts to good fuel in the tank.

CONNECTING

I believe connecting with the community is essential to our success. When we go out into the community, like gyms, the over 55+ subdivisions, and medical offices and facilities, we want to be an integral part of the results. If you're a trainer, go into your local Clean Eatz and invite them to your gym. We want to find out about the clients you're sending in, who they are, and what their needs are. So if I know you're sending me a client and he's on a weight loss journey then I can help him find meals that are lower in carbs. The next time that customer comes in, we know who he is and what he needs. As we continue to learn more about them through conversation, we can share tips on how to be more successful in choosing foods that will help them stay on track.



HOW DID YOU GET INVOLVED WITH THE BODYBUILDING COMMUNITY

One of my first customers was gym owner and IFBB Pro Abdul Gibbs. He invited me to come to the opening of his gym. It was a great way to get to know the community. Personally, I've always worked out, but I have never trained for bodybuilding. I got with a trainer because I wanted to learn about this type of training, not only for myself but to also understand this type of customer and their needs. I feel that until you've actually walked in somebody else's shoes, you don't understand. I've always been thin and needed to put on some muscle. Eating the quantity and the frequency really required me to "trust the process," as they say. It's counterintuitive to eat more to gain lean muscle, plus you have to have fuel to get through the workouts and function at your best throughout the day. It was a big learning curve for me. I discovered that while I was eating healthy, I was not taking in near enough calories. I literally had to set an alarm so I would make time to eat. Running a business, especially a restaurant, you get really busy so if I didn't make the time to eat, hours would go by. Your body will let you know if you're not getting enough food; you'll feel sick, get brain fog and just can't function well. Learning about bodybuilding was a real eye-opener for me and has definitely helped us cater to that market.

Changing your diet to healthier foods ... provides your body with the fuel it needs to perform.



THE MENU

Clean Eatz has a dietitian on staff so all our recipes, grab n' goes and our meal plans are created at the franchise. I have control over the grab n' go community favorites and that's where I keep the vegan meals. For us, it's all about consistency. If you're traveling, no matter which Clean Eatz you go to, you will experience great similarities. The franchise wants you feel at home no matter where you are. You walk in and it's familiar. At Clean Eatz we like to say it's not a diet, it's a lifestyle. We even have dessert. If you want it made with no added sugars, two components of protein and a healthy fat, we'll make that dessert for you. Finally, there are no contracts or subscriptions. I believe if your product is great, people will come back. It's another reason why I was attracted to becoming a Clean Eatz franchisee.

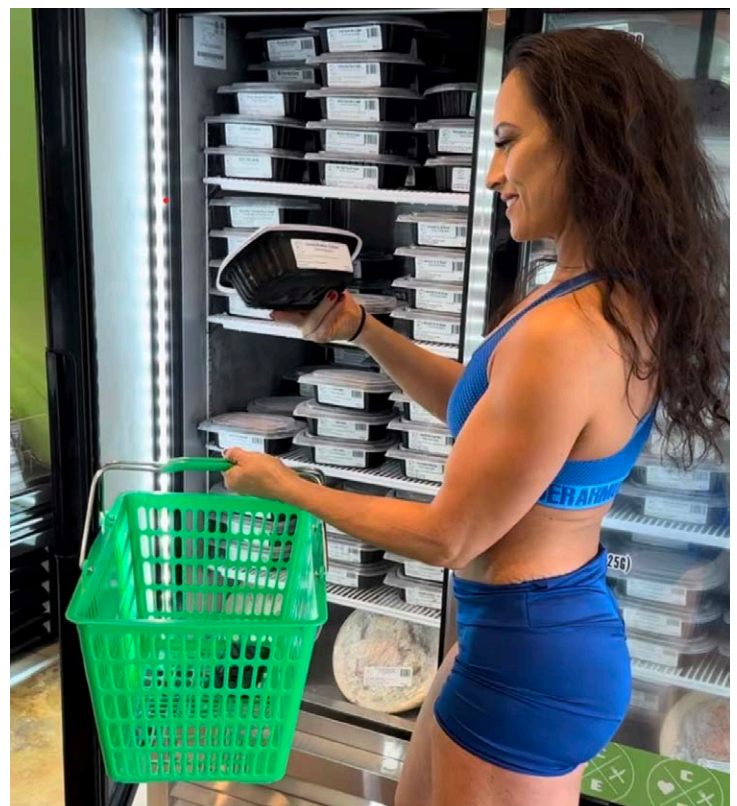
OPTIONS

When a customer comes into a Clean Eatz, they have 4 options: meal prepped food, in-cafe made to order food, bulk meals and custom meals. It allows anyone to go from start to finish on the fitness journey no matter what their goals are. Even with the adjustment in price for custom meals, our pricing reflects that we really care about the individual and helping them learn what an impact eating healthy can have. As a franchisee, it means our ramp up to profit margins may take longer, but we're going to be here longer. I was watching a Tech Talk recently about a guy who went to 120 different restaurants and ordered a BLT. On average, the bacon, lettuce, tomato sandwich cost \$16. Overhead like furnishing a restaurant, paying the staff, the cost of food, etc., is much more expensive now, so many places are passing the cost on the customer. It's crazy! By keeping our prices more affordable, I can affect more people. It's one of the reasons it was important to have my own business. I'm so humbled that my customers feel they get the best service at our cafe. Of course, we also cater to other types of athletes and fitness enthusiasts like runners, CrossFitters, multi-sport athletes and adventure racers.

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CUSTOM NEEDS

There are a number of Clean Eatz locations that have associated themselves with bodybuilding shows. One of the biggest challenges as a competitor gets closer to their show time is to make sure the food they take in meets the criteria that they need to be lean and show ready. It's hard to do this when you're cooking at home and even harder when you are getting your food from a restaurant. Most people don't know it, but we do provide custom meals beyond adding extra protein, lower carbs or the combo. Our completely custom program allows you to choose your protein, vegetables, and carbs (or not). You select the amounts and we will build it for you. This way you are confident to meet your macros or portions exactly. Our model is really about being able to help everybody, so the custom meals are not advertised as much because it's a very niche audience that takes their meal prep to that extreme. But if someone comes in asking for it, we can certainly make that option available.





STAFF & TRAINING

We currently have ten employees on staff and I would like to have more. In my first year, I had a high turnover because I wasn't going to settle for mediocre. I will do it all if I have to. I can cook and I can run the front, but I'm only one person. If you're patient, you will find people that care. I have an amazing staff and I care about them as well. We work hard to train them all on the importance of sharing the Clean EatZ story. The staff is the face of the brand and we want each customer to know what we offer. In addition, every meal is made by hand and they have to look good, consistently. Weighed, measured and uniform is the essence of our brand because that's what our customers are buying. When people eat our food, they can be assured that whether it's for weight loss goals, allergies, special needs for health reasons etc., they are getting the right thing. We have frozen meals that are made fresh, as well. Grab n' Go freezers are available when you walk in. Emphasizing the importance of all these factors to our employees is imperative. I strive to create a great environment for my staff where they are nurtured and given positive reinforcement for doing the right thing. I tell my staff...you may be with me forever, because I want to promote you from within. But if you're not, I'm still going to be your biggest cheerleader, because I'm proud of you. And I hope, when you go off on your journey to follow whatever you desire, as you look back, you know that your time with Clean EatZ was the best time you've ever had and that you really appreciate it.



ONLINE VS ON-SITE

Approximately 25 to 30% of my business is online orders, excluding those that order online but come in-caffe to pick up their order and pay. As human beings, we want community; we want a bond with people. We want to discover better ways to add camaraderie; that's why we go to a gym! When you walk into a Clean EatZ, it's not just, "Can I take your order?" I aim to know our customers by name, if it's their first time visiting, what their goals are, how frequently they order, what they order and more. For example, I have a customer that orders the same thing seven days a week. He calls me up and I can ask, "Hey Teddy, the usual? Do you want your smoothie today? Do you want Buckeyes? Extra protein?" We never want our customers to fall by the wayside or feel we didn't care whether they remained our customer or not.



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**SKIP THE
PREP.
NOT THE
MEAL.**



MEDICAL

In a similar fashion to the bodybuilding/personal training market, I have quite a few doctors that send their patients to us and not just from the Norcross/Peachtree Corners area. They recommend us to their clients because they know we offer high quality, affordable foods. We also cater to the drug reps that take food to the staff when they call on doctors at hospitals, medical centers and private practices. I understand what those reps need because I used to do it. Let me take that off their plate and make their life easier while providing a healthier lunch for the doctor and staff.

SPECIAL NEEDS AND ELDERLY

Special needs and the elderly can also benefit from Clean Eatz. For example, there's an apartment complex for people that have disabilities nearby where a person may not be able to live completely on their own or may be in a wheelchair. Most of their meals are provided, but sometimes the residents' parents provide meals. I was invited to talk to the group about what we provide and now quite a few of those residents come in the cafe to eat. They know they are getting a better choice than they may have otherwise made. We can even set them up for the week. On the other hand, adult kids that are helping their senior parents can provide meals for them. Maybe using an oven isn't safe anymore, but they can use the microwave, which also means they aren't out driving and instead they stay at home eating a healthy meal. Our containers even have a tab that you can pull on making them easier to open. Until you've had to help an aging senior, you can't imagine how hard it is to care for them and make sure they are getting the nutrition they need. For the children that are taking care of aging parents, it's hard, both emotionally and physically, so for us to be able to help relieve the extra stress, even if it's just one meal a week, is huge.



YOUTH

Many kids play school sports or travel sports, and the parents will come in to help their child get healthier food options. I have one family that comes in and her son's a football player. The amount of protein that he needs to eat is incredible, so we work with the school systems, the athletic department and the coach, to ensure the students are getting the fuel they need to perform at a high level. These kids need the energy. They need the right amount of protein to develop muscle growth and good fats for brain health versus just grabbing pizza and wings, which doesn't have the nutritional value they need. If you want to perform at a higher level, you need better food, and getting your children this (even high schoolers) is a challenge.

SUMMARY

It's so exciting to see that Clean Eatz really understands and caters to the needs of specific audiences and targets foods that can truly have a positive impact on these different demographics. Carrying it a step further by going out into the community to educate, inform, and inspire is a rare trait and a testament to the success of Clean Eatz. Stop by and see Nancy and her staff at 3975 Holcomb Bridge Road, Norcross, GA or go to the website cleaneatz.com to find a location near you.

