

Multi-Unit Franchisee

SPECIAL ANNUAL EDITION

MULTI-UNITS
ON THE RISE

WHAT'S
DRIVING
MULTI-UNIT
GROWTH?
STATISTICS POINT TO
CONTINUING MULTI-
UNIT EXPANSION

SERVICE
BRANDS
BY THE NUMBERS

FRANCHISED
FOOD
INDUSTRY
STATS BY FRANDATA

2014 MULTI-UNIT Buyer's Guide TO FRANCHISE OPPORTUNITIES

Two men in business suits are embracing each other. The man on the left is wearing glasses and a yellow tie, looking towards the right. The man on the right is wearing a pinstriped suit and has his eyes closed, leaning his head against the other man's shoulder. The background is a dark, textured wall.

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Franchisors & Multi-Unit Franchisees
team up for growth

Multi-unit franchisees dominate today's marketplace, controlling more total units than their single-unit counterparts—and an increasing number are operating multiple brands.

This steady shift over the past decade led Franchise Update Media in 2004 to debut a new magazine—*Multi-Unit Franchisee*—to serve the growing generation of multi-unit operators, hungry for information to help them expand both their number of units and their number of brands.

The first issue of the new magazine featured multi-brand franchisee John Prince, a former stockbroker whose franchise holdings then included Applebee's, Aaron's, Famous Dave's, and a Hooters (in Salt Lake City, no less!). We also featured Jim Gendreau, who in 1981 sold 70 franchises in 9 months for Cost Cutters, and then became a serial franchisee for several brands, including operating 54 Cost Cutters of his own. We also told the story of Tom Larson, who had 20 lodging and restaurant units spread among 7 brands. We led the story with this:

"Besides size, what makes these area developers different from other franchise owners? Why do they amass so many units and brands while others are content with one site, maybe two or three? How do they manage to manage

more brands than other people can handle units? Who are these guys?"

Since then we've interviewed and profiled hundreds of "these guys" (and women); heard from experts on every facet of the business; and compiled lists and rankings that chronicle the fantastic growth in not only the numbers, but also in the professionalism of these operators and their organizations.


Our annual Multi-Unit Franchising Conference also has grown over the years, in both the number and the quality of attendees, panelists, speakers, and exhibitors. Our online multi-unit business intelligence offerings have also expanded greatly with monthly newsletters and websites focused on multi-unit franchising—paralleling the growth and serving the growing needs of the expanding ranks of multi-unit and multi-brand franchisee organizations.

Franchisors, in tandem with the growing base of multi-unit operators, have recognized this change and responded by altering their sales approach, even their FDDs, to accommodate multiple-unit sales to experienced franchisees. The "three-pack" has grown to the five-pack and 10-pack, and we're hearing more about deals to develop upwards of 50 or 100 units in territories that grow larger each year.

Many of these multi-unit opera-

tors are only too pleased to share what they know with each other through our in-depth magazine profiles, taking time out from their busy schedules to reflect on their success and offer their stories and insights to our readers. And up close and personal at our annual Multi-Unit Conference, they have shown a generosity of spirit through impromptu conversations and on-the-spot mentoring.

This fourth annual edition of the Multi-Unit Buyer's Guide to Franchise Opportunities is a resource for connecting expansion-minded multi-unit operators with like-minded franchisors. The following pages, filled with concrete information from franchisors, is intended to help you evaluate new opportunities to diversify your portfolio of franchise brands.

The franchisors listed in these pages understand multi-unit franchising and are actively seeking experienced operators to help them penetrate new markets, quickly and effectively—and you're looking for the best brands to help your franchisee organization grow. We hope this guide helps all involved. New and prosperous partnerships could be just a few pages away! 



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MUOs ON THE **RISE**

Multi-unit franchise operators are about to exceed the 55-mph speed limit: we can now officially say that they control 55% of all franchised units in the U.S. The 80/20 rule also applies: those 55% of all franchised units in the U.S. are controlled by 20% of all franchise unit operators. Both are records.

The steady expansion of multi-unit dominance started in the late 1980s, so it is relatively recent in the context of the franchise business model. As recently as eight years ago, a majority of units were controlled by single-unit operators. The pace of change has been consistent and rather predictable, with a current rate of change of about 1% each year.

There are two big drivers of this change. The first is that we raised a generation of franchisees with growth on their minds. They pushed through the older “buy a job” mentality with business plans aimed at multi-unit expansion from the time they started in business. The second driver is cooperative franchisors, who went from being concerned by too much franchisee power to actively designing development programs around multi-unit models.

Some of today’s largest franchisees are NPC International (1,158 units, mostly Pizza Hut); Target Corp. (1,147 units, mostly Pizza Hut Express); Heartland Automotive Service (529 units, mostly Jiffy Lube); and Harman Management Corp. (466 units, mostly QSR brands).

As with these four franchisees, industries with the highest concentrations of multi-unit franchisees are in food. As the table shows, more than 82% of franchised QSR businesses are controlled by multi-unit franchisees, followed by restaurants (sit-down) at 77% and baked goods at 72%. Also of note is the rise of some non-food industry classifications, such as business-related, automotive, real estate, clothing retail, and education-related.

Top 10 Industries by MUF Control	% Multiple Units
QSR	82.4%
Restaurants (sit-down)	77.1%
Baked goods	72.1%
Beauty-related	66.4%
Frozen desserts	65.6%
Business-related	58.0%
Automotive	57.9%
Retail food	57.1%
Real estate	40.8%
Clothing & accessories	38.3%
Education-related	37.8%

IT'S A GOOD TIME TO BE A MULTI-UNIT OPERATOR!

On the other end of the spectrum, less than 5% of franchised travel businesses are controlled by multi-unit franchisees, followed by computer products and services (5.7%) and photographic products and services (8.5%). Perhaps the most important point is that multi-unit franchising has penetrated all industries where the franchise business model is found.

There are some interesting geographic distinctions as well, creating a sort of North-South divide. Only four states have a majority of units in the hands of single-unit franchisees: Maryland (51%), Vermont (52%), New Jersey (56%), and Montana (57%).

West Virginia, at 64%, has the highest concentration of units controlled by multi-unit franchisees. All other states with high concentrations of units in the hands of multi-unit franchisees are in the South, including: Arkansas, Mississippi, Kentucky, and Alabama, each with 62%.

ADDITIONAL FINDINGS

Here are some more statistics that shed light on the profile of multi-unit operators.

- Based on a large sampling of franchised businesses for which gender information was available, 28% were women-owned, and almost 40% of these were controlled by multi-unit franchisees.
- Of the more than 40,000 multi-unit franchisees, 7% (about 2,700) operate units across several brands. While that doesn't seem like a high percentage, it is growing quickly.
- Of the roughly 450,000 total business format franchised units in the U.S., about 360,000 are represented in the sample. Compared with similar sample from a few years ago, it shows that not only do we have a growing concentration of units controlled by multi-unit operators, we have a growing concentration of units controlled by *larger* multi-unit operators.

Across all units, the average multi-unit franchisee owns 5 franchised locations, up from about 3.5 in 2007. This obvious skewing is the result of larger franchisees adding units at a faster relative pace than single-unit and smaller multi-unit operators. Although the economy has been bad for most companies, it has greatly assisted this trend toward concentration. In the 2008–2010 period, many single-unit operators either sold to larger operators or closed because of sales and financing pressures. While the sales levels have improved somewhat, in the past two years lenders have concentrated their lending at the lower end of the business risk spectrum, which, of course, is represented by none other than multi-unit operators. Despite the economic obstacles, it's a good time to be a multi-unit operator. **MUF**



Darrell Johnson is CEO of **FRANDATA**, an independent research company supplying information and analysis for the franchising sector since 1989. He can be reached at 703-740-4700 or djohnson@frandata.com.



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What's **DRIVING** Multi-Unit **GROWTH**

Stats point to continuing multi-unit expansion

For the past few years you have heard me note that the majority of franchised units in the U.S. are owned by multi-unit operators. With more than 400,000 franchised units in the country, multi-unit operators control about 53 percent of those units. That's impressive, and the percentage controlled by multi-unit operators is rising. This growth is a consequence of many brands focusing their development models on multi-unit development packages over single-unit programs.

Today, FRANData's database shows the following breakdown of multi-unit operators (MUOs):

These are the "known" franchisees in our database. While we try to keep up with the changes in each franchise system, our database does not include current data for all of today's 3,500-plus brands. Therefore, each category understates the actual total. Since our database is more current with the larger brands and most of the smaller to medium-sized brands, any under-counting is primarily with the less-established brands, which are less likely to have many multi-unit operators.

Statistically, we think we have more than 90 percent in each category. Using this 90 percent confidence level leads us to good representative estimated counts. Thus, in total, we believe there are more than 40,000 multi-unit operators in the U.S. With the number of units they control and the brands and sectors they operate in, that puts the combined annual revenue of multi-unit operators at more than \$100

billion. There's some serious operational, business, and political influence in that figure.

We know the number of units they control is growing. But how is the number of multi-unit operators changing? For that, we can turn to our actual database counts. Assuming the actual-to-estimated changes are consistent, the actual counts should reflect about the same percentage change per category that our estimated numbers would show.

In a three-year span, we've seen a 17 percent increase in entry-level multi-unit operators. That's certainly consistent with our analysis of the development models franchise brands have been using over the past few years. To wit, entry-level multi-unit operators' average annual growth of nearly 6 percent slightly exceeds the growth of franchised units generally, which has been expanding by about 5 percent per year.


Much more interesting is the expansion of the larger categories of multi-unit operators. In the three-year span, those categories expanded about 25 percent. Even more interesting is the consistency with which each category expanded, ranging between 24 and 28 percent.

Several obvious trends are affecting these outcomes. Multi-unit development models became a common form for expansion only in the past 20 years. In a life cycle sense, the data confirm that this model is still solidly in a growth mode. And although many franchisors have had to cancel contracts for development, especially for the second and third units within the contract

timelines, these data suggest that many second, third, and fourth units have been added in recent years.

We also can't ignore the impact that one of the "big two" small-business challenges—capital access—may have had on the growth statistics of multi-unit operators (the other, of course, is unit sales in a soft economy). Most banks have tightened their underwriting borrower qualification standards to include existing experience in the industry. This undoubtedly has led to more multi-unit operators compared with new single-unit operators.

Finally, it should be noted that the growth of multi-unit operators is happening, in part, from the exiting of some single-unit operators. Transfers are on the rise across many industries. As I've noted previously, multi-unit operators increasingly are the buyers of existing units. It makes sense, since they are in the best position to evaluate the current operations and future potential of an existing unit.

All of this suggests a continuing rise in influence of the multi-unit operator within franchising. Want further evidence? Franchise Update Media's Multi-Unit Franchising Conference has set attendance records in the past several years. Looks like I'll be seeing more of you in Las Vegas next year! 

Darrell Johnson is president and CEO of FRANData, an independent research company supplying information and analysis for the franchising sector since 1989. He can be reached at 703-740-4700 or djohnson@frandata.com.



Multi-Mania

Franchisees are an optimistic lot, expansion-minded, on the grow, always alert to new opportunities. And for them, multi-unit franchising represents one of today's most attractive opportunities. Whether it involves increasing the number of units of their current brand or adding new brands to their holdings, the allure of multi-unit franchising is attracting the best and brightest franchisees in the business with increasing frequency.

During the past 20 years, what began as a trickle has become one of the hottest vehicles for building a business rapidly and sustaining it through the years. FRANData puts the number of multi-unit operators at more than 40,000, and they control more than 200,000 franchised units in the U.S.

Successful multi-unit operators are a different breed than the single-unit franchisees they are displacing. Light years beyond the old "buying a job" mentality, they are skilled, professional business executives who have chosen franchising as their business model. They possess the skills, training, capital, infrastructure, and vision to keep adding units to their portfolio—without stressing their organization or their stomach.

Even during the recent economic upheaval, savvy multi-unit franchisees continued to expand, especially in QSR and in services such as senior care, hair salons, massage, home maintenance, children's activities, pet care, and more. After all, if



MORE
FRANCHISEES THAN EVER
ARE ADDING
NEW UNITS

you can make money with one unit you can make even more with two, three, or more, right?

Well, yes—but it takes a certain skill set, dedication, and infrastructure to make it all work effectively and efficiently. If you're a regular reader of Multi-Unit Franchisee magazine, especially our ongoing profiles of successful multi-unit franchisees, you know exactly what we mean.

All the right pieces must be in all the right places for a multi-unit franchise organization to succeed. If they're not, the results can be disastrous for both franchisee and franchisor. At its best, however, multi-unit franchising allows franchisees (and franchisors) to increase their unit count, market penetration, and profitability more rapidly than a single-unit owner ever could.

Multi-unit franchising already has altered the landscape of franchising in many ways, and will continue to do so. In recent years, private equity has "discovered" the profit potential of multi-unit franchising, buying into multi-unit franchise organizations or acquiring them

outright—even doing the same with franchisors. And you know they appreciate the benefits and value of a diversified portfolio!

According to franchise attorney Lane Fisher, "The emergence and growth of multi-unit franchisees is having a profound effect on franchising. It is rapidly changing prospective franchisee screening standards, the quality and substance of existing training and operational support, pressuring franchisors to make financial performance representations in their franchise disclosure documents, and affecting the way contracts are written by redefining 'non-negotiable' rights and deal breakers."

Fisher says that although multi-unit franchising is clearly a growing trend, particularly in food, it is not appropriate for all opportunities. "Sometimes it is a function of timing, as many new franchisors use various forms of multi-unit franchising to grow in early stages; or in other cases the unit economics simply will not support the additional layers of infrastructure to make the investment worthwhile; and in other cases multi-unit expansion is at odds with corporate philosophy, or the lack of


expansion capital in a particular industry.”

In other words, while multi-unit franchising is the way to go for any franchisee seriously looking to grow their organization, it's not a slam-dunk, it's not for everyone, and it's far from easy. In fact it's hard work, and fraught with failure. Successful multi-unit franchisees must do at least three things well:

1) You must be able to finance the additional locations/territories. That means deep pockets, or at least access to deep pockets. This often requires business partners and/or lenders who then have skin in the game and can influence the way you conduct your business. This is an important reality to keep in mind if you are an independent thinker and operator.

2) You must be able to form an organization with a management team and infrastructure to command your expanding empire. You may be able to remain hands-on with a handful of units, but when you reach 10 or more it's no longer feasible for you to oversee day-to-day operations. At some point, you will need to bring in a team to handle everything from operations to finance to marketing and HR. You must learn to delegate and get out of the way.

3) Leadership is the final ingredient. You come to the game with vision, ambition, and inspiration. The challenge is communicating these crucial intangibles to your expanding organization and keeping them intact as they filter down to your unit managers and front-line staff through your in-house team. Necessary and achievable; never simple nor easy.

If you have the background, experience, and drive to take on these challenges, then multi-unit franchising offers you a path to achieve your dreams. But you can't do it alone. Rely on people, partners, and delegation—plus a large helping of your own passion, patience, dedication, and hard work—and yes, you can grow a multi-unit empire. 

SPREADING THE RISK

Multi-brand franchising allows multi-unit operators to balance risk and ride out the uncertainties of the marketplace in many ways:

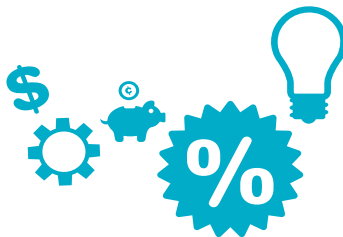
ECONOMIC CYCLES. Operating brands in different industries can help minimize the ups and downs of an uncertain economy. Casual dining as a segment took a huge hit in the recession, while bargain-priced fast food continued to do fairly well; new car dealers suffered while automotive maintenance and repair businesses held their own and expanded.

SEASONAL CYCLES. A lawn care franchise in a four-season climate slows to a crawl in the winter. Ice cream, lemonade, and frozen desserts peak in the warm weather, so why not add soup and sandwiches as the weather cools? Adding a second business to balance out the seasons will keep employees engaged and the cash flowing in. New brands can be in related sectors (maid service, electrical, plumbing, home insulation), or in completely different areas (food, rental centers).

CASH FLOW. A franchisee with several units of a casual restaurant brand ventured into rental stores. Stocking a new rental store with merchandise is expensive, and monthly rental fees don't cover the purchase price for 6, 12, or 18 months, tying up valuable cash in inventory. The daily cash flow from the restaurants was the perfect complement to keep the organization healthy until the rental stores started showing a profit—which they did handsomely in time.

DAY PARTS. Breakfast, lunch, dinner, late night, and in-between. Whether it's food or services, consumers and businesses have needs 24 hours a day. If your business makes the majority of its sales at breakfast and lunch, adding a brand that peaks in the afternoon and evening will make for a longer day, but also a stronger bottom line.

SURPRISES. Fast food operators have been hit hard over the years by news of salmonella, E. coli, employee misbehavior, and other developments beyond their control. Having other brands in your portfolio can help you stay afloat until a negative situation is remedied and trust in the brand restored.





Brand DIVERSITY

The growing allure of operating several concepts

Franchising continues to grow—not only in size, but in complexity—and in recent years, a huge part of that growth is attributable to multi-brand franchising.

Makes sense. If following the system works for one successful brand, it will most likely work in another, then another—if you choose wisely. And if your unit economics are strong, more profit will flow your way with each passing year and additional brand.

Diversification, a recommended strategy in designing an investment portfolio, is a big part of the thinking behind the growth in multi-brand franchising. As savvy investors know, no matter how good your ROI may be from a single holding, it's not wise to put all your eggs in one basket. And as multi-unit franchisees seek new avenues for growth, an increasing number are adding second, third, and fourth brands to their portfolios.

“There is a definite interest in growth through multi-concept operations,” says Darrell Johnson, president of FRANdata. “It’s continuing to expand and grow, and we see the trend continuing upward.”

Franchise attorney Lane Fisher observes: “From a franchisor’s perspective, multi-unit franchising provides opportunities for accelerated growth; a vehicle to penetrate new markets; capitalize on certain market efficiencies; reduce the training, opening, and operational assistance typically provided to single-unit franchisees; and is a means to attract and reward productive franchisees.”

One dynamic propelling multi-brand growth is the combination of 1) expansion-minded franchisors seeking multi-unit operators successful with other brands with 2) successful multi-unit franchisees evaluating new concepts to diversify their organization. This alignment of interests has

been accompanied by a rise in the number of franchisors offering several concepts from under one corporate umbrella—usually limited to a single industry segment (fast food or home repair services, for example).

For franchisors offering multiple brands, it means working with franchisee organizations they already know, saving countless hours of relationship-building, recruiting, investigation of finances, etc. For franchisees, adding a new brand from their current franchisor does the same. It means working with a known, trusted management team, saves time, helps them open units sooner, and also can mean discounts on franchise fees, sometimes even royalties for a limited time.

Franchisors seeking new multi-unit partners are looking for a proven track record managing multiple units, relevant industry experience, positive cash flow, strong unit economics, and a solid management team



and infrastructure. And, of course, signing multi-unit or area development deals also means dealing with fewer franchisees to sell more units. Franchisees seeking a new franchisor partner look for pretty much the same: a solid management team, strong unit economics, a well-known and respected brand name, and an opportunity to develop a territory over the long term.

Taken alone or together, there are many reasons that inspire successful multi-unit franchisees to seek out additional brands:

GEOGRAPHY.

Adding a new brand can be the perfect path to continued growth in their region for a single-brand multi-unit operator

or area developer who has built out their territory, or for a franchisee of a brand with no local opportunities to build more units—without having to travel to new or distant locales. Familiarity with the territory and the dynamics of their market, combined with local connections and a solid grasp of local real estate, developers, and zoning requirements is a real home-court advantage.

FINANCING. A successful track record with one franchise concept demonstrates your ability to lenders who can help you launch that next concept. Thriving multi-unit franchise operators typically have high net worth, extensive contacts, and access to financing to open successful units quickly. These are powerful assets to have. Your existing operation and the value of your real estate can help you acquire a second or third concept, without putting a stranglehold on your cash flow.

INFRASTRUCTURE. Multi-unit franchisees with their own accounting, human resources, and other internal departments often have excess capacity. Adding brands can take advantage of that capacity,

growing profits without expanding the home office staff. With a strong infrastructure in place, a multi-brand franchisee has a built-in advantage in building brand awareness in their territory and more easily, rapidly, and successfully penetrating their market with a new brand.

TRAINING AND RETENTION.

With two or more brands, a franchisee can offer employees cross-training, flexibility,

sands of customer transactions. While the operating systems differ and must remain separate, sometimes elements of one can be applied to another, or to internal operations at the franchisee's home office. The same holds true for marketing programs, recruiting methods, training, HR, and every other ingredient of franchising success. Keep them separate to maintain compliance, but look for areas to adapt good ideas across

“Franchisors seeking new multi-unit partners are looking for a proven track record managing multiple units, relevant industry experience, positive cash flow, strong unit economics, and a solid management team and infrastructure.”


promotions, and a clear growth path as their skill sets improve. This helps in attracting and retaining top talent as you build your organization, always a challenge in any business. And with better-trained employees, unit economics improve.

ECONOMIES OF SCALE. Once an organization attains a certain size, several things get easier and, often, less expensive since you're "buying in bulk": marketing and advertising, supplier costs and services, administrative and back-office functions, and more. For example, one vendor may be able to service all your equipment and, as a result, offer you a more economical rate.

CO-BRANDING. Locating two or more brands in a single location also allows behind-the-scenes efficiencies that can boost profits. Be careful to maintain compliance with each franchise agreement, as some concepts may not be combined legally or functionally. If it does work, co-branding and co-marketing can make more efficient use of your advertising dollar.

SYNERGY. Each franchise brand has its own proprietary operating system perfected over many years and many thou-

your organization.

Multi-brand franchising is a complex business. Done right, it offers great potential to the multi-unit franchisee seeking to diversify their investment, increase their profitability, and build a larger, stronger organization. One caveat: New brands should not (and in many franchise agreements, cannot) be in competition with your existing brands. Check with your franchisor, franchise agreement, and franchise attorney before you start shopping for a new brand. 



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Old Chicago Pizza & Taproom
OneClick Cleaners
OrderUp
Oxi Fresh Carpet Cleaning
Pancheros Mexican Grill
Papa John's
Papa Murphy's Take 'N' Bake Pizza
PET SUPPLIES PLUS
Peterbrooke Chocolatier
Pie Five Pizza Co.
PIRTEK
Pita Pit USA
Popeyes Louisiana Kitchen
ProSource Wholesale
Quaker Steak & Lube®
Raceway
Rent-A-Center
Retro Fitness
Rock and Brews Franchising, LLC
Rosati's Pizza
Roy Rogers
Russo's New York Pizzeria

Salsarita's Franchising, LLC
Save-A-Lot Food Stores
Sears Hometown & Outlet Stores
ShellGenie
Smoke 'n Poutinerie Inc.
Smoothie King
Sport Clips
SONIC Drive-In
Steak 'n Shake
Sub Zero Ice Cream & Yogurt
sweetFrog Premium Frozen Yogurt
Taco John's
TAZIKI'S MEDITERRANEAN CAFÉ
TCBY and Mrs. Fields
The Brass Tap
The Greene Turtle Sports Bar and Grille
The Krystal Company
The Little Gym International, Inc.
Tide Dry Cleaners
Togo's
Toppers Pizza
Tropical Smoothie Café
Uncle Maddio's Pizza Joint
Villa Enterprises
Watermill Express
Which Wich® Superior Sandwiches
WingsUp Restaurants
Wak Box
Workout Anytime
Yeh! Frozen Yogurt & Cafe
Yogurt Zone
Zaxy's Franchising, Inc.
ZIPS

SUPPLIERS

ACA Marketplace Enrollment Solutions
Aventus Group
Balboa Capital
BigStep Interactive
Biz2Credit
Bulk TV & Internet
BullsEye Telecom
Business Financial Services
Clarity Voice
Class Action Refund LLC
Coalition Franchisee Association
Comcast Business
Corrigo Incorporated
Direct Capital Franchise Group
EnTouch Controls
Entrepreneur Media, Inc.
Envysion
FisherZucker, LLC
Franchise Business Review
franchiselQ
FRANdata
GetOne Rewards
Global Cash Card
Granite Telecommunications
Harland Clarke - TranSource
Hilbers, Inc.
Hireology
HKP
Impression TV
Infinitti HR
JobApp Plus
LED Source - Your LED Lighting Experts
Mace Security International
Manalito Inc.
Mobivity
MomentFeed
National Satellite - DIRECTV for Business
NEST International
OnsiteRIS, Inc.
Ooma

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PeopleMatter
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Orange Leaf Frozen Yogurt
Sanderson & Associates The ORIGINAL
Franchise PR Firm
The Habit Burger Grill
Tokyo Joe's

*At Press Time



AZIZ HASHIM
2014 Conference
Chairman

*President & CEO
of National Restaurant
Development and this
year's Conference Chair,
has become a leading
multi-state, multi-brand,
and most recently,
multinational
business owner.*

PLANNING FOR **GROWTH** 2014 YOUR PATHWAYS TO SUCCESS

Fellow franchisees, I wish you all a happy New Year with much success in your endeavors in 2014. I am very excited to announce that this year's conference is entitled "Planning for Growth." With the economy slowly but surely rebounding, and capital access at its best point since pre-recession, there will be opportunities abound for franchisees to make measurable strides in their business. However, the best growth is intelligent growth and that comes with proper planning, measurable objectives and disciplined decision making.

This year's conference will feature the major aspects of successful growth through the lens of finance, marketing and talent management. We are planning sessions with content that is new and fresh with operators who have mastered these key areas of business. Further, we have introduced tracks so that the content is tailored to the specific needs of the operator in various stages of development.

The Multi-Unit Franchising Conference is a unique event because it is highly influenced by its advisory board consisting of the very best multi-unit franchisees. The board works very hard to ensure that the conference delivers on its promise of being the best venue for franchisees to learn how to grow their business.

I look forward to seeing you at the conference this year, it will be a not-to-miss event for all multi-unit franchisees!



TOP 3 REASONS TO ATTEND

#1 – Franchisee Networking

Engage with franchisees from a variety of industries, discover new ideas, best practices, and develop relationships from business owners facing the same challenges.

#2 – Education and Motivation

Over 60 multi-unit and multi-concept franchisee speakers will share their tactics, insights, and practical advice in 30 solution-focused sessions. Topics include:

- Selecting and Adding New Brands
- Consumer Marketing
- Customer Service
- Recruiting, Retaining, and Rewarding Employees
- Financing
- Benchmarking Unit Performance
- Healthcare and Government Regulations

#3 – New Opportunities

Over 250 franchises and business solution providers looking to partner with successful multi-unit operators just like you will fill the expo hall. Find the next great brand to add to your portfolio. Discover a service provider that can boost your bottom line.

WHO SHOULD ATTEND

There's something for everyone at this conference. Whether you are a franchisee, franchisor or supplier.

- Multi-Unit Franchisees
- Multi-Concept Franchisees
- Area Developers and Area Representatives
- Chain Store Operators
- Franchisors
- Franchise Investors
- Real Estate Professionals
- Finance Professionals

The 2013 Multi-Unit Franchising Conference had record attendance of over 1,200 multi-unit franchisees, franchisors and franchise service providers.

Over 450 of the multi-unit franchisees attending in 2013 represented:

- 47 U.S. States and Canada
- 9,400 operating units
- 180,000+ employees
- \$7.5 billion in annual systemwide revenue
- 200+ brands including the following categories: food (QSR, sit-down, fast-casual, yogurt, donuts, etc.), automotive, senior care, insurance, fitness, health, retail and more...
- 38% have 2 or more brands
- 47% operate in 2 or more states encompassing more than 40 U.S. States and Canada
- 70% are seeking additional brands
- 50 companies came seeking specific brands

AGENDA AT A GLANCE

TUESDAY, April 22 | *Pre-Conference*

12:00PM TO 6:30PM

GOLF TOURNAMENT

6:30PM TO 8:00PM

MULTI-UNIT FRANCHISEE COCKTAIL RECEPTION & WELCOME *(Franchisees Only)*

WEDNESDAY, April 23 | *Main Conference*

7:30AM TO 7:30PM

REGISTRATION DESK OPEN

7:45AM TO 8:45AM

CONTINENTAL BREAKFAST

9:00AM TO 11:00AM

OPENING GENERAL SESSION

Welcome: Therese Thilgen, *CEO & Co-Founder, Franchise Update Media* & Aziz Hashim, *2014 Multi-Unit Conference Chair, President & CEO, NRD Holdings, LLC*

Keynote:

John Maxwell, *The Leadership Authority, Coach and Best-selling Author*

11:00AM TO 11:30AM

COFFEE BREAK

11:30AM TO 12:30PM

GENERAL SESSION: People Planning for Growth: Attract, Recruit, Retain

12:30PM TO 2:00PM

MULTI-UNIT FRANCHISEE ONLY LUNCHEON – Outsourcing Discussion

12:30PM TO 2:00PM

GRAND LUNCHEON FOR FRANCHISORS & SUPPLIERS

GROWING TO 20 UNITS

GROWING FROM 20 – 30 UNITS

GROWING BEYOND 50 UNITS

2:00PM TO 3:15PM

Moving from Grandma's Pocketbook to Lender Financing

Management to Leadership

The Right Capital Plans for Growth

3:30PM TO 4:45PM

Making the Commitment to Grow

Executing the Vision

People, The Essential Element for Growth

3:15PM TO 4:30PM

COCKTAIL RECEPTION IN EXPO HALL – EXHIBITS OPEN

THURSDAY, April 24 | *Main Conference*

7:30AM TO 7:30PM

REGISTRATION DESK OPEN

8:00AM

CONTINENTAL BREAKFAST

8:30AM TO 9:15AM

BUSINESS SOLUTION ROUNDTABLES

AGENDA AT A GLANCE

THURSDAY, April 24 | *Main Conference*

9:30AM TO 11:15AM

GENERAL SESSION:

Opening Remarks: Aziz Hashim, 2014 Multi-Unit Conference Chair
State of the Franchise Industry: Darrell Johnson,
Franchise Economist & CEO, Frandata



Keynote:

J.B. Bernstein, *Legendary Sports Agent, Marketing Pioneer*
 & inspiration for the upcoming Disney film, Million Dollar Arm

11:30AM TO 11:45AM

BREAK

11:45AM TO 12:15PM

GENERAL SESSION: Lobbying for Small Business & Franchisees

12:15PM TO 1:45PM

LUNCH IN EXHIBIT HALL

2:00PM TO 3:00PM

GENERAL SESSION: Healthcare Update – Healthcare 2014: Clarifying Misconceptions & the Latest on the ACA

3:15PM TO 4:00PM

CONCURRENT BUSINESS SESSIONS:

Marketing Track

Marketing Math

Financing & Operations Track

Secure Financing for Growth,
 Large Investments, Acquisitions,
 and Valuations

Relationships Track

Understanding Your FDD
 & Franchise Agreement

Growth Track

Real Estate: Own It,
 Lease It, Manage It

4:15PM TO 5:00PM

CONCURRENT BREAKOUT SESSIONS:

Marketing Track

Own Your Market
 For Optimal Local
 Store Marketing

Financing & Operations Track

Early Growth Capital for
 Emerging Franchisees

Relationships Track

Exit Strategies & Succession
 Planning – includes selling
 units to plan for growth

Growth Track

Outsourcing: Why,
 What, When & How to
 Implement Workshop

5:00PM TO 7:00PM

COCKTAIL RECEPTION IN EXPO HALL – EXHIBITS OPEN

FRIDAY, April 25 | *Main Conference*

9:00AM TO 11:00AM

CLOSING SESSION:

Develop Your Capital Growth Plan Workshop, *For Franchisees and Franchisors*



ENTIRE U.S.

(50 states, Washington, D.C., Guam,
Puerto Rico, and the Virgin Islands)

MSA FRANCHISED UNITS

LOS ANGELES, CA	15,921
CHICAGO, IL	9,448
ATLANTA, GA	6,896
WASHINGTON, DC-MD-VA-WV	6,487
HOUSTON, TX	5,655
BOSTON, MA-NH	5,688
PHILADELPHIA, PA-NJ	5,184
DALLAS, TX	5,071
NEW YORK, NY	4,981
MINNEAPOLIS-SAINT PAUL, MN-WI	4,847
PHOENIX-MESA, AZ	4,793
DETROIT, MI	4,699
TAMPA-SAINT PETERSBURG-CLEARWATER, FL	3,538
SEATTLE-BELLEVUE-EVERETT, WA	3,435
SAN DIEGO, CA	3,434
ST LOUIS, MO-IL	3,341
DENVER, CO	3,290
WASHINGTON-BALTIMORE, DC-MD-VA-WV	3,195
SAN FRANCISCO-OAKLAND-SAN JOSE, CA	3,186
CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	2,941
ORLANDO, FL	2,763
PORTLAND-SALEM, OR-WA	2,698
KANSAS CITY, MO-KS	2,628
LAS VEGAS, NV-AZ	2,614
OAKLAND, CA	2,608
NASSAU-SUFFOLK, NY	2,605
INDIANAPOLIS, IN	2,577
PITTSBURGH, PA	2,513
SACRAMENTO, CA	2,479
DALLAS-FORT WORTH, TX	2,477
CLEVELAND-AKRON, OH	2,389
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA-NC	2,340
COLUMBUS, OH	2,314
SAN ANTONIO, TX	2,313
RALEIGH-DURHAM-CHAPEL HILL, NC	2,312
NASHVILLE, TN	2,232
AUSTIN-SAN MARCOS, TX	2,205
CINCINNATI, OH-KY-IN	2,153
MILWAUKEE-RACINE, WI	2,113
NEWARK, NJ	2,024
FORT LAUDERDALE, FL	2,020
MIAMI, FL	1,952
HARTFORD, CT	1,803
JACKSONVILLE, FL	1,798
RICHMOND-PETERSBURG, VA	1,784
SALT LAKE CITY-OGDEN, UT	1,768
GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	1,610
OKLAHOMA CITY, OK	1,610
WEST PALM BEACH-BOCA RATON, FL	1,557
GREENVILLE-SPARTANBURG-ANDERSON, SC	1,542
BERGEN-PASSAIC, NJ	1,493

DOMINATORS

LARGEST FRANCHISEES BY STATE

STATE	LARGEST FRANCHISEE	UNITS
ALABAMA	NPC INTERNATIONAL INC	102
ALASKA	SUBWAY DEVELOPMENT OF ALASKA	24
ARIZONA	STINE ENTERPRISES INC.; UNION DISTRIBUTING CO	70
ARKANSAS	K-MAC ENTERPRISES INC	93
CALIFORNIA	SOUTHERN CALIFORNIA PIZZA	223
COLORADO	HARMAN MANAGEMENT CORP	67
CONNECTICUT	NORTHEAST FOODS LLC	33
DELAWARE	WENDOVER INC	14
DISTRICT OF COLUMBIA	MARY LYNNE CARRAWAY	12
FLORIDA	HESS CORP	211
GEORGIA	NPC INTERNATIONAL INC	86
HAWAII	BLUE PACIFIC LLC	31
IDAHO	JACKSON FOOD STORES INC	60
ILLINOIS	HEARTLAND FOOD CORP	178
INDIANA	BR ASSOCIATES INC / SIDAL INC	116
IOWA	NPC INTERNATIONAL INC	64
KANSAS	ROTTINGHAUS LLC	170
KENTUCKY	FOURTEEN FOODS LLC; JAMES MICHAEL JONES	53
LOUISIANA	STRATEGIC RESTAURANTS ACQUISITION COMPANY LLC	129
MAINE	CAPITAL PIZZA HUTS	26
MARYLAND	DAVCO RESTAURANTS INC	108
MASSACHUSETTS	HK ENTERPRISES; CONSTANTINE SCRIVANOS	58
MICHIGAN	QUALITY DINING INC	83
MINNESOTA	BORDER FOODS INC	150
MISSISSIPPI	NPC INTERNATIONAL INC; CARLISLE CORP	72
MISSOURI	ROTTINGHAUS LLC	85
MONTANA	KENT COLVIN	24
NEBRASKA	HEARTLAND FOOD CORP	40
NEVADA	CRAWFORD OIL INC	82
NEW HAMPSHIRE	CONSTANTINE SCRIVANOS	41
NEW JERSEY	BRID RESTAURANT GROUP LLC	56
NEW MEXICO	B & B CONSULTANTS GROUP	68
NEW YORK	CARROLS RESTAURANT GROUP	116
NORTH CAROLINA	STEPHEN WILLIAMS	176
NORTH DAKOTA	FARMERS UNION OIL CO	19
OHIO	CARROLS RESTAURANT GROUP	85
OKLAHOMA	WING FINANCIAL SERVICES LLC	112
OREGON	PETROCARD SYSTEMS INC	36




DOMINATORS

Market Dominators

The trend of multi-unit, multi-brand franchisee organizations becoming larger and more numerous each year is here to stay—and accelerating as operators who rode out the recession are expanding their portfolios by swallowing smaller fish, acquiring under-performing units, building new stores, and expanding into new brands and territories. The shakeout (and subsequent consolidation) of weaker operators, combined with improved operations by the stronger ones, is creating some extremely large franchisee organizations, as the rankings show.

These multi-unit and multi-brand dominators are sophisticated, savvy, and experienced at managing organizations with hundreds of units, often spread across several states. They also understand that success is all about unit economics, one customer and one unit at a time.

They create jobs by the hundreds and thousands by hiring employees and doing business with local suppliers. And the best give back to their communities on a large scale, encouraging their employees to participate in supporting local organizations and charities.

But no franchise dominator gets to the top without years of hard work, sacrifice, perseverance, and an unwavering desire to be the best at what they do. Congratulations to this year's Dominators! 

STATE/TERR.	STATE/TERR.	LARGEST FRANCHISEE	UNITS
PENNSYLVANIA		JERRY BUS	54
PUERTO RICO		LYLE SWANSON	37
RHODE ISLAND		JAN CO INC	30
SOUTH CAROLINA		APPLE GOLD INC	40
SOUTH DAKOTA		NPC INTERNATIONAL INC; WALSH	22
TENNESSEE		TRI STAR ENERGY LLC	122
TEXAS		MUY BRANDS LLC	218
UTAH		SIZZLING CAESARS LLC	57
VERMONT		PETER NAPOLI	14
VIRGINIA		BODDIE-NOELL ENTERPRISES INC	174
WASHINGTON		HEARTLAND AUTOMOTIVE SVC INC	100
WEST VIRGINIA		LITTLE GENERAL STORE INC	27
WISCONSIN		WISCONSIN HOSPITALITY GROUP LLC	118
WYOMING		KENT COLVIN	17

LARGEST FRANCHISEES BY REGION

REGION	UNITS	REGION	UNITS	REGION	UNITS
EAST (DC, DE, MD, NJ, NY, PA, WV)		NEW ENGLAND (CT, ME, MA, NH, RI, VT)		SOUTHWEST (AZ, NV, NM)	
ADF COMPANIES	158	CONSTANTINE SCRIVANOS	111	B & B CONSULTANTS INC	118
CARROLS RESTAURANT GROUP	152	NORTHEAST FOODS LLC	101	CRAWFORD OIL INC	82
TARGET CORP	135	HK ENTERPRISES	74	STINE ENTERPRISES INC	70
HMS HOST	121	CARLOS ANDRADE	68	UNION DISTRIBUTING COMPANY OF TUCSON	70
DAVCO RESTAURANTS INC	111	FLYNN RESTAURANT GROUP LLC	65	LAS CAL CORP	65
MIDWEST (IL, IN, MI, MN, OH, WI)		PLAINS (IA, KS, MO, NE, ND, OK, SD)		WEST (AK, CA, HI, OR, WA)	
HEARTLAND FOOD CORP	302	ROTTINGHAUS LLC	319	TARGET CORP	350
TARGET CORP	206	NPC INTERNATIONAL INC	239	SOUTHERN CALIFORNIA PIZZA	223
FLYNN RESTAURANT GROUP LLC	199	UNITED STATES BEEF CORP	213	HERMAN MANAGEMENT CORP	211
CARROLS GROUP	181	FUGATE ENTERPRISES	135	HEARTLAND AUTOMOTIVE SVC INC	158
BORDER FOODS INC	154	WING FINANCIAL SERVICES LLC	113	JAMES GRESSETT	147
MOUNTAIN WEST (CO, ID, MT, UT, WY)		SOUTH (AL, AR, FL, GA, KY, IA, MS, NC, SC, TN, TX, VA)			
HARMAN MANAGEMENT CORP	92	NPC INTERNATIONAL INC	788		
NPC INTERNATIONAL INC	89	TARGET CORP	356		
SIZZLING PLATTER INC	84	BODDIE-NOELL ENTERPRISES INC	299		
PALO ALTO INC	66	ARAMARK	288		
JACKSON FOOD STORES INC	60	CARROLS RESTAURANT GROUP	233		

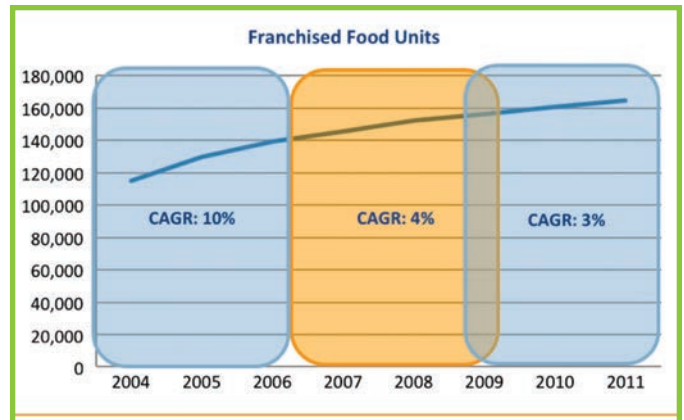
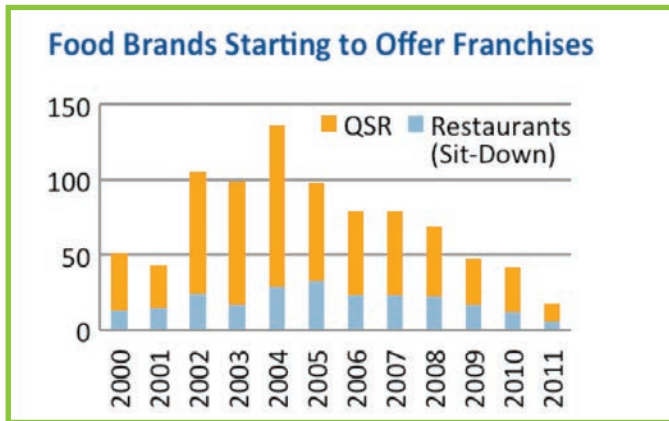
Source: FRANdata



FRANCHISED FOOD INDUSTRY STATS BY FRANDATA

As of 2012, there were about 1,300 franchised food brands operating in the U.S.; roughly two thirds started offering franchises in 2000 or later. In 2011, these food brands operated an estimated 176,700 franchised locations. The largest industry by number of

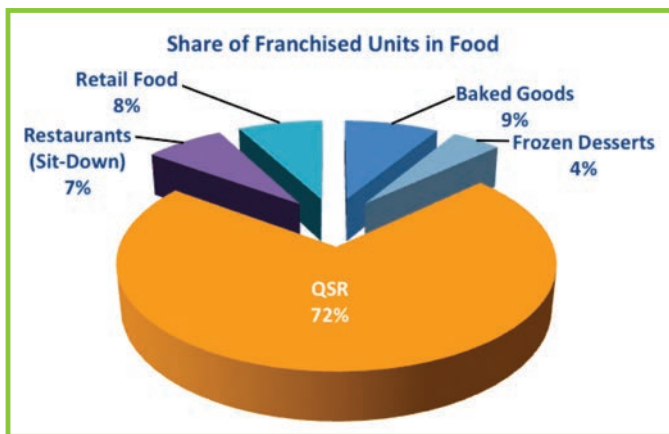
From 2004 through 2011, brands in retail food grew the fastest, at a CAGR of 9%, followed by baked goods and sit-down restaurants, both at 8%. Interestingly, frozen dessert picked up growth again in 2011 after stagnating during the recession more than the other industries. This was driven by frozen yogurt concepts such as Menchie's and Yogen Früz, which increased at a CAGR of 180% and 125%, respectively, from 2008 through 2011.



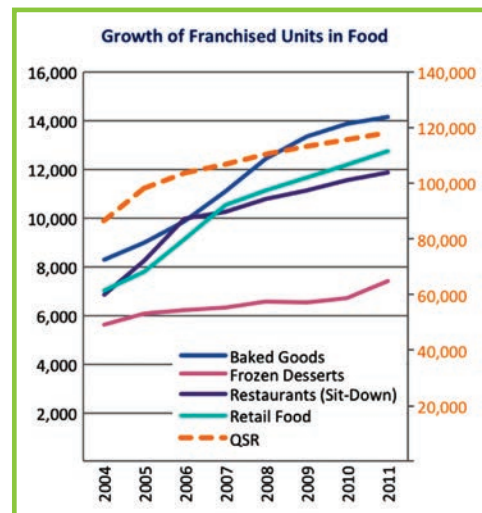
franchised units is QSR, which accounted for 72% of franchised units in 2011, followed by baked goods (9%) and retail food (8%).

To estimate the growth rates in franchised food units, FRANDATA created a sample of 488 brands for which consecutive data for 2004 through 2011 was available. In 2011, the sample operated 163,054 franchised locations, about 92% of the estimated

In fact, when breaking up the 2004 through 2011 period into three chunks (2004–2006, 2007–2009, and 2009–2011), frozen dessert was the only food industry that managed a higher CAGR over the third phase than during the second phase. ^{MUR}



total. From 2004 through 2011, the number of franchised food locations in this sample increased at a compound annual growth rate (CAGR) of 5%. Before the recession, from 2004 through 2006, franchised food units increased at a CAGR of 10%. CAGR in this segment slowed to 4% from 2007 through 2009, and to 3% from 2009 through 2011.



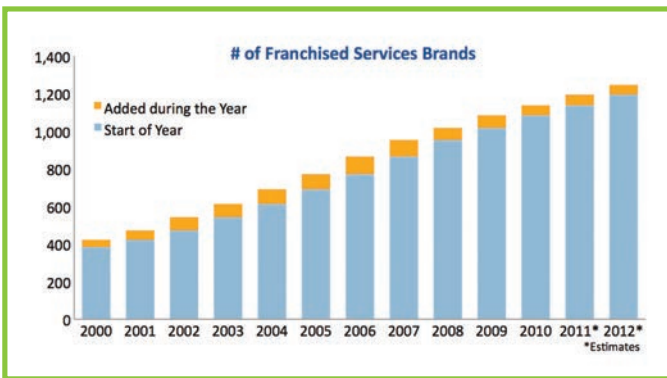
Note: QSR is displayed as a secondary axis; the orange numbers to the right refer to QSR only.



SERVICE BRANDS BY THE NUMBERS

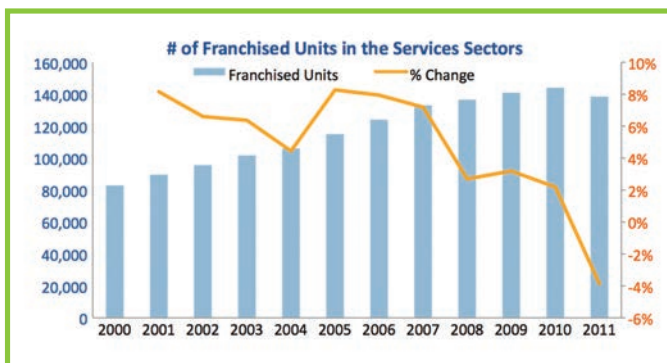
Each year we ask FRANData for the numbers on franchised service brands, highlighting trends, growth/shrinkage, and brands on the move. Here's what they found.

SERVICES BY THE UNIT – In 2000, more than 400 franchised service brands were operating in the U.S. By the end of last year, that number had tripled to 1,246, with brands operating in 14 industries in almost 100 sectors. Between 2000 and 2012, the number of new service brands on the scene peaked at 94 in 2006, then declined back to levels seen at the start of the decade.



Our previous estimate of 2011 unit activity was too conservative. With confirmed data, we now know that the number of franchised units continued to increase every year between 2000 and 2010, before declining in 2011. Unit growth slowed to 3% in 2008, dropping from 7% the previous year. In 2010, the number of franchised units increased at even slower 2%, then dropped by an estimated 4% in 2011.

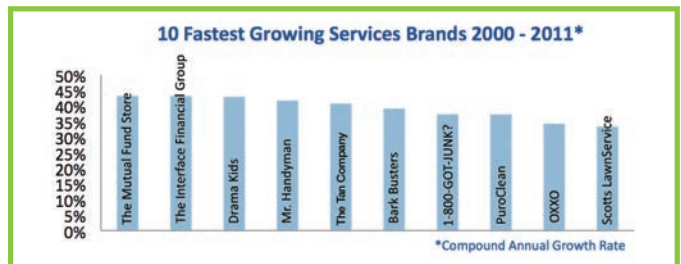
SERVICES BY SECTOR – From 2000 through 2011, service brands increased their number of franchised units at a CAGR of 5%; decreasing to 3% for the more recent 2005 through 2011 period. Over the period ending in 2011, the computer repair and security sectors grew fastest, as measured by number of franchised units. The bath and bedding, pet-related, and business consulting sectors ranked among the ten fastest-growing services sectors in both periods.



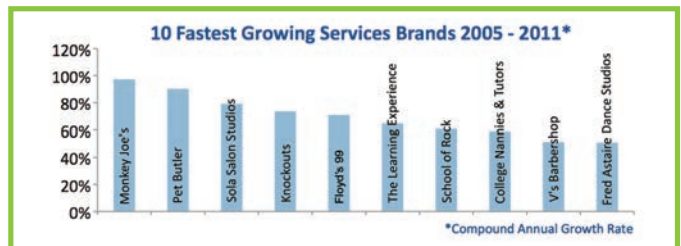
SERVICESTATS BY FRANDATA



WHO'S GROWING – As of last year, The Mutual Fund Store was the fastest-growing service brand on a unit growth percentage basis between 2000 and 2011, growing from a single franchised unit to 52, after peaking at 58 in 2008. Along with The Interface Financial Group, two financial services brands are in the top ten.



However, neither of these brands was among the ten fastest-growing concepts from 2005 through 2011; in the past 6 years, child-related and pet-related service brands grew their franchised units at a faster pace.



When reviewing different growth periods through 2011 (from 2000, from 2005, and from 2009), it is interesting to note that a total of eight child-related brands made the top ten in each period, followed by five beauty-related brands. This was driven by children's educational program concepts such as Drama Kids or The Learning Experience, and hair care brands such as Sola Salon Studios or Knockouts.

SERVICES BY SIZE – In terms of franchised unit numbers, maintenance and business-related services are the largest service sector brands. As of 2011, Jan-Pro (9,010 units), Jani-King (8,948), and Jackson Hewitt Tax Services (5,222) led the pack. However, of the ten largest services brands, only three managed to grow franchised units between 2009 and 2011: Liberty Tax grew at a CAGR of 11%, followed by Great Clips at 5%, and H&R Block at 4%. **MUF**

2014 MULTI-UNIT FRANCHISING CONFERENCE

APRIL 23-25 | CAESARS PALACE, LV



✓ CONFERENCES MUFC2014

Franchise Update Media's annual Multi-Unit Franchising Conference is returning to Las Vegas once again. The event continues to set new records every year, and this one promises to do it again. Expect more than 1,200 franchisees, franchisors, and strategic partners this spring as Caesars Palace plays host to multi-unit franchising's premier event. Mark your calendars for April 23–25 (and for the 22nd as well, if you're planning to play golf).

Learn more and Register today at:
www.mufranchisee.com/2014

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- Exclusive interviews
- Networking opportunities
- Operator profiles
- Online edition and archives
- Financing resources

www.franchising.com/multiunitfranchisees

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watch.franchising.com

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✓ ANNUAL RANKINGS

Check out our annual rankings of top franchisees and their multi-unit brands and find out "Who's on first."

www.franchising.com/multiunitfranchisees/mu50.html

www.franchising.com/multiunitfranchisees/mega99.html

✓ PRESS OFFICE "Don't just survive, thrive!"

Franchise Update Media's 2014 Annual Franchise Development Report, and the best-selling book *Grow to Greatness* by Steve Olson offer invaluable tips for franchise sales success and unit growth in today's economy. For ordering information visit:

www.franchising.com/franchisors/afdr.html

www.franchising.com/franchisors/growtogreatness.html

✓ QUICKLINK For a one-click link to articles in this magazine and to past issues of *Multi-Unit Franchisee* magazine, visit

www.franchising.com/multiunitfranchisees

✓ PLAYBOOK

"A lot of former NFL players are involved with different brands—they're competitive by nature and are coachable. I tell them, 'Just like the coach hands you a playbook, the franchisor will hand you a manual telling you what you need to do to be successful.'"

— Don Davey, retired NFL left tackle, who now has 15 Firehouse Subs and 6 more under development

Multi-Unit Franchise Opportunities

FOOD | RETAIL & SERVICES

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OPPORTUNITY Description

Founded in 1977 in Charlotte, NC, Bojangles' Restaurants, Inc. serves only the highest quality and most flavorful food to its loyal customers, with many of its proprietary menu items made from scratch. A special blend of seasonings gives the food its unique flavor, including Bojangles' core menu selections of chicken marinated in Bojangles' own seasonings, the original fresh-made-from-scratch buttermilk biscuits that provide dozens of possible breakfast combinations, and Legendary Iced Tea™ steeped the old-fashioned way. Bojangles' famous breakfast is served all day. Unique fixin's like Bojangles' Dirty Rice®, Bojangles' Cajun Pintos®, Seasoned Fries made from skin-on potatoes, mac n' cheese made with 3 cheeses, Bojangles' Cajun Gravy®, cole slaw, green beans and mashed potatoes provide a broad variety of unique and flavorful choices with lunch and dinner. Bojangles' has almost 600 locations and \$1 Billion in system sales in 10 states and Washington, DC, primarily in the Southeast.

Demographics

Population (3-5 miles depending on market) residential 20,000 plus, trade & daytime 15,000. Growth rate 2-5%, Media Target Age 18-54, Income \$46,000-66,000. Property would require minimum 44,000 sq/ft.



Fast Franchise Facts

Franchising Since: 1978

Multi-Unit Franchisee Operating Units: 55.56%

Total Franchise Operating Units: 354

Company Operating Units: 230

Capital Investment: \$357,000 - \$553,750

Franchise Fee (per unit): \$25,000

Royalty Fee (per unit): 4%

Advertising Fee (per unit): 1%

Earnings Claims: Yes

Build-Out Options: Free Standing; also Non-Traditional locations, including Universities and Airports

Available Territories: Southeastern US

Contact

Paul Tripodes | Director Franchise Development

(704) 940-8790

ptripodes@bojangles.com

bojangles-franchise.com



SITE LOCATION Assistance

Bojangles' uses demographic and analytical tools to guide new market availability. Our real estate and construction team provide guidance and assistance from the first stages of site selection to the final construction phase.



Rankings

#1 in Percent Unit Growth in the chicken segment, *Technomic* Top 500

12 Best fast food franchises to own, *Forbes*

25 Franchise High Performers, across all industries, *The Wall Street Journal*

Top 5 Fast Food, Large Chain, *Zagat* 2012 survey

Top 10 Franchise Opportunities, *QSR Magazine*

Among Fastest Growing Private Companies, *Inc Magazine*

Top 10 Growth Restaurant Chains, *GE Capital*

Qualifications

Bojangles' selectively partners and develops with those that meet specific financial and operational requirements in desired growth markets.



RESTAURANT & SPORTS BAR*

OPPORTUNITY

Description

The Boston's concept offers what many restaurant franchises don't - two experiences under one roof - a casual dining restaurant and a sport-themed bar. Boston's sports bars feature a sports themed atmosphere... vibrant, upscale and fun with multiple flat-screen TVs and games in a contemporary energized setting. Boston's provides a wealth of restaurant development services and benefits that create real competitive advantages, including: real estate, construction, training, purchasing, operations, marketing & product development.

Demographics

50,000 population within 3 mile radius. Multi-family housing within 3 mile radius. Multiple hotels within 5 mile radius. Minimum 20,000 day population within 3 mile radius. Traffic counts in excess of 20,000 per day - intersection.

Rankings & Awards

#1 Casual Dining Restaurant Chain in Canada with more than 400 locations in North America.

Contact

Steve Osler
Director of Franchise
Development

(972) 484-9022
OslerS@Bostons.com

bostons.com



Fast Franchise Facts

Franchising Since: 1998

Multi-Unit Franchisee Operating Units: 5

Total Franchise Operating Units: 41

Company Operating Units: 4

Capital Investment: \$951,000 - \$2,788,500

Franchise Fee (per unit): \$50,000

Royalty Fee (per unit): 5%

Advertising fee (per unit): 3% National 1% Local

Earnings Claims: Yes

Build-Out Options: Free standing, End cap, Conversions & Non-traditional

Available Territories: U.S. and Mexico

Qualifications

Prime markets are still available for entrepreneurs, restaurant professionals and multi-unit franchisees with financial capability, business experience and willingness to lead a restaurant team. A Boston's franchisee candidate should have a minimum net worth of \$1 million. Single-unit & Multi-unit development agreements available.



SITE LOCATION

Assistance

Our experts can assist and support you in identifying, evaluating and choosing sites. This process includes developing a demographic study to determine specific trade areas within the selected development territory.



BRICK HOUSE TAVERN + TAP

NAMED BY NATION'S RESTAURANT NEWS AS A

BREAKOUT BRAND



Elevated Sports Tavern | Next Generation American Menu
FOR MORE INFO CONTACT FRANCHISING@IGNITERESTAURANTS.COM

BRICKHOUSETAVERNANDTAP.COM



**OPPORTUNITY
Description**

Founded in Charlotte, NC, in 1998, Brixx applies fine dining techniques to feel-good food – brick oven pizzas built on dough made from scratch daily, salads, pastas, sandwiches & wraps. The menu is complemented by an approachable selection of craft beers and wines by the glass. Embracing neighborhoods, strong quality of life for staff, uncomplicated kitchen prep and low food costs - 21% in 2013 - are all keys to success at Brixx.



Fast Franchise Facts

- Franchising Since:** 2007
- Multi-Unit Franchisee Operating Units:** 52%
- Total Franchise Operating Units:** 15
- Company Operating Units:** 10
- Capital Investment:** \$570,000 - \$950,000
- Franchise Fee (per unit):** \$40,000
- Royalty Fee (per unit):** 5%
- Advertising Fee (per unit):** 0.4%
- Build-Out Options:** Inline, Free Standing
- Available Territories:** All states in the continental US

Contact

Neil Newcomb | *President*
 (888) 724-7188
 franchise@brixxpizza.com
 brixxfranchise.com

Qualifications

The ideal Brixx owner has operational or ownership experience in the full-service restaurant industry with \$2 million in net worth and liquidity of \$200,000. Prospective owners should be prepared to build an organization committed to customer service and excellence of food preparation and quality.



Demographics

Brixx draws strong appeal with upper-middle & upper-income consumers seeking casual foods prepared with high quality ingredients and scratch made items. While family-friendly, Brixx enjoys 3 distinct day parts with late night business fueled by craft beer. Vegan and gluten-free options tap Brixx into powerful niche markets.



**SITE LOCATION
Assistance**

Brixx works best in AAA real estate lifestyle centers and mixed-use developments near upper-middle and upper-income neighborhoods. Nearby schools and hospitals are a plus. Franchisees get guidance on site selection and syncing the architectural design of our storefronts to location.

**Average food costs based on 10 company-owned units in 2013.*

Rankings

- Named Top 10 Full-Service Franchise Deal by *RMGT Magazine* in 2012
- Named "Concept to Watch" by *Technomic* in 2013



OPPORTUNITY Description

Unlike most places serving up wings and sports, Buffalo Wings & Rings is a fun, inviting casual dining restaurant that takes food seriously. Our always fresh, never frozen menu offers signature wings, big and bold burgers, fresh salads and specialty sandwiches. Our vibrant, upbeat environment, 40 + HD TV's, and kitchen built for efficiency transforms Buffalo Wings & Rings from just another wing joint to a high-volume operation filled with families and tables of regulars.

SITE LOCATION Assistance

BW&R provides our site criteria and a proprietary site rating form based on data from our top performing locations, industry trends and input from industry professionals. We have a hands-on approach and assistance will be provided through the entire process.



Fast Franchise Facts

Franchising Since: 2005 founded 1984

Multi-Unit Franchisee Operating Units: 25%

Total Franchise Operating Units: 45

Company Operating Units: 2

Capital Investment: \$1 - 1.5 Million

Franchise Fee (per unit): \$35,000

Royalty Fee (per unit): 5%

Advertising Fee (per unit): 1% - 3%

Earnings Claims: Yes

Build-Out Options: Free standing, end-cap and conversions

Available Territories: Nationwide with a focus on DMA's with current BW&R locations.

Contact

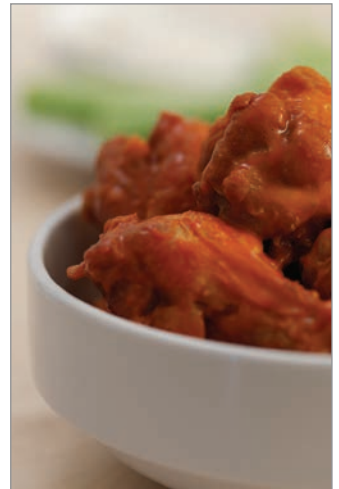
Dan Doulen | *Director of Franchise Development*

(513) 831-WING | (513) 680-2247 cell
ddoulen@buffalo-wing.com

buffalowingsandrings.com

Demographics

Current DMA's with open BW&R locations. Developments with national retail anchors, big box brands, cinemas and other customer draws. Population within a trade area exceeding 40,000. Target customers 25-54 and household income minimums of \$35,000. 20,000 VPD and great visibility.



Qualifications

Business professionals with a casual dining background and/or comparable service industry experience. Must share our passion for entertaining, food and customer service. Qualified individuals will have a minimum net worth of \$1,000,000 and liquid capital of \$400,000 for single unit development.

Rankings

BW&R has been ranked several years in *Entrepreneur Magazine's* annual Franchise 500 listing. We were also ranked #1 fastest growing chain in *Restaurant Business Magazine's* Future 50.



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BULLSEYE
TELECOM 



CRAFTED BURGERS AND SHAKES

OPPORTUNITY Description

Unique, modern, fresh and mouth-watering. These words don't even begin to describe it. Burger 21® is a new fast-casual restaurant featuring 21 chef-inspired burger creations, crafted signature shakes, fresh salads and so much more. Our 10 hand-crafted Certified Angus Beef® burgers made from fresh chuck, 10 unique non-beef alternatives made with sushi-grade Ahi Tuna, shrimp, turkey, chicken, black beans, and one feature burger every month provide a taste experience beyond the better burger for all ages.

Qualifications

Franchise opportunities are available as single and multi-unit franchise development agreements. Our Discovery Process will help you learn more about the Burger 21 opportunity and the support we provide from over 30 years of franchising experience with The Melting Pot Restaurants, Inc. Minimum financial requirements per unit are \$200,000 liquid capital to invest and a minimum net worth of \$500,000.



Fast Franchise Facts

Franchising Since: 2011

Total Franchise Operating Units: 8

Company Operating Units: 4

Capital Investment: \$416,133 - \$833,895

Franchise Fee (per unit): \$40,000

Royalty Fee (per unit): 5%

Advertising Fee (per unit): 0.75% plus 3% spent locally

Earnings Claims: Yes

Build-Out Options: End-caps, free standing and inline

Available Territories: Continental US – call for details

Demographics

Burger 21 restaurants are an average of 2,200 to 3,000 square feet situated in high visibility locations. We are targeting lunch and dinner fast-casual restaurant hubs in high traffic areas.

Contact

Ashley Pollard
Franchise Development Manager

(813) 425-6252
apollard@burger21.com

burger21franchise.com

Rankings

- Top 100 Movers & Shakers and #1 for Top 10 Menu Innovations of 2013 by *FastCasual.com*
- One of 10 Hot New Restaurant Chains from Established Brands by *Forbes*
- "Best Burger" by Best of Yelp Tampa Bay, 2012
- Top 50 Restaurants in the Tampa Bay by *Tampa Bay Times*



SITE LOCATION Assistance

Our Vice President of Real Estate helps franchisees throughout the site selection and lease negotiation process, while our experienced construction and design team will provide you with customized assistance from the first stages of development through the final construction phase.





**OPPORTUNITY
Description**

Anyone can slice meat, put it on bread and call it a sandwich. Our unique menu features award-winning cold subs, grilled subs, cheese steaks, vegetarian, catering, and more. Since 1976 we've done it differently. We have set ourselves apart by focusing on the quality of food. We roast whole, all-natural turkeys and premium roast beef in-house to make award-winning subs. We do not want to be the biggest, but we are driven to be the best. For those unwilling to settle, now is the time to join Capriotti's family.

**SITE LOCATION
Assistance**

At Capriotti's we have developed extensive site modeling and real estate analysis tools. As a franchisee you would work in conjunction with our Director of Real Estate and a local broker through the site selection process.



Fast Franchise Facts

- Franchising Since:** 1991
- Multi-Unit Franchisee Operating Units:** 74%
- Total Franchise:** 94
- Company Operating Units:** 9
- Capital Investment:** \$197,000 - \$427,500
- Franchise Fee (per unit):** \$30,000 - \$40,000
- Royalty Fee (per unit):** 6% - 7%
- Advertising Fee (per unit):** 1% - 3%
- Earnings Claims:** Yes
- Build-Out Options:** Inline, Freestanding, Non-Traditional
- Available Territories:** Contiguous 48 States

Contact

Bruce Evans | VP of Development
(702) 736-3878
bruce.evans@capriottis.com
capriottis.com

Demographics

The ideal shop is 1500-2000 square feet with 25 feet of frontage. 100,000 total population within 3 miles with 75,000 daytime population. Upper middle to upper income. Great parking, visibility, and traffic along with mix of national tenants.

Rankings

Our 'CAPAddicts' rave about our food! We have received countless awards for our sandwiches, and *Entrepreneur Magazine* ranked us #293 out of 500 in 2014.



Qualifications

Capriotti's is seeking highly qualified and experienced franchisees, unwilling to settle. Candidates should have the accumen to develop at least three restaurants and have a net worth of \$900K and liquid capital of \$525K.





OPPORTUNITY Description

Since opening in 1969, we've never stopped innovating and it has paid off. Today, with over 520 restaurants, we're the #1 seafood chain in the QSR 50, ranked by AUV. Our high quality seafood, warm hospitality, and commitment to innovation have helped us get there. In 2012 Captain D's had the 12th largest AUV growth out of the nation's top 100 chains. We're entering our third year of system-wide same store sales growth.

SITE LOCATION Assistance

We will work with you to find the right location for your seafood restaurant. You'll have the full support of our real estate team and site selection tools to give you confidence in choosing the best location.



Fast Franchise Facts

Franchising Since: 1969

Multi-Unit Franchisee Operating Units: 57%

Total Franchise Operating Units: 242

Company Operating Units: 279

Capital Investment: \$900,000 - \$1,100,000

Franchise Fee (per unit): \$25,000

Royalty Fee (per unit): 4.5%

Advertising Fee (per unit): 1.1%

Earnings Claims: Yes

Build-Out Options: Free standing, in-line, malls, airports, co-branded

Available Territories: United States

Rankings & Awards

- #1 seafood chain in the QSR 50 by AUV
- 12th largest AUV growth out of the nation's top 100 chains
- Top 50 Multi-Unit Franchise in *Franchise Business Review*
- Ranked by *Entrepreneur Magazine* as a top franchise in the Franchise 500®

Qualifications

We are searching for multi-unit food service and retail operators with a history of business success. Our franchisees must be committed to restaurant operation, not merely developing real estate. Minimum qualifications: \$1 million collective net worth, with liquid assets greater than \$350,000.

Contact

Mark Levis
Senior Director, Franchise Sales

(615) 231-2006

Mark_Levis@captainds.com

CaptainDsFranchising.com

(800) 550-5877





Fast Franchise Facts

Franchising Since: 2010

Multi-Unit Franchisee Operating Units: 0

Total Franchise Operating Units: 0

Capital Investment: \$578,208 - \$1,204,302

Franchise Fee (per unit): \$22,000 - \$30,000

National Advertising Fee (per unit): 2%

Local Marketing Spend: 5%

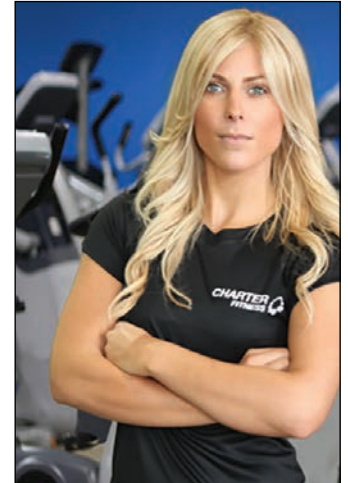
Earnings Claims: Yes

Real Estate & Leasehold Improvements:
\$250,000 - \$650,000

Available Territories: See demographics

Qualifications

Financial requirements are \$300,000 liquid and \$750,000 net worth. The franchise fee per unit is \$22,000-\$30,000. We would like to grow with multi-unit developers yet we will be opportunistic and review each situation.



OPPORTUNITY

Description

Don't sweat the details. We already have.

Charter Fitness is looking to grow with successful franchisees throughout the USA. Our core competence and strength can be attributed to the fact that we own and operate over 40 locations.

SITE LOCATION

Assistance

We'll provide expertise in the following areas:

- Training
- Marketing
- Site Selection
- Trade Area Identification

Demographics

Ohio, Pennsylvania, Michigan, Indiana, Wisconsin, Texas and Florida are target markets for new growth as we onboard new franchisees. A minimum population of 60,000 within a trade area.

Contact

Michael Vogel
SVP Development

(708) 465-9113
mvogel@charterfitness.com

charterfitness.com

DON'T SWEAT THE DETAILS. WE ALREADY HAVE.

- **Initial Investment: \$578,208.00 – \$1,204,302.00**
- **Net Pro Forma EBITDA: \$261,868.91***
- **Net Pro Forma EBITDA Expressed As A Percent of Sales: 30.52%***
- **Average Top Line Sales: \$857,917.39***

When it comes to choosing a franchise, experience can make all the difference. Our leadership team knows what it takes to successfully open and run a health club – they've done it over 40 times (and counting)! As a franchisee, you'll receive all the tools and resources you need to grow your business as we continue to grow ours.

This advertisement does not constitute a franchise offering or an offer to sell a franchise. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. *The above figures are set forth in Item 19 of our 2013 Franchise Disclosure Document.





OPPORTUNITY Description

Founded in San Antonio, TX in 1952 by George W. Church, Church's Chicken® is one of the largest quick service restaurant chicken chains in the world. Church's® specializes in Original and Spicy Chicken freshly prepared in small batches throughout the day that are hand-battered and double-breaded, Tender Strips®, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. Church's Chicken® is located in 25 countries.

Rankings & Awards

One of the 50 Top Franchises for Minorities as selected by World Franchising Network from 2008 - 2013.



Fast Franchise Facts

Franchising Since: 1967

Multi-Unit Franchising Operating Units: 54.7%

Total Franchise Operating Units: 1400+

Company Operating Units: 260

Capital Investment: \$424,300 - \$1,251,600
(not including real estate)

Franchise Fee (per unit): \$15,000 franchise fee per restaurant, \$10,000 development fee per restaurant. 3 unit requirement.

Royalty Fee (per unit): 5%

Advertising fee (per unit): 5%

Earnings Claims: Yes

Build-Out Options: Free-standing, Inline, Travel Plaza, Conversions, Airports, Colleges/Universities

Available Territories: CA, UT, OK, IL, GA, NC, VA, NJ, WA, NV, AZ, AL, FL, IN, LA, MI, MS, NY, OH, PA, SC, TN, MO, NM, NY

Demographics

30,000 - 40,000 population in 2 mile radius (urban and suburban) and 15,000 in trade area for rural areas (small town). We prefer sites with high visibility, full movement access, maximum signage, on high traffic roads, signalized corner, drive-through allowed. Mall/out parcels and off-highway locations.

Qualifications

Church's Chicken® is seeking new franchisees with a minimum of five years of current restaurant operations experience, or a business partner with equivalent experience, who are willing to grow with a proven brand. Our financial requirements consist of a minimum of \$650,000 liquid capital to invest and \$1.5 million in net worth.

SITE LOCATION Assistance

Church's® franchisees are supported by a Real Estate Manager as well as our Architecture and Engineering group to guide them through the site selection and development process.



Contact

Jodi Fraser
Franchise Sales Manager

(770) 350-3876
jfraser@churchs.com

churchs.com



**OPPORTUNITY
Description**

At Carl's Jr.® and Hardee's®, banners of CKE Restaurants Holdings, Inc., our next success story is you. We have built a reputation as the ultimate destination for burger enthusiasts who crave bigger, better burgers. Our best-in-class menu and innovative menu strategy is focused on developing premium, sit-down restaurant-quality menu items that offer the convenience and value of fast food, clearly setting us apart from the competition. In addition, our marketing strategy has always been as focused as our business strategy. Through edgy, irreverent advertising, Carl's Jr. and Hardee's have become two of the strongest and most recognized banners in the industry.

Our commitment to serving high-quality, great tasting products is rivaled only by our commitment to our franchisees. At CKE, franchisees are our top priority and we run the business so our franchisees can be successful.



Fast Franchise Facts*

Franchising Since:

Carl's Jr. founded 1941 | Hardee's founded 1961

***Multi-Unit Franchisee Operating Units:**

Carl's Jr./Hardee's: 97.8% of stores, 71.1% of Franchisees

***Total Franchise Operating Units:**

Carl's Jr.: 702 | Hardee's: 1,270

***Company Operating Units:** Carl's Jr.: 437 | Hardee's: 457

Capital Investment:

Carl's Jr.: \$1.1 million+ | Hardee's: \$1.1 million+

Franchise Fee (per unit): \$35,000 with a reduction for additional units

Royalty Fee (per unit): 4%

Advertising fee (per unit): Carl's Jr. Up to 7% | Hardee's 5%

Earnings Claims: Yes

Build-Out Options: Free standing with drive-thru, end-cap with drive-thru, airport & mall locations, colleges & universities, sports stadiums & arenas, build-to-suit opportunities

Available Territories: Carl's Jr.: Western U.S. & International; Hardee's: Midwestern, Southern & Eastern U.S.

**As of 3/7/14*

**SITE LOCATION
Assistance**

CKE provides franchisees with the development tools they need to grow. We assist with site selection, restaurant design, equipment ordering, construction and training. In addition, we offer a flexible building prototype designed to manage up-front restaurant costs.

Rankings

- Both Carl's Jr. and Hardee's rank among the top 3 hamburger brands in *Entrepreneur Magazine's* 2013 Franchise 500
- Hardee's named a 2012 Top 40 Food Franchise by *Franchise Business Review*

Qualifications

CKE Restaurants is seeking exceptional franchise candidates who have experience operating multiple restaurant and/or hospitality locations and the ability to acquire prime commercial real estate. We require our candidates to have the following financial resources; a minimum of \$300,000 in liquid assets and a minimum net worth of \$1,000,000 per unit developed, with a minimum 3-store commitment.



Contact

Michael D'Arezzo
VP Franchise Sales,
North America
(805) 745-7842
mdarezzo@ckr.com

John Mayes
Director, Domestic Franchise
Development, Hardees

(314) 259-6285
jmayes@ckr.com
ckefranchise.com


OPPORTUNITY

Description

Since 1991, Corner Bakery Cafe has emerged as a recognized leader in fast-casual dining. Thanks to an innovative menu, a neighborhood approach to development and exceptional unit-level economics, Corner Bakery Cafe franchises are attracting the industry's most sophisticated, multi-unit restaurant operators looking for opportunities in the fastest growing segment of the restaurant industry. Offering dine-in, to-go and best-in-class catering service, Corner Bakery Cafe delivers a premier bakery cafe experience in the heart of neighborhoods everywhere.

SITE LOCATION

Assistance

Benefit from our success. Real estate, design and construction support includes: market planning, site evaluation, development orientation, project management support, prototypical documents, complete equipment specifications, design support, construction document review and approval, construction review and site visits, and pre-opening support.



Fast Franchise Facts

Franchising Since: 2006, founded 1991

Multi-Unit Franchisee Operating Units: 32%

Total Franchise Operating Units: 52 (as of 2/3/14)

Company Operating Units: 110 (as of 2/3/14)

Capital Investment: \$854,000 - \$2,375,000

Franchise Fee (per unit): Total \$35,000

(Development Fee = \$10,000 + Franchise Fee = \$25,000)

Royalty Fee (per unit): 5%

Advertising Fee (per unit): .75%

Earnings Claims: No

Build-Out Options: Inline, free standing, malls, urban, office buildings, airports, train stations, and other non-traditional venues

Available Territories: AL, ID, IN, IO, KY, ME, MI, MN, MO, MT, NB, NV, NH, NM, NC, NE, OH, OR, SC, SD, TN, VT, WA, WV, WY

Limited in: AZ, AR, DE, FL, GA, IL, KS, LS, MD, MA, NY, PA, TX

Qualifications

Here is what we're looking for in our franchisees: \$3 million net worth, \$1.5 million liquidity, interest in developing minimum of five cafes in a market, relevant multi-unit restaurant/retail experience in market to be developed, demonstrated real estate expertise in market, existing infrastructure in place, strong cultural fit, history of community involvement, and best-in-class operators within your current system.

Rankings & Awards

Largest Revenue Increase (+13.6%) and Largest Growth % in Number of U.S. Units (13.95%) over last year (NRN Top 200: Bakery-Cafe 7/22/13); Ranked Highest by Consumers in Cleanliness (NRN Consumer Picks: Bakery-Cafe 3/25/13)

Demographics

3,500 to 4,500 square feet, high exposure end caps in shopping centers with strong lunchtime crowd, easy access for "convenience-driven" guests, abundant parking adjacent to the restaurant, outdoor patio seating area adjacent to the restaurant – 20 to 50 seats desirable, close proximity to white collar employment centers.

Contact

Gregg Koffler
VP, Franchise Sales

(888) 732-3929
Franchising@
CornerBakeryCafe.com

CornerBakeryCafe.com/
Franchise-Information





**OPPORTUNITY
Description**

Since 2003, Costa Vida has been creating new passion for an exciting "Fresh Mexican Grill" concept in the fast casual world with it's coastal themed environment, and award winning fresh food. Costa Vida provides its guests with the highest quality, freshest ingredients and made from scratch tortillas and food that keeps its customers craving the wave! With over 180 franchises sold in 17 states and Canada. Come and ride Costa Vida's wave to the top.

Qualifications

Costa Vida seeks multi-unit franchisees that have strong management and operational experience. We seek those that have a passion for the restaurant business and who can fit within the brand culture.



Fast Franchise Facts

- Franchising Since:** 2003
- Multi-Unit Franchisee Operating Units:** 95%
- Total Franchise Operating Units:** 62
- Company Operating Units:** 11
- Capital Investment:** \$492,000 - \$928,000
- Franchise Fee (per unit):** \$30,000
- Royalty Fee (per unit):** 6%
- Advertising fee (per unit):** 2%
- Earnings Claims:** Yes
- Build-Out Options:** Inline, free standing, drive thru, and non-traditional opportunities
- Available Territories:** US, Canada

Demographics

Costa Vida locations are 2,800 to 3,200 square feet and have excellent visibility and easy access.



Rankings & Awards

- Last four consecutive year winner for Best of State Mexican/Latin American in *Casual Dining*
- Recognized in the Inc. 500/5000

**SITE LOCATION
Assistance**

Costa Vida uses the latest analytic tools available to assist you in mapping out and developing your area.



Contact

Scott Jenkins
(801) 797-2374 ext. 410
sjenkins@costavida.net
costavida.net



OPPORTUNITY

Description

At Del Taco, all menu items taste better because they are made to order with fresh ingredients including cheddar cheese grated from 40-pound blocks, handmade pico de gallo salsa, lard-free beans slow-cooked from scratch, and marinated chicken grilled in the restaurant. The menu includes classic Mexican dishes such as tacos, burritos, quesadillas and nachos as well as American favorites including hamburgers, crinkle-cut fries and shakes. Last year, Del Taco announced a rebranding effort and the “UnFreshing Believable” advertising campaign to communicate the lengths the company goes to in order to deliver quality, made-to-order menu items created with freshly-prepared ingredients. Del Taco also serves breakfast featuring a full line of breakfast burritos. With consistently strong sales and growth capabilities, Del Taco has grown to more than 547 restaurants in 17 states.

Qualifications

Del Taco is seeking bold, passionate candidates to join the brand as it rapidly expands across the country. The ideal franchisee is an experienced restaurant operator or investor who will partner with an experienced operator and is committed to developing at least two restaurants over time. Minimum liquidity of \$500,000 and net worth of \$1 million required.



Fast Franchise Facts

Franchising Since: 1967

Multi-Unit Franchisee Operating Units: 40%

Total Franchise Operating Units: 246

Company Operating Units: 301

Capital Investment: \$767,000 - \$1,640,000

Franchise Fee (per unit): \$35,000

Royalty Fee (per unit): 5%

Advertising Fee (per unit): 4%

Earnings Claims: Yes

Build-Out Options: Free-standing or end cap with drive-thru, conversion, food court, c-stores

Available Territories: West, Southwest, Southeast and Midwestern States

Contact

Laura Tanaka of Del Taco, LLC | *Director Franchise Development*

(949) 462-7379

ltanaka@deltaco.com

deltacofranchise.com



SITE LOCATION

Assistance

Del Taco employs sophisticated demographic and analytical tools to guide new markets and site selection. Del Taco provides education on the real estate development process, including real estate broker selection, site selection, construction management and equipment vendors. The preferred location is a major signalized intersection or adjacent to the main entrance of anchored centers. Del Taco is rapidly expanding across the country with exclusive development territories available throughout the U.S. for qualified candidates in states such as Oregon, Washington, Texas, Mississippi, Florida, Georgia and many others.



Rankings

- Del Taco consistently ranks in the top 50 chains by *QSR Magazine*, and is among the NRN Top 100 chains.
- Del Taco has also been recognized in *The Franchise Times* Top 200 and *Entrepreneur Franchise* 500 rankings.

Demographics

Del Taco's target customers are between 18-49 and seek great food and variety for a good value in a convenient location. Our Mexican and American menu appeals to a broad consumer audience, offering something for every age and appetite.

This advertisement is not an offer to sell a franchise.



**OPPORTUNITY
Description**

There has never been a better time to join Denny's! Our New & Emerging Markets program offers incentives for opening multiple restaurants in the U.S., and we have recently secured a lending source to benefit both new and existing franchisees. We are focused on helping our franchise system grow and provide aggressive, long-term franchise development programs backed by industry-leading support systems. If you're an experienced retail/restaurant multi-unit developer with an interest to add a growth brand, check us out at dennysfranchising.com.

**SITE LOCATION
Assistance**

Denny's provides an experienced team of professionals to guide you through the development process. Our standard prototype can be built from the ground up or converted from existing space in a wide range of settings, including freestanding or multi-use retail sites, travel centers, hotels and casinos.



Fast Franchise Facts

Franchising Since: 1953, franchising since 1963

Multi-Unit Franchisee Operating Units: 93%

Total Franchise Operating Units: 1,537

Company Operating Units: 163

Capital Investment: \$700,000 - 2.4 million

Franchise Fee (per unit): \$40,000

Royalty Fee (per unit): 4.5%

Advertising fee (per unit): 3%

Earnings Claims: Yes

Build-Out Options: Free Standing, Travel Centers and Conversion

Available Territories: Select US Markets, call for details

Rankings & Awards

- #1 in Family Restaurants Category, Entrepreneur Franchise 500
- Top 100 Chains in Food Service Sales in *Nation's Restaurant News*
- Top 50 Franchises for Minorities, *USA Today*
- Top 25 Franchises for Hispanics, *Poder Magazine*
- *Bond's* Top 100 Franchises



Qualifications

Denny's is seeking franchise partners who understand the restaurant business. Our recruiting process is designed to help you understand the Denny's opportunity and identify ideal markets where you can grow with the Denny's brand. Minimum financial requirements are \$350,000 liquid capital to invest and \$1 million net worth. Operator must have restaurant operating experience.

Contact

Doug Wong
Senior Director of Global Franchise Recruitment

(864) 597-8705
DWong@dennys.com
dennysfranchising.com

Demographics

Desirable demographics would be near quality retail, near hotels and tourist attractions, colleges, or major highways. Minimum permanent population of 40,000 with a minimum traffic count of 30,000 vehicles per day on primary artery.





APPROVAL? HOW DOES TODAY SOUND?



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**OPPORTUNITY
Description**

Dunkin' Donuts, America's favorite every day, all-day stop for coffee and baked goods, continues to implement a steady and strategic growth plan to increase its franchised locations across the U.S. To ensure this success, the company has extensive franchisee programs including brand training, franchisee business management and human resources. Franchisees are supported by an experienced field team including field marketing, development and operations.

Rankings

- #1 in Customer Loyalty by Brand Keys for eight years
- Rated by *Entrepreneur Magazine* as #1 in Coffee Category

**SITE LOCATION
Assistance**

Dunkin' Donuts team works with franchisees to effectively navigate through the many challenges of site selection and development.

Contact

Pamela Gore
Sr. Manager,
Franchise Recruitment

(781) 737-3432
dunkinfranchising
@dunkinbrands.com

dunkinfranchising.com



Fast Franchise Facts

- Franchising Since:** 1955
- Multi-Unit Franchisee Operating Units:** 95%
- Total Franchise Operating Units:** 10,988
- Capital Investment:** \$310,250 - \$1,771,300 (cost estimates are based on per end cap restaurant)
- Franchise Fee (per unit):** \$40,000 - \$90,000 (varies by market)
- Royalty Fee (per unit):** 5.9%
- Advertising Fee (per unit):** 5%
- Earnings Claims:** Yes
- Build-Out Options:** Free-Standing Stores, End Caps, In-Line Sites, Gas and Convenience and Non-traditional Locations
- Available Territories:** West, Midwest, Mid-Atlantic and Southeastern, CA, LA, OK, TN, MN, TX, KS, NC, MI, AZ, VA (Visit website for available markets)



Demographics

- Strong residential populations
- Drive-thru
- Minimum 20,000 ADT
- Superior real estate positioning
- Morning drive side
- Strong vehicular visibility
- Prototypical signage
- Limited obstructions that may impact customer reaction time
- Minimum of one parking space per table with a min. of 18 seats
- Option for 24 hour operations

Qualifications

Franchising opportunities range from one unit to multi-unit store development agreements. Ideally, franchisees should possess a minimum net worth of \$500,000 and liquid assets of at least \$250,000 per unit which will vary based on the opportunity available by market. Management teams should possess prior restaurant and/or foodservice operations experience.



Demographics

Locations with national grocery/power center anchors; 45,000 - 65,000 population minimum in 3-mile radius; high-visibility from major traffic arteries (20,000+ count), with local community hub. We assist with the entire site selection process.

SITE LOCATION Assistance

ECW&G provides hands-on assistance selecting, reviewing, approving and negotiating best site options. **\$7.5MM available in financing for our franchisees.** We'll guide you through the entire process!

Fast Franchise Facts

Franchising Since: 2003

Multi-Unit Franchisee Operating Units: 93%

Total Franchise Operating Units: 29

Company Operating Units: 2

Capital Investment: \$245,050 and \$873,374

Franchise Fee (per unit): \$40,000

Royalty Fee (per unit): 5%

Advertising Fee (per unit): 2%

Earnings Claims: Yes

Build-Out Options: Typically in-line, some freestanding, lease

Available Territories: Licensed in 31 states, concentrating currently in US expansion

Qualifications

Multi-Unit franchisees, investors, or business professionals. Must share our passion and brand philosophy. Must have min net worth of \$850,000 and liquid asset requirement of \$250,000.

Contact

Daniel Collins, CFE
SVP Brand Development

(954) 263-2056
dan@eastcoastwings.com
eastcoastwingsfranchise.com

OPPORTUNITY Description

Franchising since 2003, ECW&G franchisees have reported some of the highest restaurant profitability in the casual dining space. Our management team is focused on franchisee profitability and continued support to the franchisee in all aspects of development, training and operations. Our FDD will fully disclose our financials. ECW&G has also just celebrated over 10 years of consecutive same store sales growth. With nationally recognized, award-winning wing sauce in 75 flavors in any of nine heat indexes, over 675 flavor combinations and a wide-variety menu with fresh product – this fast-casual concept is a leader in Franchisee satisfaction.

OUR FRANCHISEES AVERAGED
\$232,360 EBITDA
PER RESTAURANT*

How's Your Bottom Line?

10 years of consecutive,
positive same store sales

\$7.5MM in financing available for our franchisees



Join the leader of casual dining in the Buffalo wing space.

Contact Dan Collins, CFE 954-263-2056 or dan@eastcoastwings.com

www.eastcoastwingsfranchise.com

This advertisement is not an offering of a franchise. An offering can be made only by prospectus. We only sell franchisees in states where our offering is registered. *EBITDA as submitted by our full service franchised restaurants operating in 2012 as published in Item 19 of our April 2013 Franchise Disclosure Document. Figures reflect Franchisee submitted on unaudited P&L's. Individual financial performance will vary. Bank Credit Report developed by Fran Data. ©2014 East Coast Wings Corporation. All rights reserved.



Pizza Done Right!

**OPPORTUNITY
Description**

In 1991, East of Chicago Pizza was founded on our signature fresh pan pizza, devotion to quality, and the belief customers deserve the best tasting pizza with every bite.

East of Chicago Pizza is a proven franchise system, which has thrived for over twenty years in the ultra-competitive pizza industry. We have more than 80 locations in six states supported by national distribution channels and a solid corporate structure.

Fast Franchise Facts

- Franchising Since:** 1991
- Multi-Unit Franchisee Operating Units:** 31%
- Total Franchise Operating Units:** 81
- Company Operating Units:** 6
- Capital Investment:** \$161,900 - \$462,200
- Franchise Fee (per unit):** \$20,000
- Royalty Fee (per unit):** 5%
- Advertising fee (per unit):** 3%
- Earnings Claims:** Yes
- Build-Out Options:** Dine-in or Delivery/Carry-out
- Available Territories:** United States

Qualifications

East of Chicago Pizza is looking for potential franchisees who have a background in restaurant management, or, ideally, a multi-unit operator. Must share our passion and brand philosophy. Financial requirements vary. Typically, the net worth requirement is \$75,000 - \$125,000 based on the chosen build-out. Minimum unit requirements are based on the territory chosen.

Demographics

In small or rural markets, we suggest a population of at least 10,000 within a 10-mile radius. In urban areas, we recommend within a three-mile radius:

- At least 14,000 people
- 7,000 households
- A strong daytime population
- And a minimum household income of \$30,000

**SITE LOCATION
Assistance**

Our experienced Development Team provides individual, step-by-step assistance and guidance for site selection, construction, and equipment procurement.

Contact

Jeff Rex
Director, Franchise Development
(855) OWN-AEOC (696-2362)
jrex@EastOfChicago.com
EastOfChicagoFranchise.com

Pizza Done Right!

East of Chicago PIZZA

GREAT PIZZA, OUTSTANDING INVESTMENT

- 3 to 1 sales to investment ratio
- Average unit volume of \$585K with 65% over \$700K
- 48 consecutive months of positive same-store growth

WHY EAST OF CHICAGO?

- Proven and successful system for 23 years
- Seasoned leadership
- Low entry and operating costs
- Incentives for multi-unit agreements

ADD an established concept to YOUR bottom line.

Call us at **855-OWN-AEOC (855-696-2362)** or visit **EastOfChicagoFranchise.com**

The information in this advertisement is not intended to be an offer of franchise to any one reading it, but is for general information only. Offers and sales of a franchise are made only after the delivery and receipt of the Franchise Disclosure Document and in accordance with federal and state laws. © 2014 East of Chicago. All rights reserved.



OPPORTUNITY Description

El Pollo Loco's success stems from the unique preparation of our award-winning pollo: fresh chicken marinated in our signature recipe. Our chicken is fire-grilled and served with hand-prepared salsas and an assortment of side dishes. Rounding out the menu are fresh, flavorful entrées inspired by the kitchens of Mexico, including: burritos, salads, tacos, quesadillas, tostadas and bowls. The brand appeals to a wide variety of consumers across different ethnic, gender, age and income demographics.

SITE LOCATION Assistance

Our team is committed to working with franchisees to identify the best possible locations for new restaurants.



Fast Franchise Facts

Franchising Since: 1980, Year Founded 1975

Multi-Unit Franchisee Operating Units: 72%

Total Franchise Operating Units: 233

Company Operating Units: 168

Capital Investment: \$900,000 - \$1,755,000

Franchise Fee (per unit): \$40,000

Royalty Fee (per unit): 5%

Advertising fee (per unit): 5% (4% in LA DMA)

Build-Out Options: Freestanding with drive-thru, Inline, Endcap or Endcap with drive-thru.

Territories: Northern CA, AZ, CO, NM, TX, UT

Demographics

- Excellent building & signage visibility
- Good retail synergy
- Residential population of 25,000 in two mile radius preferred
- Daytime population of 10,000 within two mile radius preferred

Qualifications

El Pollo Loco® is seeking franchisees for multi-unit development opportunities in the territories targeted for growth. Qualifications include 5+ years restaurant experience and able to develop restaurant(s) within the next 24 months.

Contact

John Onstott
VP Franchise Operations

(760) 845-4469
franchising@elpollo.com

elpollo.com





**OPPORTUNITY
Description**

Erbert & Gerbert's Sandwich Shops have been in business for over 25 years and it's our flavor that sets us apart. That is why we are known as FlavorNation! We offer flavorful sandwiches, gourmet recipe soups, and unique sauces that are not available anywhere else. We also offer gluten-free and vegetarian soup and sandwich options. We deliver and we cater. We have unparalleled support for our franchisees with a highly experienced corporate staff.



Qualifications

We are seeking people that share our ambition, core values, and passion for the brand, that are looking to grow through multi-unit ownership. \$60,000 in cash or cash equivalents and a net worth of \$300,000 required. We accept both Investors and Owner/Operators and offer protected territories. Multi-unit operators are offered a reduced franchise fee on additional units.



Fast Franchise Facts

- Franchising Since:** 1988
- Multi-Unit Franchisee Operating Units:** 50
- Total Franchise Operating Units:** 70 units, 18 in development
- Company Operating Units:** 1
- Capital Investment:** \$196,500 - \$391,700
- Franchise Fee (per unit):** \$30,000
- Royalty Fee (per unit):** 6%
- Advertising fee (per unit):** 2%
- Earnings Claims:** No
- Build-Out Options:** Free Standing, Drive-Thru, In-Line, End-Cap, Co-Branded
- Available Territories:** All USA - Call for details



Rankings & Awards

- Top 50 Up-and-Coming, *Franchising Magazine*
- Top 500 *Fast Casual Restaurants*
- Best in Class Food, *The Research Shop*
- Positive comp sales for 9 of the past 10 years



Demographics

Residential Population: 20,000+ 2 mile radius. Daytime Employment: 6,000+ for 1 mile radius and 10,000+ for 2 mile radius. Median Income greater than \$40,000. Lunch time traffic: 5,000+. College traffic and high foot traffic considered per location. Retail Centers with high visible end caps with drive-thrus are preferred.

SITE LOCATION Assistance

We have full time real estate consultants to search for quality sites and assist in lease negotiations, as well as design and construction staff. We have architectural firm and construction company partners for consistent and cost-effective build-outs.

Contact

Jeff Thames
 Director of Franchise Sales
 (651) 587-1693
 jthames@egsubs.com
 erbertandgerberts.com



FOUNDED BY FIREMEN™

OPPORTUNITY

Description

Firehouse Subs is actively seeking multi-unit restaurant developers who possess the desire to maximize their territory's sale, have strong financial backgrounds and bring a serious passion for the communities they will serve. To ensure success, the company offers extensive training programs, comprehensive operating systems and support, development and construction experts, and field marketing managers geared to simplify operations and help build business.

SITE LOCATION

Assistance

Firehouse Subs provides you with the tools and guidance to effectively identify and secure the ideal site for development.

Fast Franchise Facts

Franchising Since: 1995

Multi-Unit Franchisee Operating Units: 433

Total Franchise Operating Units: 695

Company Operating Units: 30

Capital Investment: \$169,414 - \$989,553

Franchise Fee (per unit): \$20,000

Royalty Fee (per unit): 6%

Advertising Fee (per unit): 3%

Earnings Claims: Yes

Build-Out Options: End-cap, in-line and non-traditional retail environments

Available Territories: Southwest, Southeast, Northeast, and Midwest

Demographics

Firehouse Subs is actively seeking multi-unit franchise candidates to develop restaurants in cities such as NYC, SF, LA, BOS, PA, SEA as well as opportunities all across the USA.

Rankings & Awards

Franchise Business Review's #1 food company in 2012 and 2013 The #1 Top Grown Chain in 2012 by *Nation's Restaurant News*. *Nation's Restaurant News'* Consumer Picks winner for #1 Brand in Sandwich Category. #1 for attentive and friendly customer service by *Empathica's* 2013 QSR Benchmark Study. *Technomic's* #1 restaurant for taste, flavor, and quality of food.

Qualifications

Franchising opportunities range from one unit to multiple store development agreements. Ideally, franchisees should possess a minimum net worth of \$300k and liquid assets of at least \$90k, but financial qualifications will vary based on the opportunity.

Contact

Greg Delks
VP, Franchise Development

(904) 886-8300 ext. 239
gdelks@firehousesubs.com

FirehouseSubs.com/Franchising

#1 Top Growth Chain in 2012
Nation's Restaurant News

#1 Brand in Sandwich Category
Nation's Restaurant News' Consumer Picks Edition

#1 Food Company in 2012 and 2013
Franchise Business Review's Top Franchise Awards

#1 in Taste, Flavor, and Quality of Food
Technomic



To own a franchise, visit FirehouseSubs.com/Franchising or call 877.887.8330.



A STRATEGIC INITIATIVE OF THE INTERNATIONAL FRANCHISE ASSOCIATION ★ SINCE 1991 ★



SUCCESS STORIES

FOREVER YOGURT FRANCHISE COMMUNITY FUNDED ON CROWDFRANCHISE



FUNDING & BUSINESS HIGHLIGHTS:

- Over \$350,000 raised
- Fully funded in 66 days
- First community funded franchise business in the world
- Awarded Chicago's Best Frozen Yogurt - 2011, 2012, 2013

ABOUT CROWDFRANCHISE AND FOREVER YOGURT

CrowdFranchise is a platform that allows franchisees and franchisors the ability to engage communities with ownership and funding options into franchise businesses. Individuals interested in opening their own franchising company, or those interested in opening a single franchise unit, could partner or invest with others through CrowdFranchise.

Forever Yogurt is a leading self-serve frozen yogurt franchise brand within the U.S., China, India, and Panama and became the first franchise brand to sell and support a community funded store. Forever Yogurt launched the Wicker Park location as an offering on CrowdFranchise on December 12, 2013 which was fully funded by February 15, 2014. For franchise opportunities with Forever Yogurt, please contact 312.878.7597.


OPPORTUNITY

Description

Fuddruckers® operates and franchises restaurants that specialize in high quality, upscale hamburgers in a variety of sizes that are cooked to order. We use only the freshest ingredients and we give our guests the “power of choice.” We encourage guests to garnish their own entrees by providing an array of farm-fresh produce and condiments. Our restaurants serve 100% USDA fresh, never frozen premium beef, and feature on-premise bakeries where bread and dessert items are baked fresh daily.



Fast Franchise Facts

Franchising Since: 1984

Multi-Unit Franchisee Operating Units: 70%

Total Franchise Operating Units: 120

Company Operating Units: 65

Capital Investment: \$250,000 - \$400,000

Franchise Fee (per unit): \$35,000

Royalty Fee (per unit): 5%

Advertising Fee (per unit): 0.25%

Earnings Claims: Yes

Build-Out Options: Free Standing, End Cap, and Non-Traditional Venues

Available Territories: Territories available throughout the U.S.

Contact

Keith Coleman | Vice President of Franchise Development

(866) 939-6273

keith.coleman@fuddruckers.com

fuddruckers.com

Demographics

- Minimum population of 50,000 in a 3-mile radius
- Average household income of \$55,000 and above
- Predominance of families and children
- Concentration of offices and/or retail centers
- Employee population 20,000 in a 3-mile radius
- Traffic counts of 30,000+ cars a day



Qualifications

Potential Fuddruckers franchisees must be committed to being hands-on owner/operators and following through with all training requirements. Minimum financial requirements include having liquid resources of \$250,000 to \$400K and a net worth of \$750,000 to \$1 million dollars.

SITE LOCATION

Assistance

Fuddruckers provides site selection support, demographic information, broker coordination services, site survey trips, and architectural and bid review.





**OPPORTUNITY
Description**

Golden Corral is a grill-buffet, family-style restaurant featuring display cooking, charbroiled USDA steaks, a 160-item buffet/salad bar with a meat carving station, seafood station, Italian foods, Asian foods, in-house bakery that offers fresh breads, muffins, cookies, pies, cakes, and The Chocolate Wonderfall fondue dipping fountain where guests may dip strawberries and other sweet treats. The 120-item, weekend-only breakfast buffet features eggs and omelets cooked to order, bacon, sausage, pancakes, waffles, and fresh cinnamon rolls.

Operational Support:

Golden Corral uses an integrated system of ongoing support. East and West regions each have a vice-president of operations that provides ongoing marketing, training, and operational support. Contact is weekly with a Franchise Service Consultant (FSC), with quarterly visits by FSC and quality assurances inspectors. There is an annual national convention, semi-annual regional meetings and quarterly training meetings.

Training: A 10-week training program for general and associate managers covers all aspects of restaurant management and operations.



Fast Franchise Facts

Franchising Since: 1986, founded 1973

Total Franchise Operating Units: 376

Company Operating Units: 125

Capital Investment: \$2,111,350 - \$5,727,120

Franchise Fee (per unit): \$50,000 (15-year term)

Royalty Fee (per unit): 4% of sales

Advertising fee (per unit): 2% - 6% of sales (currently 2.4%)

Earnings Claims: Yes

Build-Out Options: Conversions, End Caps, In Lines (after first free standing unit)

Available Territories: Continental United States

Qualifications

Verifiable net worth of \$2,500,000 in investment group with \$500,000 cash or cash equivalents. (Third-party financial assistance is available in pools of funds from over 40 of the nation's leading lenders.) Restaurant experience required within group. Applicant(s) must demonstrate necessary energy and successful experience to develop single- and multi-unit restaurants. Must recognize and reward employees/co-workers as valuable human resources.

**SITE LOCATION
Assistance**

Golden Corral uses analytical tools and demographic databases to identify markets and approve sites. Full-time Directors of Real Estate guide franchisees in site selection, real estate negotiations and development.

Rankings

- In 2011-2014, ranked #1 franchise in the buffet restaurant category by *Entrepreneur Magazine*
- In 2011, ranked #1 in the grill-buffet segment for 14 years by *Nation's Restaurant News*
- Golden Corral Buffet & Grill named ALLStar Franchise in 2010 by *AllBusiness*

Demographics

Golden Corral has broad social and economic support with an offering and service style that appeals to a large segment of the population. Golden Corral's direct appeal is to value conscious singles, families and seniors of all ethnic backgrounds.

Contact

Annette Bagwell
Franchise Sales &
Legal Assistant

(800) 284-5673 X 4479
abagwell@goldencorral.net

goldencorralfranchise.com





OPPORTUNITY Description

Ground Round® Grill and Bar is a known Casual Dining brand since 1969, offering a two room concept for families or adults meeting friends or watching the game. Since 2004, our brand is owned by our franchisees and offers a unique franchise model, whereby operators can own a franchise along with a share in the overall brand. Ground Round operates restaurants in 10 states across the Midwest and Northeast areas of the United States.

Fast Franchise Facts

Franchising Since: 1969

Multi-Unit Franchisee Operating Units: 12

Total Franchise Operating Units: 28

Company Operating Units: 0

Capital Investment: \$800,000 - \$1,800,000 excluding land

Franchise Fee (per unit): \$30,000

Royalty Fee (per unit): 2.5%

Advertising Fee (per unit): 2%

Earnings Claims: No

Build-Out Options: Conversions welcome, also free standing, in-line, malls, and co-brand

Available Territories: Prime territories available in Northeastern, Midwestern & Southeastern U.S.

Rankings:

- 2005 Franchise Excellence Awards by *Nation's Restaurant News*
- 2012 Franchisee Satisfaction Awards by *Franchise Business Review*

Contact

Jack Crawford
President & CEO
(207) 865-4433
jcrawford@groundround.com
groundround.com

Demographics

Development types include Free standing pad sites, In line retail spaces, and conversions. Desired areas include shopping malls and retail center with close proximity to movies and office parks.

SITE LOCATION Assistance

Site and market consultation and research, including design support and scope of work requirements provided for new builds and conversions.

Qualifications

Financial requirements include a minimum liquidity of \$300,000 and net worth of \$1 million per restaurant to be developed. At least one partner must have prior full service restaurant operations experience.

We Treat Our Franchisees As We'd Like To Be Treated!

A BRAND OWNED BY ITS FRANCHISEES SINCE 2004

5 OR 10 YEAR AGREEMENTS

NO MULTI-UNIT DEVELOPMENT REQUIREMENT



Choice of Two Franchise Programs:

- \$35,000 Franchise Fee & 3.5% royalty rate
- Or \$60,000 in Initial Fees to include purchase of a Membership Share with voting rights and pay a member preferred royalty rate of 2.5%*

Choice of Two Brands:

- Ground Round Grill & Bar (full service)
- Ground Round Sports Grille (non-traditional)



We're Even Better Than You Remember!

For more information, visit www.groundround.com or contact Jack Crawford at (207) 865-4433 - ext 664

*Preferred royalty rates are voted on and set by the franchisee membership.



HONEYBAKED HAM AND CAFÉ

OPPORTUNITY Description

Founded in 1957, HoneyBaked is a values-driven company with a long, proud history of helping customers Celebrate Life, One Meal at a Time. Featuring a combined retail store and cafe concept, HoneyBaked is a robust franchise model offering ample operations and marketing support. Franchisees capitalize on our multiple revenue streams of retail, gifting, lunch and catering. Owners attend a two week training and have the support of their business consultant on site during the opening.



Qualifications

We are seeking franchise owners who have a passion about HoneyBaked and are values-driven leaders. With a minimum net worth of \$350,000 and at least \$150,000 in liquidity, we offer single and multi-unit development opportunities for qualified franchisees.



Fast Franchise Facts

Franchising Since: 1998, Year Founded 1957

Multi-Unit Franchisee Operating Units: 25%

Total Franchise Operating Units: 186

Company Operating Units: 234

Capital Investment: \$281,000 - \$431,000

Franchise Fee (per unit): \$30,000

Royalty Fee (per unit): 6%

Advertising fee (per unit): 2% plus 2.25% locally

Earnings Claims: Yes

Build-Out Options: In-line, End Cap, Free-Standing

Territories: Please visit honeybakedfranchise.com for a listing of available markets



Demographics

HoneyBaked Ham and Cafe's locations average 1,600 - 2,500 square feet and are located in a highly visible area central to lunch customers.



SITE LOCATION

Assistance

Our seasoned development professionals guide you through the site selection and building process by assisting with broker selection, real estate evaluation, design assistance, contractor evaluation and equipment ordering.

Rankings & Awards

- Entrepreneur Top 500
- Vet-Fran Participant

Contact

Melissa McFarlin
Director of Franchise
Development

(866) 968-7424
mmcfarlin@hbham.com

honeybakedfranchise.com



OPPORTUNITY Description

At Hungry Howie's Pizza we serve great Flavored Crust pizza at an amazing value. The home of the Original Flavored Crust pizza was born in 1973 in Taylor, Michigan. You need a distinct point of difference in today's marketplace. Look no further than our famous crust to see why Hungry Howie's Pizza has an edge over its competition. While exploring other opportunities you will appreciate Hungry Howie's commitment to our concept, products and franchisees.

Fast Franchise Facts

Franchising Since:	1983
Multi-Unit Franchisee Operating Units:	76.42
Total Franchise Operating Units:	560
Capital Investment:	\$219,700 - \$371,500
Franchise Fee (per unit):	\$25,000
Royalty Fee (per unit):	5%
Advertising Fee (per unit):	7%
Earnings Claims:	Yes
Build-Out Options:	Inline and freestanding locations with high visibility
Available Territories:	Nationwide territories available

Demographics

Hungry Howie's Pizza considers all demographics. We typically look for high traffic areas with a strong household presence within a 3 mile radius.

Contact

Jennifer M Jackson
Director, Development

(248) 414-3312
jjackson@hungryhowies.com

franchising.hungryhowies.com

Qualifications

Hungry Howie's Pizza currently seeks multi-store operators to buy territories. Financial requirements start at \$100,000 liquid, \$300,000 net worth and a positive credit history.

SITE LOCATION Assistance

Hungry Howie's Pizza locates prime sites by focusing on key elements such as consumer demographics, competitive analysis, traffic and accessibility.

Rankings

#84 Hot Franchise Trends
Entrepreneur Magazine's
Franchise 500 (2014)

2014 Top 50 Multi Unit Brand
by *Franchise Business Review*

RANKED TOP 50 MULTI-UNIT FRANCHISE

BY FRANCHISE BUSINESS REVIEW

- ▶ 15 CONSECUTIVE QUARTERS OF SAME STORE SALES INCREASES*
- ▶ PRIME SINGLE AND MULTI UNIT TERRITORIES AVAILABLE
- ▶ 550 LOCATIONS AND GROWING
- ▶ ESTABLISHED BRAND FOR OVER 40 YEARS
- ▶ MILITARY FRIENDLY FRANCHISOR



*Results measure company-wide same store sales figures for each fiscal quarter over the previous year's fiscal quarter. The measuring period is March 22, 2010 through December 29, 2013. Excludes store sales from the State of Florida. Not all individual stores experienced the same results. New franchisees may have results that differ. This advertisement is not an offer of a franchise. Franchisees are offered and sold only through a Franchise Disclosure Document. STATE OF CALIFORNIA: THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF CALIFORNIA. SUCH REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION, OR ENDORSEMENT BY THE COMMISSIONER OF CORPORATIONS NOR A FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE, AND NOT MISLEADING. STATE OF NEW YORK: THIS ADVERTISEMENT IS NOT AN OFFERING, AN OFFERING CAN ONLY BE MADE BY A FRANCHISE DISCLOSURE DOCUMENT FILED WITH THE DEPARTMENT OF LAW OF THE STATE OF NEW YORK. SUCH FILING DOES NOT CONSTITUTE APPROVAL BY THE DEPARTMENT OF LAW OF THE STATE OF NEW YORK. MINNESOTA STATE REGISTRATION NUMBER F-2873.

Hungry Howie's Pizza & Subs Inc., 30300 Stephenson Highway, Suite 200, Madison Heights, MI 48071, 248-414-3300.

Exclusive territories are available. Call (248) 414-3300 or log on to franchising.hungryhowies.com. Take a self-guided tour of our digital brochure and complete a simple form to request more info.

THE ORIGINATOR OF
FLAVORED CRUST PIZZA





**OPPORTUNITY
Description**

IceBorn is the franchise model for Ice House America, the pioneer and leader in automated ice and water vending technology with a network of over 2,500 independently-owned ice and water vending machines. Ice vending is aggressively expanding in the \$4 billion packaged ice category. And with no employees necessary to operate and a variety of placement options, including real estate within your existing portfolio, an IceBorn franchise is well positioned to capitalize on that expansion.

Demographics

IceBorn's customer base includes a variety of socioeconomic groups. Trade workers, such as contractors, landscapers, and commercial fisherman, along with recreational participants and lower income residences make up the heavy users. Residential customers are typically located within a 2 mile radius of the ice vending machine.

Contact

Franchise Development Team
(888) 391-8065
franchise@icehouseamerica.com
ice-born.com



Fast Franchise Facts

- Franchising Since:** 2012, founded in 2003
- Multi-Unit Franchisee Operating Units:** 80%
- Total Franchise Operating Units:** 20 locations, with over 1,000 commitments
- Company Operating Units:** 132
- Capital Investment:** \$27,995 - \$398,500
- Franchise Fee (per unit):** \$1,000 - \$5,000
- Royalty Fee (per unit):** Varies based on model
- Advertising Fee (per unit):** 1%
- Earnings Claims:** Yes
- Build-Out Options:** Free standing kiosk, in-line at retail business centers
- Available Territories:** All regions, except LA, NM, OK, WV (Availability subject to change)



**SITE LOCATION
Assistance**

In cooperation with our Area Developers, we offer our franchisees a variety of critical services including: advice and assistance for site selection and permitting, financing alternatives with BoeFly, the largest online financing marketplace, and our SmartIce™ Remote Management system.

Rankings & Awards

- *Entrepreneur Magazine's Franchise 500, 2014*
- *Entrepreneur Magazine's Top New Franchises, 2014*
- *Military Friendly Franchise, 2013*
- *Multiple US patents for our ice vending technology*



Qualifications

Qualities of an ideal franchisee:

- Vigilant adherence to our business model, including site location, operations, community service and brand building
- Financially qualified to establish and expand the business (\$150,000-net worth and \$50,000-capital liquidity)
- Supporters of local community organizations
- Proactive strategy for local marketing
- Pursuers of local growth opportunities



POWER YOUR PORTFOLIO

SERIOUS BRAND POWER

- Backed by 60 years of brand equity
- More than \$1 million¹ average annual store sales
- Cultural cornerstone focused on customer satisfaction

GROWING INDUSTRY POWER

- \$132 billion global battery market²
- Old yet new industry growing as demands for technology increase

MULTIPLE REVENUE POWER

- Retail and business-to-business sales
- E-commerce
- Proprietary sales tools



Franchise an Interstate All Battery Center[®] Today
interstatebatteries.com/franchising | 800.730.7868
Distributorships Also Available

This ad does not constitute a franchise offering, which may only be made by Interstate All Battery Center[®] after receipt of the Franchise Disclosure Document (FDD), which is filed with certain states and may be obtained through Kevin Hogan at Interstate All Battery Center Franchising, 7935 B Wright Road, Houston, TX, 77041, 800.730.7868. ¹The average sales total of \$1,137,400 represents operating results for our 30 franchised full centers open 24+ months. Of the 30 centers, 16 centers or 54% achieved gross sales exceeding the average. See our FDD for details. RESIDENTS OF NEW YORK: This advertisement is not an offering, which can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law. MN Franchise Registration Number: F 5119. ²The Freedonia Group



**OPPORTUNITY
Description**

Loved in 21 states and growing, Jack in the Box is offering select multi-unit restaurant operators a unique opportunity to franchise whole company markets with an industry leader. Jack in the Box has premium QSR items, offering guests the freedom of choice to order any product on the menu, any time of day.

**Rankings
& Awards**

- 11 EFFIES (1995-2010)
- *International Association for Food Protection's* Black Pearl Award, June 2004
- *Nation's Restaurant News* Menu Masters Award, June 2007
- *Nation's Restaurant News* Golden Chain Award, August 2007
- *Nation's Restaurant News* Technology Innovation Award, October 2007
- *QSR Magazine* Applied Technology Award for Local Restaurant Marketing, 2010
- *Franchise Business Review's* Franchisee Satisfaction Award



Fast Franchise Facts

Franchising Since: 1982, founded 1951
Multi-Unit Franchisee Operating Units: 79%
Total Franchise Operating Units: 1,766
Company Operating Units: 490
Capital Investment: \$1,316,100 - \$2,386,100
Franchise Fee (per unit): \$2,500 per year (up to 20 years)
Royalty Fee (per unit): 5% of gross sales
Advertising Fee (per unit): 5% of gross sales
Earnings Claims: Yes
Build-Out Options: Free-standing drive-thru, multiple footprints; walk-ups; airports; college campuses
Available Territories: Acquisition Only Markets: Charlotte, Greenville/Spartanburg, Nashville

Contact

Grant Kreutzer
 Director, Franchise Business Development
 (858) 571-4091
 grant.kreutzer@jackinthebox.com
 jackintheboxinc.com/franchising

Demographics

In core markets, Jack in the Box is a convenience driven restaurant chain. A vast majority of our guests come from within two miles of the restaurant, or six minutes driving time. The typical population within one mile of the restaurant is 15,000-20,000 and employment is 5,000. Average daily traffic past the restaurant is 20,000-30,000.

**SITE LOCATION
Assistance**

Jack in the Box uses demographic and analytical tools to guide development in new markets. We help educate franchisees on the real estate development process, including broker selection, site selection and construction management. Real Estate Managers and Construction Managers will assist in these areas.

Qualifications

Qualifications Multi-unit restaurant operations experience; Minimum liquidity of \$750,000; Minimum net worth of \$1.5 million; Ability to acquire and/or develop at least 5 restaurants; Operating partner is an equity partner and resides in the desired market.





OPPORTUNITY Description

Jersey Mike's has been serving authentic subs since 1956. Our concept is simple. We provide our customers with the freshest, highest quality sub sandwiches available, prepared right in front of them and served with energy and enthusiasm. Our culture of giving and making a difference in the lives of our customers creates an important bond in the communities we serve.



SITE LOCATION Assistance

Franchise is equipped with construction & design teams, providing layouts, & list of certified architects & contractors, along with preferred vendors to assist franchisees. Each franchisee is also assigned a store opening coordinator.



Fast Franchise Facts

Franchising Since: 1956

Multi-Unit Franchisee Operating Units: 72%

Total Franchise Operating Units: 725

Company Operating Units: 24

Capital Investment: \$243,337 - \$492,732

Franchise Fee (per unit): \$18,500

Royalty Fee (per unit): 6.5%

Advertising Fee (per unit): 3.5%

Earnings Claims: No

Build-Out Options: Shared pads or out parcels & end caps preferred; in-line & non-traditional

Available Territories: Available throughout US



Demographics

Locations range from 1,200 to 1,800 square feet, and should be easily visible & accessible from road with good co-tenancy. Strong median income & daytime population required.



Rankings

- *Entrepreneur Magazine's* Franchise 500
- 3rd fastest-growing restaurant chain with sales above \$200 million – *Technomic's* 2013 annual report
- Top 10 growth companies 2013 *Nation's Restaurant News*, 2nd 100 & #1 in sandwich

Qualifications

Single & multi-unit territories available. Minimum liquidity requirements are \$100,000 and minimum net worth of \$300,000. Restaurant experience is preferred, but not required.

Contact

Brian Sommers
VP, Franchise Development
(732) 292-8272

bsommers@jerseymikes.com



**DYNAMIC
LIFESTYLE
BRAND**



**JOHNNY ROCKETS,
PHILIPPINES**



**FLEXIBLE
FOOTPRINT**



**JOHNNY ROCKETS,
CRANSTON, RI**



**GLOBAL
AWARENESS**



**MALIBU SPEEDZONE,
DALLAS, TX**



**BECOME AN OWNER TODAY. CONTACT US AT:
JOHNNYROCKETS.COM/FRANCHISE-WITH-US | (949) 625-2303**

Johnny Rockets is an international restaurant chain that offers all-American food and fun. Every Johnny Rockets restaurant serves simple, great-tasting food from a menu of all-American favorites, including made-to-order hamburgers, crispy American Fries, classic sandwiches and rich, delicious hand-spun shakes and malts.

Johnny Rockets and its franchisees currently operate nearly 300 restaurants in the U. S. and more than 20 countries. We are positioned, worldwide, to be a successful, enduring example of American innovation and culture for years to come.



Demographics

Our market research indicates that Krispy Kreme's breadth of appeal extends across all major demographic groups, including age and income. An ideal trade area will have an ethnically diverse population of 50,000, traffic counts of 25,000 cars/day with major retail centers and schools in the area.



SITE LOCATION

Assistance

Krispy Kreme offers comprehensive support for all franchisees from the beginning of the site selection process through store opening. The brand also offers ongoing support for franchisees for all operating stores.

Contact

Patricia Perry
VP, U.S. Franchise Development

(336) 726-82444
pperry@krispykreme.com

krispykremefranchise.com



Fast Franchise Facts

Franchising Since: 1937

Multi-Unit Franchisee Operating Units:

Total Franchise Operating Units: 736

Company Operating Units: 94

Capital Investment: \$275,000 - \$1,911,250

Franchise Fee (per unit): \$50,000

Royalty Fee (per unit): 4.5%

Advertising Fee (per unit): 1%

Earnings Claims: Yes

Build-Out Options: Freestanding, conversions, end-cap with drive thrus, non traditional venues

Available Territories: Northwest, Midwest, Southwest, & Northeast



OPPORTUNITY Description

Founded in 1937, Krispy Kreme is an international retailer of premium-quality sweet treats, including its signature hot Original Glazed® doughnut. Headquartered in Winston-Salem, NC, the company has offered the highest-quality doughnuts and great-tasting coffee for more than 76 years. Today, Krispy Kreme and its one-of-a-kind Hot Light can be found in 800+ locations in 24 countries. The brand's global mission is to touch and enhance lives through the joy that is Krispy Kreme.

Rankings:

- Krispy Kreme has achieved 20 consecutive quarters of positive same store sales growth
- Technomic survey indicated that Krispy Kreme was the most craveable chain in North America



Qualifications

Krispy Kreme is seeking qualified multi unit operators who have a passion for the brand and the willingness to live out the brand's mission. All candidates must have a successful track record of operating a successful multi unit business, a high level of commitment to customer service and a \$300,000 liquidity for each store that will be developed.



Fast Franchise Facts

- Franchising Since:** 1997
- Multi-Unit Franchisee Operating Units:**
- Total Franchise Operating Units:** 4,259
- Company Operating Units:** 261
- Capital Investment:** \$56,800 - \$69,900
- Franchise Fee (per unit):** \$40,000
- Royalty Fee (per unit):** 14%
- Advertising Fee (per unit):** 5%
- Earnings Claims:** Yes
- Build-Out Options:** Store front, Kiosk, malls and free standing
- Available Territories:** All states

OPPORTUNITY Description

Liberty Tax Service is the fastest growing income tax preparation company in the industry's history. Founded in 1997, Liberty Tax has a proven franchise operating system with low start-up costs and high returns. Liberty is looking for passionate people to own and operate their own Liberty Tax franchise. Territories are selling quickly, but there's still an opportunity to come grow with us. If you are passionate about success, contact us!

Rankings

- #21 - *Entrepreneur Magazine's Franchise 500*
- Top 50 Franchises, *Franchise Business Review*

Contact

David Tarr
Director, Franchise Development

(877) AT-LIBERTY
sales@libtax.com
libertytaxfranchise.com

SITE LOCATION Assistance

Full levels of training and support in site selection.

PREPARE TO GO BIG.

**Weigh in on a national level
with a Liberty Tax Franchise.**

- Low-Cost Investment
- National Brand
- Seasonal
- Multi-Unit Opportunities

For more information, call
877-AT-LIBERTY

LibertyTaxFranchise.com

Minnesota state franchise number F-4418 and F-3918





OPPORTUNITY Description

With over 100 locations, Massage Heights has proven to be a successful business model serving the health and beauty sector. Recurring revenue, along with outstanding field support, marketing support, proprietary software and training, has led to the success of this proven system.



SITE LOCATION Assistance

A Massage Heights Franchise Business Consultant will walk you through the entire grand opening process, using proprietary project management software and demographic and psychographic analysis software for site selection assistance.



Fast Franchise Facts

Franchising Since: 2004

Multi-Unit Franchisee Operating Units: 50

Total Franchise Operating Units: 101

Company Operating Units: 2

Capital Investment: \$400,000

Franchise Fee (per unit): \$42,000

Royalty Fee (per unit): 5%

Advertising fee (per unit): 3%

Earnings Claims: Yes

Build-Out Options: In-line, free standing

Available Territories: Available across the US



Demographics

Our customer is 60% female and 40% male ranging between the ages of 28 and 55. We are typically in in-line centers with regional or national grocery anchors with co-tenants focused on health and beauty.



Rankings & Awards

- #259 *Entrepreneur Magazine* Franchise 500 List
- #33 *Franchise Business Review* Top 50 Franchise to Own
- *Franchise Times* Next 300 List Top 500 U.S. Based Franchise System In Gross Sales

Qualifications

For each unit you will need a \$400,000 net worth and \$175,000 liquidity. You should also have a minimum of two years of sales experience or retail along with managing hourly employees and financial statements.

Contact

Brenda Doucette
Qualifications Specialist

(888) 909-0974

mhfranchising

@massageheights.com

massageheightsfranchise.com



**OPPORTUNITY
Description**

McAlister's Deli is an award winning fast casual restaurant concept offering an extensive menu of American regional favorites including made to order sandwiches, salads, spuds and our Famous Sweet Tea™. Our unique operating platform allows us to deliver quality food to our guests in an efficient operating environment. As a result McAlister's offers exceptional unit sales volumes; an attractive sales to investment ratio and strong, consistent same store sales increases. McAlister's is an attractive investment opportunity.

Demographics

- \$50,000+ median household income
- Well educated, professional or clerical workforce
- Families with children
- College students
- Strong daytime and residential population



Fast Franchise Facts

Franchising Since: 1994, founded 1989

Multi-Unit Franchisee Operating Units: 85%

Total Franchise Operating Units: 277

Company Operating Units: 47

Capital Investment: \$536,000 - \$871,000

Franchise Fee (per unit): \$30,000 Multi-Unit

Royalty Fee (per unit): 5% of gross sales

Advertising fee (per unit): Current 0.75%

Earnings Claims: Yes

Build-Out Options: Free standing, end cap/inline, colleges, universities, shopping malls, airports, medical facilities, casinos, travel centers, military bases

Available Territories: Available in all US States.

Qualifications

Franchisees should understand the importance of strong operations and be committed to offering the best guest experience. Multi-unit franchisee candidates should have restaurant experience and be successful business leaders. Also candidates should possess a minimum liquidity of \$750K and net worth of \$1.5M.

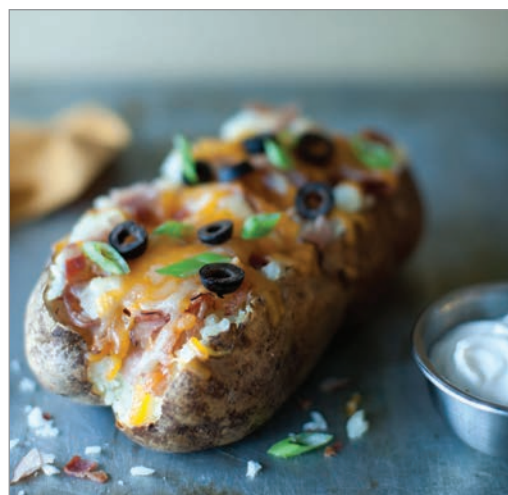


**SITE LOCATION
Assistance**

McAlister's Deli offers full site location assistance.

**Rankings
& Awards**

- 2013 *Technomic* Chain Restaurant Consumers' Choice Winner
- 2013 Top 40 Franchises by *Franchise Business Review*
- 2013 Ranked #2 of Top 100 Movers & Shakers by *Fast Casual*



Contact

1-888-855-DELI
franchising@mcalistersedeli.com
mcalistersedelifranchise.com



**OPPORTUNITY
Description**

Now is the time to join Moe's! We're dedicated to selecting the best Franchise Partners who share our company vision of operating more than 850 Moe's fast casual restaurants by 2015. Moe's is dedicated to Franchise Partner success in one of the fastest growing segments of the restaurant industry – Fast Casual Mexican. Our Franchise Partners love what they do – and it shows year after year as our sales and locations continue to grow.

Fast Franchise Facts

- Franchising Since:** 2001
- Multi-Unit Franchisee Operating Units:** 95%
- Total Franchise Operating Units:** 536
- Company Operating Units:** 4
- Capital Investment:** \$453,215 - \$787,493
- Franchise Fee (per unit):** \$30,000
- Royalty Fee (per unit):** 5%
- Advertising Fee (per unit):** 4%
- Earnings Claims:** Yes
- Build-Out Options:** All (Freestanding, Inline, Malls, Airports, Co-branded, etc.)
- Available Territories:** Limited availability in the southeast. All other regions are available.

Qualifications

- Restaurant management experience as an owner and/or operator
- Minimum net worth \$1.5M
- At least \$500,000 liquid assets
- Enthusiasm for the brand and business ownership

Demographics

- 2,200 - 2,800 sq. ft.
- Strong anchored centers/high-profile convenience centers in synergistic retail corridors
- High visibility to street and center traffic
- Minimum 45 parking stalls

Rankings:

- QSR's Top 10 Best Franchise Deals
- #1 Mexican quick-service restaurant in *Entrepreneur Magazine*

**SITE LOCATION
Assistance**

Moe's provides site sourcing support from Moe's local real estate brokers and evaluation by the Moe's real estate team, customized.

Contact

Steven Corp
Senior VP, Franchise Sales
(813) 933-9395
scorp@moes.com
moesfranchise.com

WELCOME TO GROWTH

RANKED #1
Mexican quick-service category as published by *Entrepreneur* magazine for 2013, 2011

\$1,177,879
Average total annual gross sales

MARKETING
Recently launched national TV and digital ad campaigns

RANKED #1
Moe's Southwest Grill® named Top Mexican Chain by Technomic in 2013

Technomic "Consumer Restaurant Brand Metrics" Report for 2013

TOP 10
Growth chain ranked by *Nation's Restaurant News* in 2013

500+ RESTAURANTS
And more than 200 in development

Looking for qualified multiunit operators with the ability and desire to develop multiple restaurants. Additional marketing support may be available in certain DMAs.

FOR MORE INFORMATION, CONTACT:
914.305.2312 • requests@moes.com

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MOES.COM

Based upon unaudited or verified financial information of 143 restaurants out of 375 continuously in operation for a three-year period. Of the 143 restaurants represented in the three-year group, 61 restaurants (or 42.7% of the three-year group) attained or exceeded the average total gross sales. Other expenses related to owning and operating a restaurant are also included in Item 19 of the April 2013 Franchise Disclosure Document.
This information is not intended as an offer to sell. We will not offer you a franchise until we have complied with disclosure requirements in your jurisdiction. FOR THE STATE OF NEW YORK: This advertisement is not an offering. An offering can be made only by a prospectus filed with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. FOR THE STATE OF CALIFORNIA: These franchises have been registered under the Franchise Investment Law of the State of California. Such registration does not constitute approval, recommendation or endorsement by the commissioner of corporations nor a finding by the commissioner that the information provided herein is true, complete and not misleading. Moe's Franchisor LLC, 200 Glenridge Point Parkway, Suite 200, Atlanta, GA 30342. ©2014 All rights reserved.



**OPPORTUNITY
Description**

At MOOYAH, customization is king. Guests can choose from a variety of bun options to accompany three protein choices, unlimited veggies and nine delicious sauces. Add fresh-cut French fries or savory sweet potato fries and top it off with a hand-crafted milkshake and it's easy to see why MOOYAH has become one of the most craveable burger experiences around.

Fast Franchise Facts

Franchising Since: 2007
Multi-Unit Franchisee Operating Units: 90%
Total Franchise Operating Units: 56
Company Operating Units: 4
Capital Investment: \$334,950 - \$529,700
Franchise Fee (per unit): \$35,000
Royalty Fee (per unit): 6%
Advertising Fee (per unit): 3%
Earnings Claims: No
Build-Out Options: End Cap, In-Line and Non-Traditional
Available Territories: United States

Demographics

MOOYAH restaurants are 1,800 - 2,400 square feet and have excellent visibility and access to high-traffic areas with above average income-level demographics.

Rankings

- MOOYAH was ranked 1st overall in *Restaurant Business's* 2013 Future 50 list
- Listed as No. 8 in *Fast Casual Magazine's* annual Top 100 Movers & Shakers in 2013
- Named 'best burger' in its hometown by *DallasChild* and *NorthTexasChild* in 2013

Qualifications

Must be committed to upholding our national reputation for being obsessed with Guest service and delivering the best Burger, Fry and Shake experience ever, while having a ton of fun doing it.

Contact

Ardag Tachian
Franchise Development
(248) 797-2136
atachian@mooyah.com
mooyahfranchise.com
Kindly No Solicitations

SITE LOCATION

Assistance

Intensive real estate selection and an assigned personal Project Manager for hands-on construction assistance.

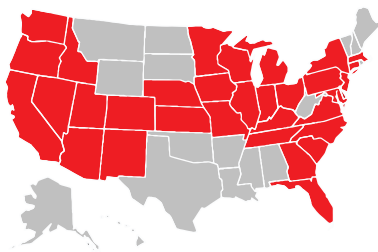


THE STATS

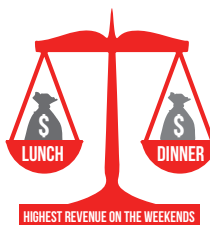
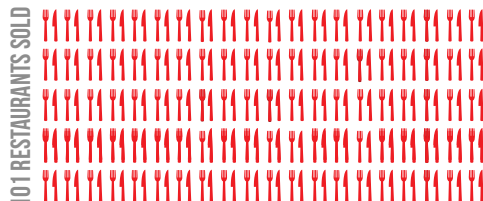


Top 50 Franchise
2013 Franchisee Satisfaction Awards
FranchiseBusinessREVIEW™

- NEARLY 50% OF TOP 200 DMAS STILL AVAILABLE NATIONWIDE
- SINGLE AND MULTI-UNIT FRANCHISES AVAILABLE IN SELECT MARKETS



**NEARLY 4 MILLION
BURGERS SOLD IN 2013**



EACH RESTAURANT
ASSIGNED ONE
FRANCHISE BUSINESS
CONSULTANT
AND ONE
FIELD MARKETING
LEADER



DON'T BE SHY. CONTACT ARDAG TACHIAN AT 248.797.2136 OR VISIT WWW.MOORYAH.COM



OPPORTUNITY Description

Committed to delivering on its brand promise of "Better Ingredients, Better Pizza," Papa John's is the recognized quality leader in the pizza category. Papa John's opened its first pizza restaurant in 1984. Today, Papa John's boasts more than 4,400 restaurants worldwide.

SITE LOCATION Assistance

Papa John's Development team provides customized assistance to our franchise community? regarding site selection, construction management and equipment.

Fast Franchise Facts

Franchising Since: 1986

Total Franchise Operating Units: 3,705

Company Operating Units: 723

Capital Investment: \$175,000 - \$250,000

Franchise Fee (per unit): \$25,000

Royalty Fee (per unit): 5%

Advertising Fee (per unit): 7%

Earnings Claims: Yes

Available Territories: Please visit our website papajohns.com for a listing of available areas.

Qualifications

Papa John's net worth and capital requirements for new franchisees are as follows:

- Minimum of \$50,000 in cash or liquid assets
- Minimum net worth of \$200,000
- Ability to obtain financing up to \$220,000

These are minimum requirements and do not represent the total potential costs to open and operate one or more Papa John's units.

Rankings

- For 12 out of the last 14 years, Papa John's has earned the highest customer satisfaction rating among pizza chains in the highly regarded American Customer Satisfaction Index (ACSI).
- Ranked in the Top 10 2012 Fastest Growing QSR Franchises according to *Entrepreneur Magazine*.
- One of the '50 Top Franchises for Minorities' as determined by the National Minority Franchising Initiative (NMF).

Contact

Regan Clauson
Franchise Qualifications
Specialist

(502) 261-4844

Regan_Clauson@papajohns.com

papajohns.com

OPEN A PAPA JOHN'S FOR LESS THAN \$250,000*



BECOME A FRANCHISEE IN 2014 AND GET THESE INCENTIVES:

- **\$0 Franchise Fee (\$25,000 Savings)**
- **FREE set of Middleby Marshall ovens**
- **REDUCED ROYALTIES for first 5 years of operation**
- **Up to \$3,000 FOOD CREDIT**

Call **888.255.7272** for more Info
or visit **papajohns.com**

*Estimated costs for typical in-line location. Atypical features of a location may raise these costs. Certain restrictions apply. All benefits, discounts and payments subject to Papa John's 2014 US Development Incentive Program.





**OPPORTUNITY
Description**

Papa Murphy's is the largest Take 'N' Bake pizza chain in the U.S. with over 1,400 stores worldwide. Papa Murphy's offers a great value and a superior pizza to customers and a simple, focused concept for franchisees. The limited hours of operation and the take-n-bake concept without the hassles of dining or delivery, provide a great franchise opportunity.



**Rankings
& Awards**

Papa Murphy's Pizza has been voted "America's Most Craveable Pizza" through an NRN Consumer Picks survey and is a four-time recipient of Pizza Today's Chain of the Year.

**SITE LOCATION
Assistance**

The experienced Real Estate and Construction team provides guidance and assistance from the first stage of site selection to the final construction phase.



Fast Franchise Facts

- Franchising Since:** 1982
- Multi-Unit Franchisee Operating Units:** 45%
- Total Franchise Operating Units:** 1,400
- Company Operating Units:** 65
- Capital Investment:** \$215,905 - \$378,421
- Franchise Fee (per unit):** \$25,000
- Royalty Fee (per unit):** 5%
- Advertising fee (per unit):** 2%
- Earnings Claims:** Yes
- Build-Out Options:** Inline and free standing
- Available Territories:** CA, AZ, NV, NM, TX, OK, KS, MO, AR, LA, AL, GA, FL, SC, NC, VA, KY, OH, IN, MD

Demographics

The site selection team identifies target sites with neighborhood retail patterns where customers shop multiple times per week. Demographics are then analyzed to select targets with the best population, households, income, growth rates and more.

Qualifications

Multiple Store Agreements range from 3-10 store opportunities in numerous markets. The net worth requirement is \$275k per store. Operating partners must have experience with multi-unit food industry operations.

Contact

Scott Mellon
VP of Franchise Sales
(254) 652-6110
Scott.Mellon@papamurphys.com
papamurphysfranchise.com



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"My Patriot ad truck made a big difference right away; this is the first method of advertising that has worked for me, besides TV. We went from \$10k a week in sales to almost \$12K! This is a huge win for us."

— Joseph Stanley, Little Caesars

"I have a wrapped truck from Patriot Leasing at each of my six Fantastic Sams hair salons. The trucks bring us new customers everyday. They have dramatically increased our visibility to the community. Also, Patriot Creative Group has great customer service. They respond immediately to service any mechanical issues and have even come to clean off graffiti. Great marketing tool!"

— David Nelson, Fantastic Sams



For more information:
1-877-844-7446 or
PatriotCreativeGroup.com

 **PATRIOT**
CREATIVE GROUPSM

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POPEYES

**OPPORTUNITY
Description**

Within the QSR industry, Popeyes distinguishes itself with a unique "Louisiana" style menu that features spicy chicken, chicken tenders, fried shrimp and other seafood, as well as jambalaya, red beans and rice and other regional items. Popeyes is a highly differentiated QSR brand with a passion for its New Orleans heritage and flavorful authentic food.

Contact

Megan Lee
New Business
Development Manager

(404) 459-4623
megan.lee@popeyes.com

popeyes.com/franchise



Fast Franchise Facts

Franchising Since: 1976

Multi-Unit Franchisee Operating Units: 173

Total Franchise Operating Units: 1716

Company Operating Units: 53

Capital Investment: \$363,300 - \$443,100 for a new free standing facility unit **excluding** real estate and improvements

Franchise Fee (per unit): \$35,000, Development Fee \$12,500

Royalty Fee (per unit): 5%

Advertising fee (per unit): 4%

Earnings Claims: Yes

Available Territories: All states except AZ, UT, NY, NJ, PA, OH, TX & LA

Demographics

Our ideal site would be a dominant corner lot, at a traffic light with convenient ingress & egress on the "going home" side of the street. The lot size would be a minimum of 30,000 sq. ft. and have an average daily traffic count of 20,000 on the primary artery.

Qualifications

Potential restaurant franchise candidates should meet the following criteria:

- Possess solid business experience
- 5 Years Restaurant Management Experience or equivalent QSR experience
- Must have a minimum net worth of \$1,000,000 and \$500,000 in liquid assets, per restaurant
- Make a commitment to grow with the Popeyes brand
- Previous franchise experience is advantageous
- Meet Popeyes Credit Clearance

**SITE LOCATION
Assistance**

Our real estate and construction teams provide the following assistance: market analysis, broker references, site selection assistance, site evaluation, a list of preferred architects and contractors, an assigned construction manager and other services.





**QUAKER
STEAK
& LUBE**



OPPORTUNITY Description

As one of the most brand differentiated restaurants in casual family dining, Quaker Steak & Lube®, has been a successful concept for 40 years. Come expand Lube Nation with us!

- Industry high average unit volumes
- Fuel-injected marketing and operations support
- Multiple revenue streams in each restaurant – Pick-Up Wingo Window®, Online Ordering, Retail, Award-Winning Sauces, Catering & Events
- Award-Winning Menu (Best Wings USA) and Blowout Beverages

Qualifications

Quaker Steak & Lube® is looking for franchise owners who will be passionate about the brand and philosophically aligned with our values and approaches to operating a business. Criteria includes:

- Passion for guest service
- 500K-1M liquidity and net worth of \$3 million
- Restaurant and/or operational experience
- Proficiency & the ability to execute four-walls and local marketing



Fast Franchise Facts

Franchising Since: 1997, Year Founded 1974

Multi-Unit Franchisee Operating Units: 91%

Total Franchise Operating Units: 45

Company Operating Units: 19

Capital Investment: \$1,200,000 - \$3,700,000

Franchise Fee (per unit): \$40,000

Royalty Fee (per unit): 5% of gross sales

Advertising fee (per unit): Up to 1% Advertising Fund, up to 3% Local (% of gross sales)

Earnings Claims: Yes

Build-Out Options: Freestanding, end-cap, conversions & nontraditional

Available Territories: Great markets available



Demographics

Wide demographic appeal.
Heavy user: Ages 25-54.
Core household income average: \$35,000 - \$100,000.
Male 47%, female 53%.
Singles, families, large groups & couples.

Awards

Hundreds of national and international awards for its chicken wings and more than 25 wing sauces, including:
The 2010, 2012 - 2013 Festival Favorite at the National Buffalo Wing Festival in Buffalo, NY.
The 2012 Cheers Beverage Excellence Award for Best Beverage Merchandising for Signature Bar Jars®. The 2012 Menu Masters award for limited time offer, Shake Wrap & Roll. Featured on Man Vs. Food on the Travel Channel.



SITE LOCATION Assistance

Site selection criteria and assistance, lease assistance, design and architectural plans, construction review & preferred suppliers.

Contact

Zeb Hastings
VP Franchise Development

(888) MYLUBE1 (695-8231)
zhastings@thelube.com

lubfranchising.com



**OPPORTUNITY
Description**

Here at Salsarita's Fresh Cantina, we're building a dynamic and authentic fast-casual Mexican brand, offering delicious food, made the way you want it and prepared every day in-house. From tortilla chips our customers truly rave about, to queso and customizable burritos, tacos, salads, bowls, quesadillas and nachos, to our signature salsas and fresh-made guacamole on the house, Salsarita's Fresh Cantina thrives on making great Mexican fare fresh daily.

Qualifications

Salsarita's welcomes single and multi-unit development agreements. During our discovery process, you will learn more about the Salsarita's opportunity and the support we provide to our franchisees. The minimum financial requirements are \$350,000 in liquid capital and a minimum net worth of \$1M.



Fast Franchise Facts

- Franchising Since:** 2003
- Total Franchise Operating Units:** 70
- Company Operating Units:** 7
- Capital Investment:** \$355,600 - \$619,600
- Franchise Fee (per unit):** \$30,000
- Royalty Fee (per unit):** 5% (2014 is 3% per growth incentive)
- Advertising Fee (per unit):** 1% plus 1.5% spent locally
- Earnings Claims:** Yes
- Build-Out Options:** End-caps, inline, airports, campuses, mall locations, sports stadiums
- Available Territories:** Continental US—Call for details

Rankings & Awards

CEO and franchising veteran Phil Friedman named one of the Top 5 Fast Casual Executives to watch in 2012.

Contact

Chris Bailey
VP of Franchise Sales
(704) 540-9447x202
cbailey@salsaritas.com
salsaritas.com

Demographics

Salsarita's is an a highly coveted niche and has strong appeal in markets large and small with kids, teens and young professionals.



**SITE LOCATION
Assistance**

The Salsarita's Fresh Cantina team works with franchisees to effectively navigate the many challenges of site selection and development.





Save alot

food stores

OPPORTUNITY Description

Save-A-Lot is the nation's leading hard discount grocery chain with over 1,300 stores across the U.S. and Caribbean. Our business model is designed to help retailers succeed and compete effectively in the grocery industry by offering smaller efficient stores, our exclusive private label brands, the buying power of over 1,300 stores and an efficient, low operating cost operation. Save-A-Lot is offering significant capital incentives - a minimum of \$200,000 cash - to qualified candidates.

Qualifications

Previous business experience (grocery or retail preferred but not required). Ability to follow the Save-A-Lot program. Solid personal financial history. Net worth of at least \$1 million. Cash liquidity of \$300k. Local knowledge, relationships, and expertise in consumer preferences, real estate, government regulations and labor. Plans and ability for multi-unit development are encouraged.



Fast Franchise Facts

Franchising Since: 1978

Multi-Unit Franchisee Operating Units: 70%

Total Franchise Operating Units: 952

Company Operating Units: 380

Capital Investment: Minimum \$300,000 per store

Franchise Fee (per unit): \$0

Royalty Fee (per unit): 0%

Advertising Fee (per unit): 0%

Earnings Claims: Yes

Build-Out Options: In-line and free standing

Available Territories: 37 States and Caribbean

Contact

Eric Hunn | License Development

314.592.9446

eric.v.hunn@savealot.com

save-a-lot.com/own

Demographics

Population of at least 35,000 in the primary trade area; 20,000 in rural areas. High percentage of families with children. Total building size of approximately 12,000 to 18,000 square feet. Excellent line of sight for visibility with good ingress/egress. Co-tenancy with other value-oriented retailers desired; Expansion market nationwide.



SITE LOCATION

Assistance

Each licensee is responsible for leasing or acquiring real estate as well as contracting the construction of their store. However, Save-A-Lot will provide assistance for site selection, market analysis, store layout, project management and décor/equipment recommendations.

Rankings

Save-A-Lot is the second largest grocery store banner in the U.S. and the nation's leading hard discount grocery retailer.





SMASHED FRESH. SERVED DELICIOUS.™

**OPPORTUNITY
Description**

Smashburger is a successful fast casual restaurant specializing in serving fresh, never frozen 100% all-natural Certified Angus beef burgers. We also serve tender marinated chicken sandwiches, fresh salads, and a variety of specialty sides. Together with our existing partners we operate 250+ restaurants across the country and internationally. We are innovators and are committed to continuing to grow our brand with multi-unit franchisees.

**Rankings
& Awards**

- Most Promising Company 2013 and 2014, *Forbes*
- 2010 Top New Franchises, *Entrepreneur Magazine*
- America's Fastest Growing Companies, *Inc. Magazine*
- Top 100 Movers and Shakers, *Fast Casual*

Qualifications

Smashburger is seeking multi-unit development partners domestically. To be considered, individuals or partnerships must have demonstrated enthusiasm, drive, passion, and a proven record of success in the restaurant industry, five years of multi-unit restaurant management experience as an owner and/or operator, and capital availability.



Fast Franchise Facts

- Franchising Since:** 2007
- Multi-Unit Franchisee Operating Units:** 50%
- Total Franchise Operating Units:** 114 (As of February 2014)
- Company Operating Units:** 142
- Capital Investment:** Varies based on development agreement
- Franchise Fee (per unit):** \$40,000
- Royalty Fee (per unit):** 5.5 - 6%
- Advertising fee (per unit):** 2.5%
- Build-Out Options:** End cap, free-standing, in-line, non-traditional
- Territories:** Various domestically. See website for available territories

Demographics

Target demographics range based on Smashburger's markets across the country. For more details on a market of interest, please contact Smashburger's Franchise Sales team.

**SITE LOCATION
Assistance**

Smashburger provides thorough and detailed support in the site selection and development process for our franchise partners.



Contact

Smashburger Franchise Sales
(303) 633-1500
smashburger.com/franchising





SMOOTHIE KING

OPPORTUNITY Description

Smoothie King, the premier smoothie and nutritional lifestyle center with more than 600 locations worldwide, is seeking both single and multi-unit operators to expand in communities across the U.S. and key international markets. Franchisees benefit from 40 years of brand building, our proven business model and multiple revenue streams, including smoothies, snacks, retail and nutritional supplements. Smoothie King's experienced management team provides an unparalleled level of support in order to help franchisees succeed.

Demographics

Smoothie King's real estate department works closely with franchisees to determine the optimum locations and trade areas. Smoothie King's analytical model assists in understanding consumer buying habits and demand, helping us pinpoint growth markets.

Contact

Steven K. Shields
Senior Business
Development Manager

(985) 635-6973 ext. 224
steves@smoothieking.com

smoothiekingfranchise.com



Fast Franchise Facts

Franchising Since: 1989, **Founded:** 1973

Multi-Unit Franchisee Operating Units: 54%

Total Franchise: 660

Company Operating Units: 14

Capital Investment: \$140,000 - \$398,000

Franchise Fee (per unit): \$25,000

Royalty Fee (per unit): 6% of gross sales

Advertising Fee (per unit): \$1,000 - \$2,500 for grand opening; minimum of 2% of gross sales – listed under local marketing requirement

Earnings Claims: Top 25% of stores average more than \$540,000

Build-Out Options: Free standing, end cap and strip shopping centers. Drive-thrus preferred. Non-traditional locations include malls, airports, universities and military bases.

Available Territories: Southeast, Northeast, Midwest. Please visit our website smoothiekingfranchise.com for a listing of available markets.



Rankings

For more than 20 years, Smoothie King has earned the #1 ranking by Entrepreneur magazine. We are committed to being the best in product quality, customer satisfaction and franchising excellence.

- 2014 *Entrepreneur* Annual Franchise 500® - Ranked #1 in Category
- 2014 *Entrepreneur* Annual Franchise 500 Rank - #86
- QSR Global 30 - #21



Qualifications

Our ideal franchise candidates are energetic, entrepreneurial, marketing savvy and have restaurant / retail management experience (not required). Equally important, they must be friendly, outgoing, and be able to inspire customers to live healthier lifestyles. Candidates are required to demonstrate a minimum net worth of \$250,000 and \$75,000 in liquid assets.

This is how you



**OPPORTUNITY
Description**

SONIC's highly differentiated brand and entrepreneurial spirit make our next level of growth exciting! We have one of the most diversified daypart strategies in the industry that helps drive traffic all day. We opened in 1953 and began franchising in 1959. SONIC's System-Wide Sales total \$3.79 Billion and our AUV is \$1.1M+. We offer Development, Operations, Staff Selection Training; National Marketing and Purchasing support as well as Product Innovation.

Demographics

SONIC has Multi-Unit opportunities in markets such as NY, GA, MA, IL, Hawaii, IN, and CA. SONIC's Target Consumer Profile is A18 - 49 and Families with Children with an Average HH size of 2.5+ within a 2-mile radius of a SONIC®.

Qualifications

SONIC's Financial Requirements for 2 units = \$1.0M liquidity/net worth of \$1.0M. For 5+ units = \$2.0M liquidity/net worth of \$2.0M. We are looking for active ownership, a restaurant background by at least one operating partner, the ability to develop, lead and inspire a management team, strong entrepreneurial skills, active community membership and preferably retail sales experience.



Fast Franchise Facts

Franchising Since: 1959

Multi-Unit Franchisee Operating Units: 86%

Total Franchise Operating Units: 3,126

Company Operating Units: 396

Capital Investment: \$1.0M - 1.6 + land costs for Free-Standing

Franchise Fee (per unit): \$45,000

Royalty Fee (per unit): 5% Max. of Gross Sales

Advertising Fee (per unit): 5%

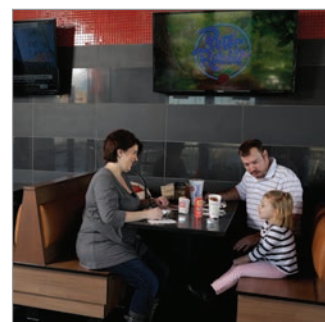
Earnings Claims: Yes

Build-Out Options: Free Standing with Drive-In Stalls, Indoor Dining, Airport, In-line, C-Store and Mall

Available Territories: CA, FL, GA, Hawaii, IL, IN, MA, NJ, NY, NC, RI, WV, WY, And International

Rankings & Awards

- #1 in Burger QSR brands in 2013 Temkin Experience Ratings
- #3 in Advertising Brand Effectiveness by Technomic's 2013 Consumer Brand Study
- #26 in Top 500 Franchise Chains, Entrepreneur Magazine



SITE LOCATION Assistance

SONIC® assists you at multiple phases from Real Estate Site Selection to Site Design. Other types of assistance include Architectural Building Design, Engineering support, Review of Site during Due Diligence phase, Construction Management and we provide an Approved Vendor list.



Contact

Sr. Directors of Franchising:

Lori Osley, NE Region
(405) 623-8685
lori.osley@sonicdrivein.com

Craig Sherwood, West Region
(972) 989-7705
Craig.sherwood@sonicdrivein.com

Steve Bailey, Central and SE Region
(303) 968-4482
Steve.bailey@sonicdrivein.com

SonicFranchises.com



OPPORTUNITY Description

sweetFrog Premium Frozen Yogurt provides an unparalleled experience in every cup! Our extensive self-serve toppings bar, family-friendly environment, and wide selection of flavors answer the question: "How do you sweetFrog?" Add our lovable mascots, Scoop and Cookie, and you'll see why customers across the nation are embracing sweetFrog! The F.R.O.G. in sweetFrog stands for Fully Rely On God, and we represent that spirit by being a good neighbor everywhere we go.



Qualifications

sweetFrog is seeking committed entrepreneurs eager to help grow our brand in their local communities. Candidates will be evaluated based on operational experience, financial ability, and a passion for our brand.



Fast Franchise Facts

Franchising Since: 2012

Multi-Unit Franchisee Operating Units: 76.05%

Total Franchise Operating Units: 149

Company Operating Units: 73

Capital Investment: \$282,500 - \$467,500

Franchise Fee (per unit): \$30,000

Royalty Fee (per unit): 5%

Advertising fee (per unit): 1%

Earnings Claims: Yes

Build-Out Options: Inline and Free Standing

Territories: Northeast, Great Lakes Region, & the Southeast



Demographics

- Population of 30,000 - 50,000 within the immediate trade area (3-5 miles, dependant on the market)
- High traffic retail centers with a large retail anchor
- Easy ingress/egress with ample parking
- Free Standing optional
- Family/Children focused retail/activity co-tenancy preferable



SITE LOCATION Assistance

Each sweetFrog Franchisee receives guidance throughout the buildout process; from market and demographic analysis, to retail site selection approval, to construction specifics with our seasoned operations team. Training is provided in our training facility, and on-site for your Grand Opening.

Contact

Raven Fisher
Director of Franchise Sales

(804) 835-6761
raven.williams@sweetfrog.net

sweetfrog yogurt.com



**OPPORTUNITY
Description**

TCBY and Mrs. Fields Pioneered the Yogurt and Cookie Industry over 35 years ago. Today with our new Dual-Brand Stores, we are poised for record growth in 2014. We are actively seeking Single and Multi-Unit owners, as well as Area Directors, and Master Franchisee's in available territories. For a limited time, we are offering BOTH Iconic brands under one roof, for only one franchise fee.



Fast Franchise Facts

- Franchising Since:** 1990
- Multi-Unit Franchisee Operating Units:** 54%
- Total Franchise Operating Units:** 880
- Company Operating Units:** 5
- Capital Investment:** \$208,000 - \$419,000
- Franchise Fee (per unit):** \$35,000
- Royalty Fee (per unit):** 6%
- Advertising fee (per unit):** 3%
- Earnings Claims:** No
- Build-Out Options:** Inline, Free Standing, Kiosk, Malls, Airports, Universities, Dual branded
- Available Territories:** All

**SITE LOCATION
Assistance**

Full real-estate, design and construction and project management support provided nationwide.

Demographics

With over 900 locations in more than 33 countries worldwide, we are a global brand that is growing fast. We look for A+ sites to ensure our Franchise partners are primed for success. Our new Dual Brand Locations combine 3 revenue sources with TCBY Frozen Yogurt, Mrs. Fields Bakery, and Gifting Stations supported by our \$50 million dollar MrsFields.com gifting business.

Contact

Todd Haavind
VP, Franchise Sales
(866) 728-6999
thaavind@famousbrandsintl.com
franchise.tcbby.com





OPPORTUNITY Description

The Brass Tap creates a Premium Beer Experience by offering up to 60 craft beers on tap, more than 300 varieties of imports, local craft beer and a selection of premium wine and cigars. In addition to the premium beverage experience, live music is an essential element of The Brass Tap. We strive to create a unique atmosphere where the vibe is upbeat, but casual and you won't miss game day sports.

Qualifications

Minimum net worth per location \$200,000. Liquid Assets: \$100,000 per location. No previous experience. Multi-unit agreements available. Franchise term 10 years. Training 5 weeks.



Fast Franchise Facts

Franchising Since: 2008

Multi-Unit Franchisee Operating Units: 3

Total Franchise Operating Units: 12

Company Operating Units: 1

Capital Investment: \$385,000 - \$725,000

Franchise Fee (per unit): \$35,000

Royalty Fee (per unit): 4%

Advertising fee (per unit): 1.5%

Earnings Claims: No

Build-Out Options: Regional/High End Malls, Grocery/Retail Centers, Life Style & Strip Malls

Available Territories: All States and markets.

Demographics

Preferred Demographics
(within 3 mile radius):

- Residential population: 35,000
- Median household income \$50,000
- Daily traffic counts - 20,000 vehicles per day minimum
- Average Age 25-49



SITE LOCATION Assistance

Complete site selection assistance with site location, building layout design and construction assistance - Design manual and specifications provided.

Contact

Peter Petrosian
Chief Development Officer

ppetrosian@fscfranchiseco.com
(813) 226-2333 Ext. 224

thebrasstap.com





**OPPORTUNITY
Description**

Togo's offers the best in class field operations support; average unit volumes that are among the highest in the sandwich franchise category; low investment and a small footprint; fresh, wholesome ingredients including bread, premium meats, and chicken that is 100% natural; deli-style model with a personal touch; brand loyalty from our guests for 40 years; single unit and multiple unit development opportunities.

Fast Franchise Facts

- Franchising Since:** 1971
- Multi-Unit Franchisee Operating Units:** 50%
- Total Franchise Operating Units:** 244
- Company Operating Units:** 6
- Capital Investment:** \$200,500 - \$448,500
- Franchise Fee (per unit):** \$21,000 - \$30,000
- Royalty Fee (per unit):** 5%
- Advertising Fee (per unit):** 3%
- Earnings Claims:** Yes
- Build-Out Options:** Inline, free standing, non-traditional locations
- Available Territories:** California, Arizona, Nevada, Washington, Utah, Idaho, Colorado, and Oregon

Qualifications

Togo's seeks individuals with a positive attitude, strong customer focus; and previous management experience. For 3 or more Restaurant Developments, we require liquid assets of \$450,000 and a net worth of \$900,000.

Rankings

Togo's was ranked in *Entrepreneur Magazine's* Franchise 500 for 2014 and 2013.

Demographics

Togo's is growing and developing in the western states of California, Arizona, Nevada, Washington, Utah, Idaho, Colorado and Oregon. Our customers are frequent QSR consumers that seek big, meaty sandwiches.

**SITE LOCATION
Assistance**

Togo's is contracted with Javelin Solutions to provide our franchisees support during the site selection and acquisition process.

Contact

Kim Rogers
Franchise Sales Manager

(877) 718-6467
franchisesales@togos.com
togosfranchise.com

**Take a Bite of the
West Coast Original**

TOGO'S
GREAT SANDWICHES



**Own a Togo's.
New Incentives
for Multi Unit
Franchisees.**

Build your Future with Togo's
Call us at 877.718.6467 or visit www.togosfranchise.com



OPPORTUNITY Description

Don't settle for good—go for great. Toppers delivers deliciously innovative House Pizzas and World Famous Topperstix to our fanatical fans, all with unmatched service and a contagiously irreverent attitude. We're not just aiming to outdo the generic pizza mega-chains, we're taking over the world. For more than 20 years we've perfected a proven pizza delivery brand model. With over 50 locations currently open, there's still time to stake your claim. But like anything involving Toppers Pizza, we can't guarantee how long it will last. Join our takeover.



SITE LOCATION Assistance

Our real estate department will educate franchisees on the entire real estate development process, including real estate broker selection, market demographics & site selection. Toppers experienced construction team will support the design and construction management process from start to finish.



Fast Franchise Facts

Franchising Since: 2000 (founded in 1991)

Multi-Unit Franchisee Operating Units: 65%

Total Franchise Operating Units: 39

Company Operating Units: 18

Capital Investment: \$302,042 - \$526,453

Franchise Fee (per unit): \$30,000

Royalty Fee (per unit): 5.5%

Advertising Fee (per unit): 3% National /4.5% local

Earnings Claims: Yes

Build-Out Options: End Cap, Inline, Freestanding

Available Territories: Nationwide multi-unit opportunities available (except for CA, NY, WA)

Contact

Mark P. Cairns | Director of Franchise Development

(262) 458-1609 | (615) 838-7181 cell
mcairms@toppers.com

toppersfranchise.com



Demographics

Total household population greater than 18K within a 7-9 min drive time

Median income \$50k

Strong retail area with quality co-tenants. High visibility a must

We love dense residential areas, colleges, hotels, business parks, hospitals, and entertainment districts

We indulge the pizza freak in all of us



Qualifications

Seeking fanatical business owners whom are well-funded and capable to develop and manage a store level operations team. Owner/Operators or Equity Operating Partners.

Financial Qualifications

3-5 units
Liquidity \$350-\$500k
Net worth \$750k-\$1.5M
Franchise Fee: \$30,000 units
1-4, \$20,000 subsequent

Financial Qualifications

Single unit
Liquidity \$150k
Net worth \$500k
Franchise Fee: \$30,000

Rankings

- Top 50 Breakout Chain by *Nation's Restaurant News* in 2013
- *Entrepreneurs* Top 500 List in 2013 and 2014



**OPPORTUNITY
Description**

Uncle Maddio's Pizza Joint is the original create-your-own fast casual pizza restaurant. Operating 20 restaurants in six states, Uncle Maddio's is the fastest growing fast casual pizza brand in the US. Our pizzas are completely customizable, made-to-order, and served up fast. We're seeking seasoned restaurant operators and successful entrepreneurs who want to grab hold of the best franchise opportunity they can find! We'll guide you through every step along the way.

**SITE LOCATION
Assistance**

Our veteran real estate team helps franchisees throughout the site selection and lease negotiation process, while our experienced construction and design team will provide you with customized assistance from the first stages of development through the final construction phase.



Fast Franchise Facts

- Franchising Since:** 2007
- Multi-Unit Franchisee Operating Units:** 95%
- Total Franchise Operating Units:** 20
- Company Operating Units:** 1
- Capital Investment:** \$400,000 - \$600,000
- Franchise Fee (per unit):** \$25,000
- Royalty Fee (per unit):** 5% net sales
- Advertising Fee (per unit):** 2% net sales
- Earnings Claims:** No
- Build-Out Options:** Non-Traditional, End Caps, Free Standing, Malls, Airports
- Available Territories:** Most States

Contact

Roger Wagerman | VP, Franchise Sales & Partner Development
 (404) 929-6654
 franchising@unclemaddios.com
 unclemaddios.com

Rankings & Awards

Recognized for its paradigm-shifting pizza, industry-leading QSR Magazine named Uncle Maddio's "Ones To Watch," predicting the chain's franchise's remarkable offerings and growth potential.



Demographics

Target demographics range greatly by location given Uncle Maddio's success in large and small markets. For more details on a market of interest, please contact our franchise development team.

Qualifications

Potential franchisees should have liquid assets of \$100,000 & net worth of \$400,000. We are looking for partners who share in the same culture and values that we do with a proven track record of success. Servant leadership, strong operations background and commitment to giving back to the community are a must.





Watermill EXPRESS®

Get A Better Water Habit!®

OPPORTUNITY

Description

Watermill Express is the industry leader in drive-up, self-serve pure drinking water with over 1,300 locations nationwide and 30 years of operating experience. Our concept is simple – provide safe, affordable drinking water to customers. Our proprietary water purification system and patent pending dispensing equipment ensure great tasting water in every drop. We also offer the industry's premier brand of vended ice made exclusively from our pure drinking water. The world become a better place with Waterlocks® Ice in your glass!

Qualifications

Turn two unused parking spaces into a revenue generating franchise. Our concept has a low employee requirement. This is an ideal opportunity for the Multi-Unit Owner looking to expand with a non-competing concept. We are tailored for large developers interested in 20+ units each. We have a tested concept with over 1,000 company stores and key territories still available.

SITE LOCATION

Assistance

Bottled water is a \$11 billion dollar industry. Everyone needs safe, affordable, water to drink. Our experts will help you figure out where your locations will work best. We are looking for growth oriented partners serious about quality operations.



Fast Franchise Facts

Franchising Since: 1989

Multi-Unit Franchisee Operating Units: 30%

Total Franchise Operating Units: 300

Company Operating Units: 1,004

Capital Investment: \$60,000 - 250,000

Franchise Fee (per unit): \$5,000

Royalty Fee (per unit): 8%

Advertising fee (per unit): 1%

Earnings Claims: Yes

Build-Out Options: Free standing 9'x12' kiosk, inline concept, storefront concept. Inquire for additional custom applications.

Available Territories: Multi-unit national and international territories available



Demographics

Your successful multi-unit business already has a captive customer base. Increase sales by installing a Watermill Express location in your parking lot. Our customers fill-up their water bottles, on average, once per week driving loyal traffic to your existing concepts. Watermill Express customers are 18-49 and want convenience and reliability. Easy access, high visibility, neighborhood locations, proximity to grocery stores, recreational areas, construction trade routes, are all favorable attributes. Customers use Waterlocks® Ice for all of their outdoor summer activities and love the convenience of a drive-up facility.



Rankings & Awards

Our customers have voted us #1 in Taste! All of our locations are computer monitored and maintain the highest level of service in the nation. We support our communities through water donations/sponsorships and are proud to have saved over 500,000,000 plastic bottles from being thrown into the nation's landfills.

Contact

Matt Reinick

(303) 659-1573

matt.reinick@watermillexpress.com

watermillexpress.com



**OPPORTUNITY
Description**

With more than 10 straight years of same store sales increases and over 600 locations nationwide, Wingstop is one of the fastest-growing franchises for single-unit and multi-unit operators. Wingstop offers a limited, high-quality menu with simple operations that appeal to experienced restaurateurs and entrepreneurs with the drive and passion to own a business. Wingstop keeps the sole focus on fresh, cooked-to-order wings and side dishes like fresh-cut seasoned fries. Due to that simple operating platform, the system is 95% franchise owned and operated.

**Rankings
& Awards**

- 10 Years Same Store Sales Increases
- Fastest Growing Franchises #47 *Entrepreneur* 2014
- Franchise 500 List - #77, *Entrepreneur* 2013
- Top 100 Movers & Shakers - #26, *Fast Casual* 2012
- Top 10 Fastest Growing Concept, *Technomic* 2012



Fast Franchise Facts

- Franchising Since:** 1997, founded 1994
- Multi-Unit Franchisee Operating Units:** 55%
- Total Franchise Operating Units:** 605
- Company Operating Units:** 19
- Capital Investment:** \$242,787 - \$569,528
- Franchise Fee (per unit):** \$30,000
- Royalty Fee (per unit):** 5%
- Advertising Fee (per unit):** 2%
- Earnings Claims:** Yes
- Build-Out Options:** Inline, non-traditional (airports, college campuses)
- Available Territories:** Northeast, Southeast, Midwest, Northwest States

Contact

David Vernon | Chief Development Officer
 (972) 331-7565
 dvernon@wingstop.com
 wingstopfranchise.com | wingstop.com

Demographics

Wingstop restaurants are generally neighborhood service restaurants (2-3 mile radius) with a majority of take-out sales. We primarily rely upon a seven minute drive-time base in urban markets and a two mile population base of 40,000 or more. In non-urban environments, the sales radius may be larger but we strive for a target population base of not less than 50,000. A typical Wingstop is located on major traffic arteries with not less than 20,000 cars per day.

Qualifications

Single-unit operators: no restaurant experience required. Minimum net worth \$400,000; liquidity of \$200,000. Multi-unit developers: liquidity totaling \$200,000 per store developed. Wingstop training guides franchisees from site selection to construction and ongoing operations.

**SITE LOCATION
Assistance**

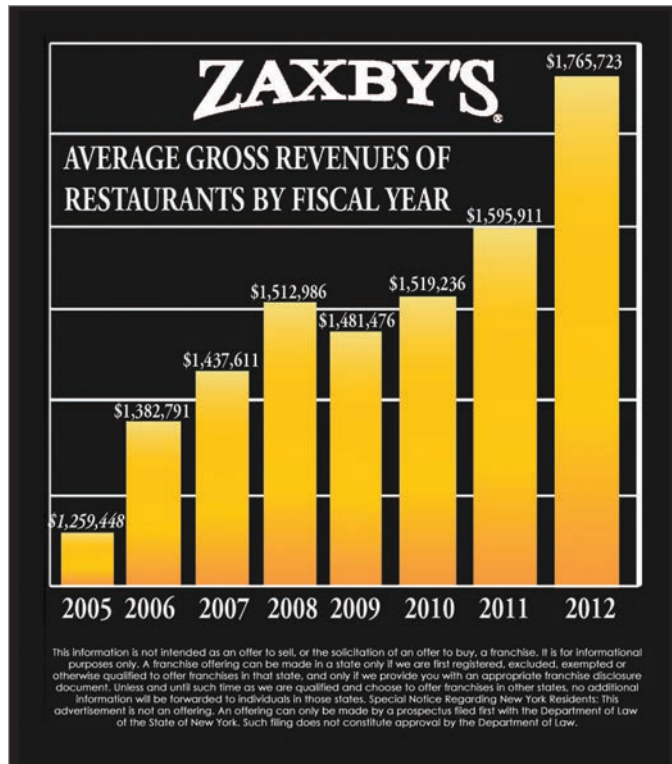
The Wingstop real estate and development team use the latest analytical programs to assist with site selection and demographics. Stores feature a small restaurant footprint of 1600 - 2000 sq. feet, seat 35-50 people, and average 75% carryout service - ideal for inline shopping centers.





**OPPORTUNITY
Description**

As a Zaxby's licensee, you will be operating an independent franchise business, but you will benefit from being a part of a brand that has exhibited steady growth and success in a wide range of markets across the Southeast. You will be provided with a detailed set of operations manuals, as well as extensive marketing materials. ZFI currently holds an annual conference and assigns to each licensee an operations consultant.



Fast Franchise Facts

- Franchising Since:** 1990
- Total Franchise Operating Units:** 600
- Company Operating Units:** 101
- Capital Investment:** \$215,100 - \$655,100
- Franchise Fee (per unit):** \$35,000
- Royalty Fee (per unit):** 6%
- Advertising fee (per unit):** 2.5% - 5%
- Earnings Claims:** Yes
- Build-Out Options:** Free standing
- Available Territories:** Currently operating in 16 states, call for details.

Demographics

- Median Age:** 22 - 45
- Min. Avg. Household Income:** \$45,000
- Min. Traffic Counts:** 20,000+ ADT on primary artery
- Seating Inside:** 50 - 90
- Site Size:** .80 to 1.25 acres
- Trade Area:** 30,000 +

**SITE LOCATION
Assistance**

Zaxby's will provide support that includes real estate guidelines, architectural, construction and engineering assistance.

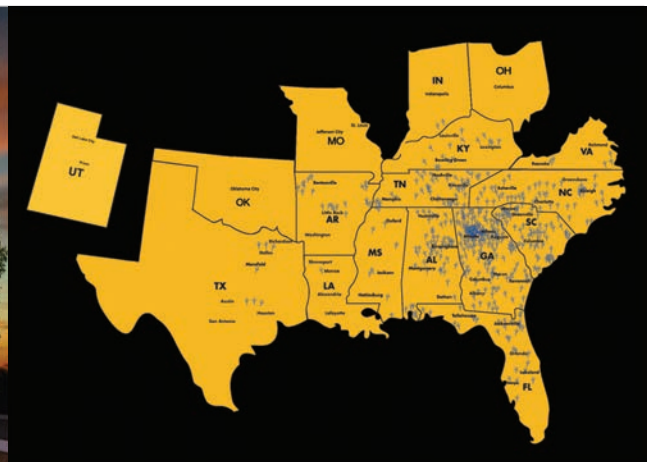
Qualifications

Collective net worth of at least \$700,000, with liquid assets greater than \$400,000

Contact

Tray Doster, CFE
Senior Manager,
Franchise Development

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zaxbysfranchising.com



A photograph of two men in business suits. The man on the left is wearing glasses and has his arms around the man on the right. The man on the right has his eyes closed and a slight smile, leaning into the embrace. The background is a dark, textured wall.

WE LOVE SUPPLIERS.

A large, stylized, grey letter 'F' is positioned on the left side of the page. A thick, grey arrow points from the bottom of the 'F' towards the right, underlining the text below.

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