

# Trios

## owns the wrap

*Everyone knows that it's got to be fast and it's got to be fresh, but Trios has created a healthy eating experience that stands out from the crowd. By Wendy Laursen*



More and more people are looking beyond the traditional sandwich, hamburger and doner kebab concepts when they choose healthy fast food and Trios has developed a tantalising menu based on specialty wraps that appeals to a wide range of tastes.

The wraps are made using delicious Laffé flatbreads and are filled with enticing combinations of meats, salads and tasty dressings. Based on the home-style cooking of a family that loves making their own breads and salads, the assortment combines the best of traditional Mediterranean and innovative international cuisine.

Their meals are nutritionally balanced and the unique white linseed, wholemeal and sourdough breads are high in fibre and low in fat. Trios offers a special breakfast range of wraps and it is this ability to totally change the mindset of what a wrap can be that has made them category leaders.

Started in 2002, by three brothers living in Melbourne, Trios has a proven product with flavours that keeps customers coming back for more. Their rapid expansion across Victoria and, more recently, New South Wales demonstrates the success they have achieved both with their products and with their business model.

Franchise opportunities are now available across Australia's metropolitan and regional areas. By focusing on premium sites in major shopping malls and retail precincts, Trios ensures that franchisees receive an excellent return on their investment and that their stores are well positioned for sustained growth.

The Trios operating systems have been designed for maximum efficiency; providing customers with fresh and tasty products in a professional environment.

Franchisees receive a high standard of training and on-going support. Trios believes that a successful franchise is a partnership and although no previous experience is required franchisees must bring dedication and enthusiasm to the business and share the Trios passion for healthy living.

