

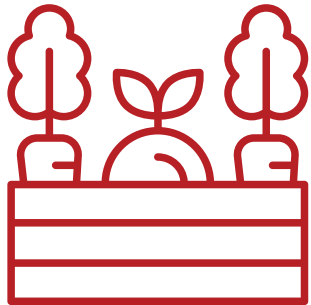
A photograph of a crowded indoor event, likely a community gathering or a food fair. In the foreground, several people are wearing red t-shirts and green baseball caps with the word 'clover' on them. They are standing behind a long wooden counter. A large crowd of people is gathered around the counter, some looking at the staff, others talking to each other. The background shows large windows and a bright, airy interior. The word 'clover' is overlaid in a large, white, outlined font across the center of the image.

# clover

AT A GLANCE  
2021

## CLOVER'S HISTORY

- started in 2008 by Ayr Muir, MIT scientist and environmentalist
- led the food truck movement in Boston from 2008 - 2012
- opened first restaurant in 2012
- went 100% compostable for all packaging in 2012
- started baking own bread with local grain in 2014
- started moving towards \$15/HR pay in 2015
- moved to 100% organic wheat in 2018 to eliminate Glyphosates (roundup)
- as of 2021 Clover operates 11 restaurants in the Boston area open for breakfast, lunch and dinner



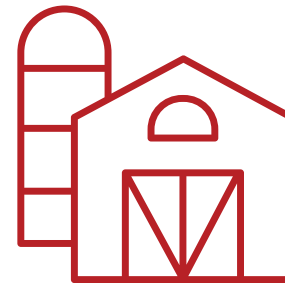
**45%**

sales from take-home  
boxes in 2020



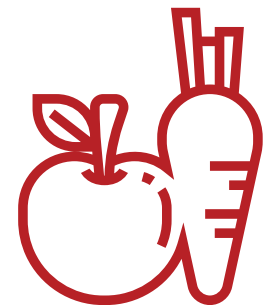
**\$20**

average per hour  
take-home pay in 2021



**\$14M**

paid to local  
purveyors



**90%**

Clover customers are  
NOT vegetarian



## MISSION: GET MEAT LOVERS HOOKED ON VEGGIES

- single most impactful thing most people can do to address global warming is to reduce meat consumption
- eating more vegetables (less meat) will reduce illness, disease, and suffering for most Americans
- more seasonal vegetables = more \$ for local farmers
- reducing meat consumption reduces animal suffering

## IMPACT ON PEOPLE AND COMMUNITIES

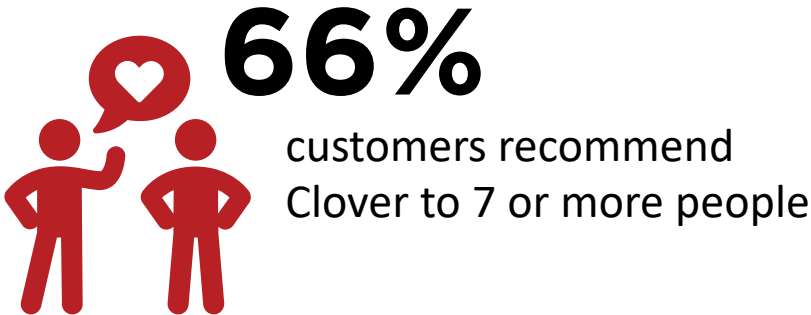
- firm belief that success/ failure depends on creating community
- generous employee benefits
- free classes (e.g., knife skills), field trips to farms
- open menu development process: food dev
- most sales come from customers who eat at Clover daily
- nutritionally Clover's menu designed to improve the health of most customers
- community supported agriculture project has delivered \$3m+ to local farms
- only restaurant in Massachusetts with supply-based menu system buying only what is in season/local



Clover locations in  
Boston area



People **LOVE** Clover, it's hard to explain this in a credible way if you haven't experienced it first-hand, but college kids bring their parents by to meet us, folks have met in line at Clover and gotten married. People rent apartments because they find out there is a Clover nearby.





## THE CLOVER APPROACH = LOCAL TASTES BETTER

- Popular for breakfast, lunch and dinner
- Local, seasonal ingredients and menu items
- Commissary / restaurant preparation mix is optimized for freshness (e.g. tomatoes are cut at restaurant, falafel batter made at commissary)
- Single-origin pour-over coffees at a reasonable price
- Baking own bread with local grains
- 100% organic wheat
- Sodas and drinks made in-house
- 100% compostable packaging



## SAMPLE MENU (CHANGES DAILY!)

### BREAKFAST

#### Breakfast Sandwiches

Classic Breakfast Sandwich 4.21  
Delicata Squash Breakfast Sandwich 5.61  
Impossible Sausage, Egg + Cheese Sandwich 8.64  
Popover Breakfast Sandwich 5.61  
Vegan Breakfast Sandwich 8.64

#### Breakfast Bowls

Delicata and Pesto Egg Pot 6.21  
Egg, Dinosaur Kale, Squash Hash 6.51

#### Oats from Maine

*Fresh rolled oats, grown in Maine*

Hot Oatmeal with Macerated Apples, Nuts 5.61  
Overnight Oats with PB and Banana 5.61  
Yogurt + Granola w/ Carrot Marmalade 5.61

#### Baked In Store

*Scratch made New England classics. Baked in store daily.*

Popover 2.81  
Maine Wild Blueberry Muffin 2.81  
Plymouth Corn Muffin 2.81

### LUNCH

#### Classics

*Choose sandwich or platter (+1.50). Add mini soup \$3.*

Chickpea Fritter 8.41  
Egg and Eggplant 8.41  
BBQ Seitan 8.41  
Impossible Meatball Sandwich 13.32

#### Limited Run

*Choose sandwich or platter (+1.50). Add mini soup \$3.*

Brussels Sprout 8.41  
Japanese Sweetpotato 9.75  
Mezze (Platter only) 9.35

#### Today's Soups

*Stock-to-garnish 100% scratch made daily. (Frozen soup is meh)*

Chickpea Fritter 8.41  
Egg and Eggplant 8.41  
BBQ Seitan 8.41

#### Today's Snacks

French Fries w/Rosemary 4.91  
Loaded Fries 7.21  
Tao Mushrooms 5.91  
Brussels with Tahini and Hots \$8.21  
Fallafel Skewer 4.50  
Fatoosh Salad 5.50  
Warm Eggplant Caponata 5.50

### DRINKS

#### In A Hurry?

Express Coffee - Monte Carlos 3.51  
Coffee with Hot Milk 3.74  
Crash Brew Iced Coffee 3.74  
House-made drinks in case 2.81  
New England Craft Beer 5.00

#### Pour Over Coffee

*Estate sourced. New England Roasters only. Hot or Iced*

Monte Carlos - George Howell 3.51  
Duromina - Little Wolf 3.51  
Kochere - Speedwell 4.20  
Aroresa - Tandem 5.21

#### Teas and Herbs

*Tea organic, estate sourced. Herbs grown and mixed in NE*

Organic Black Tea 3.51  
Peppermint with Nettle 3.51  
Hibiscus and Lemongrass 3.51  
Camomile 3.51

#### House-made Sodas

*House-made syrups. Soda poured to order*

Vanilla Soda 2.81  
Ginger Soda 2.81  
Paw Paw Soda 2.81

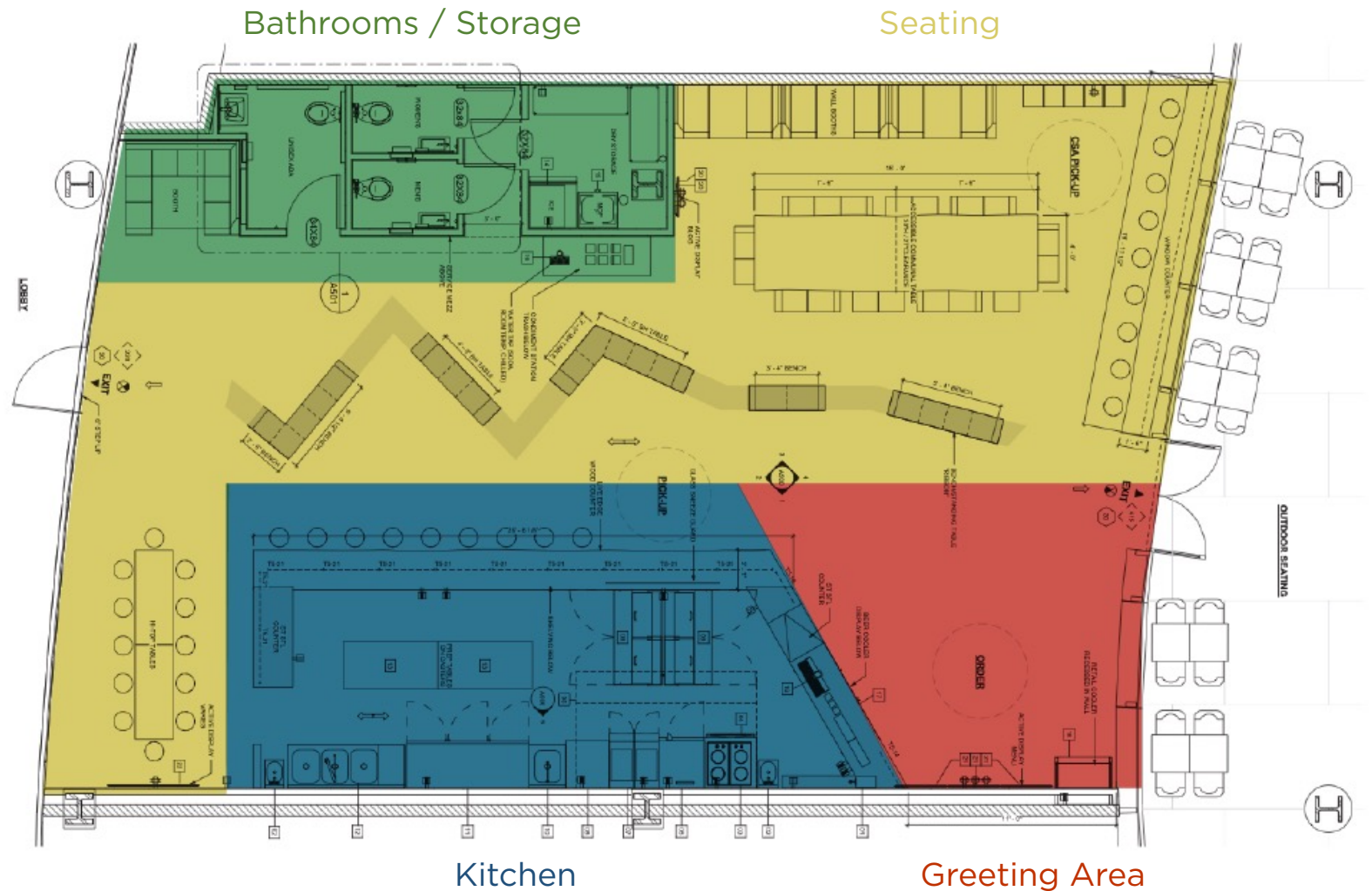
## REAL ESTATE REQUIREMENTS

Preferred Site Characteristics:

- 1,500-2,500 SF
- Type II Venting (heat rejection only)
- Strong Visibility
- Daytime and Weekend Traffic
- Outdoor Seating Potential

Clover Store Design:

- Fully open kitchen - no back of house
- 50-100 seats + large community table
- 100% compostable products
- Digital menu system in stores and on app.







**LET'S TALK!**

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