



JOYAL CAPITAL MANAGEMENT

JCM Finance, LLC helps prominent entrepreneur bring Johnny Rockets to Mohegan Sun Casino!



Client Profile: Lloyd Sugarman

Joyal Capital Management would like to congratulate Lloyd Sugarman on his most recent expansion of the Johnny Rockets franchise into Mohegan Sun Casino in Uncasville, Connecticut.

Lloyd is a true pioneer of the Johnny Rockets franchise. He got his first taste of the prevailing hamburger chain in 1986 when he signed on as a franchise partner.

With a strong belief in the organization, and an overwhelming determination to grow the brand, he branched out on his own in 1987 to become the first Johnny Rockets franchisee. Within the first two years he opened 5 Johnny Rockets restaurants in San Francisco, California. Since then Lloyd has built his individual network to 17 locations in seven states. Over the course of his 27 year run with Johnny Rockets, Lloyd has worked his way in and out of the corporate office to take on high level leadership positions that have structured the growth and development of what is today a 300 restaurant franchise.

In addition to his extensive background in the Johnny Rockets system, Lloyd has managed to stay true to his entrepreneurial ways by continuing to get involved with opportunistic business concepts. In April of 2013, Lloyd was appointed CEO of SoupMan, Inc., the parent company of the best tasting soup brand in the world, The Original SoupMan. With Lloyd's vast background in restaurant franchises, he was brought on board to launch a massive push of brand awareness to the consumers. By increasing supermarket

presence, introducing a franchised soup truck fleet, and revamping the traditional brick and mortar franchise image, SoupMan looks to make a strong push in the canned soup and quick service restaurant industries.

In recognition for all Lloyd has done in the franchise space over the years he has been the recipient of several prestigious awards including Restaurant Business Magazine's Franchisee of the Month.

Along with Lloyd's portfolio of Johnny Rockets and SoupMan restaurants he is an ever evolving entrepreneur, and always working towards the next big hit. With so many moving pieces it is important to have the right team in place. As part of JCM's Private Client Group, Lloyd can focus on his next move, while JCM provides the resources, support and complementary vision for his sustainable growth and initiatives.

In response to the demand for more flexible finance options for entrepreneurs just like Lloyd, JCM Finance, LLC was created. Since inception, we have helped arrange over \$400 million of new commercial loans for our clients, including Lloyd's most recent casino location.

Our services include:

- New development financing
- Commercial real estate debt restructure
- Franchise cash flow lending
- Acquisition financing
- Remodel loans

We invite you to learn more by contacting:

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