



WHERE EVERYONE  
IS FAMILY

**FRANCHISE OPPORTUNITIES**





# ABOUT THE BRAND



# WHERE EVERYONE IS FAMILY

Our first restaurant opened its doors in 1985 in Roswell, Georgia. Since then, we've grown to over 15 Buffalo's Cafe Full Service Restaurants and over 100 Buffalo's Cafe Co-branded restaurants around the world (with plenty more coming soon to a city near you). Revered by our fans for our world-famous buffalo-style chicken wings and sauces – Buffalo's Cafe is committed to serving the highest quality, fresh never frozen, buffalo-style chicken wings and sauces in a family-friendly environment with an exceptional guest experience. Most importantly, all you really need to know "About Us" are these two things:

## TWO THINGS: WINGS & FAMILY.

Why are these so important to us? Because that's what our fans want and that's what we care about – making our fans happy.



### FAT BRANDS INC.

9720 Wilshire Blvd., Suite 500  
Beverly Hills, CA 90212  
+1 (310) 402-0606

The image shows three trays of chicken wings on a wooden surface. The left tray contains plain, golden-brown wings. The middle tray contains wings coated in a thick, orange-red buffalo sauce. The right tray contains wings coated in a dark, glossy teriyaki sauce and topped with white sesame seeds. A white text overlay with an orange underline is centered across the middle of the image.

# WHY BUFFALO'S?



## WHY BUFFALO'S?

Put a Buffalo's Cafe in your life. It's a good-tasting business. Wings are a winning item. Each year over 13 billion chicken wings are consumed by Americans alone. The wing industry has experienced substantial growth over past years and is forecast to continue to grow as consumer tastes move towards more poultry menu items. Buffalo's Cafe offers customers a neighborhood dining experience with fresh dishes and a friendly atmosphere. Established in 1985, the first Buffalo's Cafe opened its doors in Roswell, GA. , and the company now boasts restaurants throughout the West and South Eastern USA, the Middle East and North Africa. The Buffalo's Cafe menu highlights Buffalo's world famous Buffalo wings and unique homemade Buffalo wing sauces. With world class food, a strong sense of community and family, Buffalo's Cafe is in line with today's casual dining trends.

## WHAT IS BUFFALO'S?

Named after our world famous Buffalo Wings and unique homemade Buffalo wing sauces, Buffalo's Cafe showcases classic American dining while remaining in line with modern consumer food trends. Created to offer a warm family-themed restaurant unlike any other, from the moment diners enter a Buffalo's Cafe they experience the look and mood of the Southwest. With a low-key and laid back atmosphere, Buffalo's Cafe is the perfect

place to catch up with friends and family, watch the big sports games, and enjoy fresh quality food. Today the tradition of great food, world famous Buffalo wings, unique homemade wing sauces, and a vibrant family dining atmosphere continue at Buffalo's Cafe.



**At Buffalo's, we're proud to uphold a 35-year commitment to taste and quality in every dish we serve. We believe the only way to serve our world famous buffalo-style chicken wings begins with sourcing the best product. We take extra care in sourcing and using only medium sized buffalo-style chicken wings, ensuring that our wings consistently deliver their world famous texture, and taste, the same way they have been since 1985. Every Buffalo's Cafe buffalo-style chicken wing is made-to-order using only fresh, never frozen, chicken wings and served with your choice of our 13 homemade signature Buffalo's Cafe wing sauces. We are grateful for our loyal following of customers that appreciate our commitment to quality and continue to demonstrate their support.**

### **Andrew Wiederhorn**

CHAIRMAN & CEO  
BUFFALO'S FRANCHISE CONCEPTS INC.

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# OUR MENU

Buffalo's Cafe believes the only way to serve world famous wings is to source the best product. We take extra care in sourcing and using only medium sized Buffalo wings, ensuring that our wings keep their world famous taste. Every Buffalo's Cafe Buffalo wing is served fresh, never frozen, and lathered in one of our homemade Buffalo wing sauces. With a choice of over a dozen unique homemade wing sauces, wing lovers are sure to quench any wing craving.

- **Chicken Wings & Tenders**
- **Wing Sauces**
- **Appetizers**
- **Soups & Salads**
- **Buffalo's Desserts**
- **Flatbreads**
- **American Entrées**
- **Localized menu items**

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# OUR MENU (CONTINUED)



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# FRANCHISE SUPPORT

*When you join the Buffalo's Cafe family, you receive the support of an organization committed to success. You also benefit from the experience of a professional management team and a well thought out plan to help get your store(s) up and running quickly.*

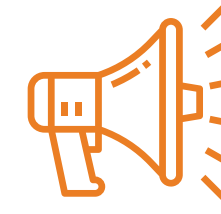
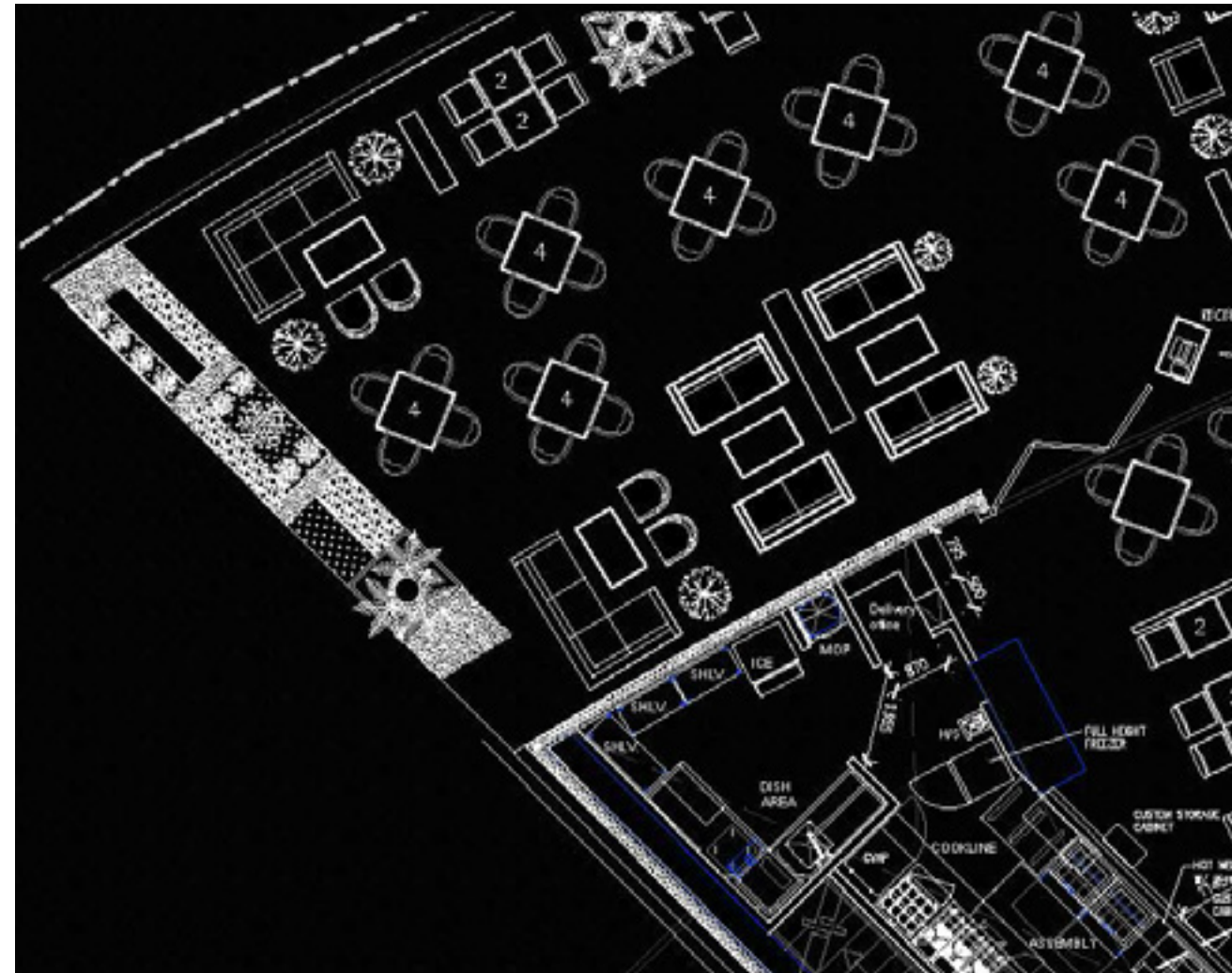


# FRANCHISE SUPPORT



## CONSTRUCTION & EQUIPMENT

As a franchisee, you receive guidance in the design and layout of your restaurant. We specify the equipment needs for a location (e.g. freezers, fryers, grills, etc.) and provide guidance in the selection of contractors and vendors.



## MARKETING SUPPORT

Following the development of your new site, Buffalo's New Store Opening Guide will assist you in planning your store opening. You can rest assured that our team will be there to make sure your opening is a successful one. A handy Local Store Marketing Guide full of great promotional ideas and instructions for building store traffic is also available to you.

### PRE-OPENING

- GRAPHIC DESIGN
- SOCIAL MEDIA
- MENU DEVELOPMENT
- MARKETING COLLATERAL
- TRADE DRESS
- POP / LTO
- KIOSK ORDERING
- DIGITAL ADVERTISING

### OPENING

- GRAND OPENING
- LSM INITIATIVES
- MARKETING MATERIALS
- UNIFORMS
- SOCIAL MEDIA
- ADVERTISING
- PACKAGING

### ON-GOING

- WEBSITE
- PROMOTIONAL CALENDAR
- CUSTOMER SERVICE
- MENU BOARDS
- DIGITAL MENUS
- DELIVERY SERVICE
- PARTNERS
- LISTINGS MANAGEMENT
- MERCHANDISE

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# FRANCHISE SUPPORT (CONTINUED)



## OPERATIONAL SUPPORT

Each franchisee is assigned a Buffalo's Franchise Consultant. Buffalo's Franchise Consultants are available at all times to support the franchisees, assure consistency of the Buffalo's Cafe brand and to assist franchisees in all areas of operations including financial analysis, marketing promotions and vendor selection.

## SUPPLY CHAIN & PURCHASING

As a multi-unit chain, Buffalo's has opportunities to negotiate prices on behalf of the brand affording franchisees more competitive prices. We provide guidance and specifications of approved products (i.e. food and paper), as well as assist in locating vendors for each franchisee. This process helps franchisees to ensure quality, consistency and cost effectiveness throughout the land.

## TRAINING AND ONGOING OPERATIONAL SUPPORT

Proper training is essential for maintaining the consistency and integrity of a Buffalo's Cafe restaurant. Buffalo's Cafe sets rigorous standards for staff development. We conduct a detailed and focused training program for your key personnel at a designated training unit. This in-depth training continues through the opening of your restaurant. You will receive thorough instruction in Restaurant Operations, Restaurant Management, Safety and Health, Local Store Marketing, Real Estate Selection and Business & Development.



## ARCHITECTURE & DESIGN SUPPORT

Buffalo's provides architectural and design assistance to each franchisee. As part of this assistance we furnish prototypical plans. To assure the highest quality design and construction, we require that you use our approved architect, kitchen designer, and signage company. BFCI also provides design guidelines, signage specifications and other materials to assist you in building your own store.

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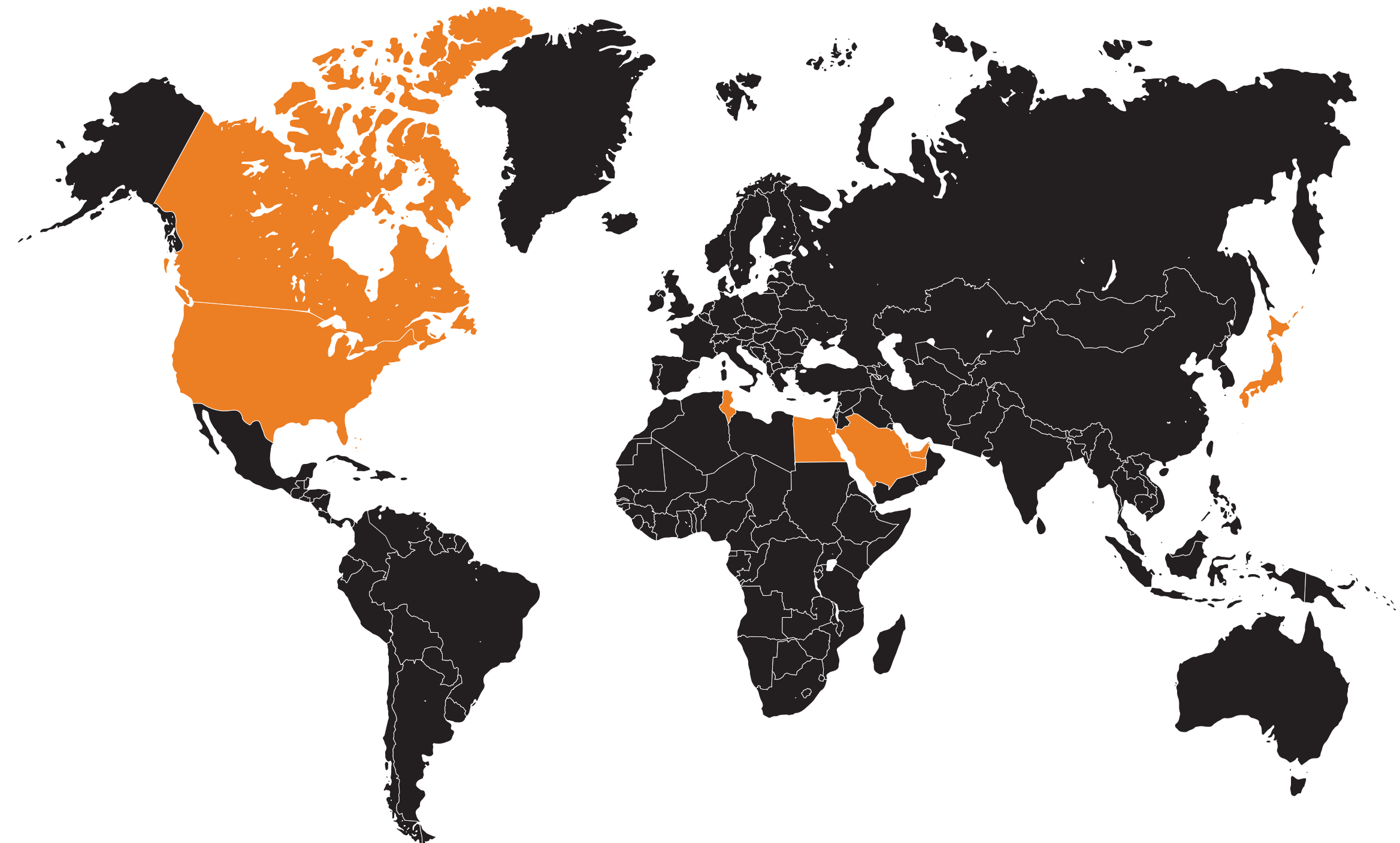
# INTERNATIONAL GROWTH

Buffalo's Cafe opened its first location in the Kingdom of Saudi Arabia in 2009.

Following the opening of Buffalo's Cafe and the development of the brand in the K.S.A. market, Buffalo's Cafe opened its first store in Doha, Qatar in 2014. Buffalo's Cafe is expanding throughout the United States, The Middle East, North Africa, Asia, and other countries, with stores currently under development in Domestic & International markets.

There are currently over 100 Co-branded Fatburger | Buffalo's locations throughout North America, the Middle East and most recently Europe and South America.

- **USA**
- **Canada**
- **UK**
- **Tunisia**
- **Egypt**
- **Saudi Arabia**
- **Qatar**
- **UAE**
- **Malaysia**
- **Japan**



 **EXISTING LOCATIONS & DEVELOPMENTS**

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# DEVELOPMENT MODELS

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# DEVELOPMENT MODELS



## FULL SERVICE

- 3000 - 4500 sq. Ft.
- Free-standing or end cap locations
- 160-200 seats plus
- 30-50 patio seats (on outside patio or deck)
- Bar (optional), Delivery (optional)
- Full service breakfast, lunch and dinner



## FAST CASUAL

- 400-1000 Sq. Ft.
- Food court or kiosk locations
- Communal food court seating
- Breakfast, lunch, dinner, late night



## CO-BRANDING WITH FATBURGER

Increase revenue and profitability with co-branded Fatburger and Buffalo's locations. When you franchise with Fatburger or Buffalo's you can have the flexibility of co-branding locations with two complimentary restaurants that enjoy great brand equity. Burgers and wings make a great combination and our expert management team has developed co-branding opportunities that operate just as smooth as a single fast casual restaurant. Benefit from serving two different customer demographics at every meal. To learn more about co-branded franchise development opportunities with Fatburger and Buffalo's contact our Franchise Development Department today.

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# FRANCHISE CANDIDATE

**1991**

**FRANCHISING  
SINCE**

**1985**

**YEAR  
FOUNDED**

**95+**

**FRANCHISED  
UNITS**

**1.7K-3.5K**

**IDEAL SQUARE  
FOOTAGE**

**6%**

**ROYALTY FEE  
PERCENT OF  
NET SALES**

**\$50K**

**DOMESTIC  
FRANCHISE FEE (USD)  
MULTI-UNIT DEALS  
MAY VARY**

## FULL-SERVICE AMERICAN FAMILY DINING AT IT'S FINEST.

### NAME OF FRANCHISOR

Buffalo's Franchise Concepts Inc.

### DISTINCTIVE FEATURES

Fresh Buffalo Wings with over a dozen unique, homemade Buffalo wing sauces. The Buffalo's Cafe menu also includes Burgers, Ribs, Steak, Chicken, Fries, Salad, Desserts and the Buffalo's Cafe Bar.

### SIGNATURE PRODUCTS

World Famous Chicken Wings, Homemade Buffalo Wing Sauces. Salads, Burgers, extensive bar menu.

### ADVERTISING FEE

Buffalo's Cafe restaurants must contribute 2% of net sales to the advertising fund.

### DESCRIPTION OF BUSINESS

Full service, family, American dining.

### INTERNATIONAL FRANCHISE FEE

Varies by region, market size and development term

### IDEAL SPACE

Facilities are usually 3000-4500 sq. ft., 25% of which houses the kitchen or back of the house. Units can seat between 160-200 people inside, with an additional 30-50 seats outside on patio or deck.

### GEOGRAPHIC DISTRIBUTION

**UNITED STATES** Georgia, Texas, California

**INTERNATIONAL** Qatar, U.A.E\*, Tunisia\*, Qatar\*, Japan, Canada, Egypt

\*Units open or under development. Unit count includes Buffalo's Express locations.

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# FRANCHISE CANDIDATE (CONTINUED)

## BUSINESS STYLE

- Understands the “business of running the business”
- Sound business management skills
- Mid-level entrepreneurial spirit
- Demonstrates leadership skills
- Ability to manage and direct human resources under a proven system
- Has an understanding of how to develop leadership skills on his/her team
- Demonstrates a strong work ethic and a high level of integrity
- Customer focused and responsive to customer needs
- Possesses a strong decision-making ability
- Effective communication skills
- Ability to follow directions
- Has a passion and enthusiasm for the business
- Interested in working in a fast-paced and highly charged industry
- Possesses a drive and desire to succeed

## FINANCIAL REQUIREMENTS

- Net Worth: \$1,500,000.00
- Liquidity: \$500,000.00
- For multi-unit deals, must meet all FCCR and capital requirements
- Resources to support the business with debt/equity when necessary
- Ability to develop additional restaurants (if required)

## PERSONAL/PROFESSIONAL BACKGROUND

- Excellent personal/professional and financial references
- Clear credit and criminal background checks
- Leadership standing in the community through participation with civic organizations

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# BUSINESS PLAN

## COMPANY OVERVIEW

- Legal name
- Legal form of company (Sole proprietorship/General or limited liability, etc.)
- Address, phone number, and e-mail of corporate headquarters
- Summary of proposed franchise opportunity or business

## TRAINING REQUIREMENTS

- Identify operating principal and multi-unit Manager (if applicable) who will attend the Franchisee Training Program
- Identify and/or select other individuals who will need to attend the Franchisee Training Program
- Develop a plan for implementing a training system for training additional staff your market

## MARKET ANALYSIS & DEVELOPMENT PLAN

- Brief summary of your proposed marketplace
- General overview—growth of industry and commerce, etc.
- Population growth rate
- Review of the competition—number and location of units; sales; projected growth; pricing
- Risks. Briefly discuss the business risks that your company will have to deal with as it begins to expand in the proposed marketplace, along with the real estate and construction issues
- Describe your five-year development schedule
- Identify primary trade areas
- Identify potential sites for the initial two-year period
- Identify the economic and political overviews of your market

## MANAGEMENT TEAM/BUSINESS PARTNER

Detailed background and job description for each business partner, investor, and management team member, along with additional staffing projected over the first five years

Your plan should include who will be responsible for the following: Day-to-day operations, Real Estate and Construction, Financing, Marketing

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CONTINUED..



# BUSINESS PLAN (CONTINUED)

## MARKETING

- Briefly summarize the promotional tactics that you plan to use, in conjunction with DMA requirements, to introduce Buffalo's in the proposed markets
- Explain your brand development strategy
- Describe your promotional tactics
- Explain how you intend to address pricing and positioning issues

## FINANCIAL PLAN

- Outline projected capital requirements for the first year along with anticipated additional investments required for the following four years and plans for funding new development.
- This will also include: Debt/Equity structure, Lenders, Length of terms, Equity partners and terms of equity investment\*

\*Applies to any stakeholder possessing 10% or more of the business ownership.





# SITE INFORMATION

| DEMOGRAPHICS          | 1 Mile    | 3 Mile    | 5 Mile    |
|-----------------------|-----------|-----------|-----------|
| Households            | 9,400     | 67,500    | 165,500   |
| Population            | 21,500    | 172,500   | 437,000   |
| Daytime employment    | 17,600    | 115,000   | 292,100   |
| Med. Household income | 57,000    | 57,000    | 56,000    |
| Per capita income     | 32,000    | 31,000    | 30,000    |
| H/H income average    | 73,500    | 77,500    | 77,500    |
| H/H size (approx.)    | 1.8 - 3.2 | 2.0 - 3.1 | 2.1 - 3.2 |
| Average age           | 30 - 40   | 30 - 40   | 30 - 40   |
| Median age            | 30 - 40   | 30 - 40   | 30 - 40   |
| Household growth      | 1 - 18%   | 2 - 13%   | 2 - 14%   |
| Education: College +  | 36%       | 35%       | 35%       |

## VISIBILITY

- Site and signage must be highly visible from street and/or traffic generators
- Visibility of in-store signage is important
- Ideally visible at least 500 feet from two directions
- Monument and/or pylon signage

## ACTIVITY GENERATORS

- Going home traffic side
- Easily accessible for lunchtime traffic (pedestrian and automobile)
- High-frequency specialty retail such as Staples, Target, Home Depot, Costco, etc.
- High-traffic storefront urban corridors with convenient parking
- High-density daytime population (preferably white collar)
- Frequent retail employees
- Retail/entertainment centers/town centers
- Amusements/attractions/museums/clubs/bars/casinos
- High-density residential population
- Universities/hospitals
- "Mega" bookstore
- Health clubs Average Daily Traffic

## ACCESS

- Easy access
- Signaled entry and intersection
- Two to three curb cuts to center
- Entry from two streets, in both directions

## IDEAL SPACE

- 1,500–2,300 square feet in high density-markets
- (Other sizes considered based on site-specific factors)
- Minimum seating capacity: 40–50 + patio
- Food court locations: 800–1,500 sq. ft.

## LEASE TERM

- 5-year minimum (preferably 10 or 15 year minimum) with two (2) five (5) year options
- Fixed rates preferred
- See letter of intent

**35,000+** | **AVG. DAILY TRAFFIC**

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# SITE PARAMETERS

The strategy for seeking and acquiring prime locations in the primary focus markets, the market areas and specific locations within the same area have been predicated on the following location parameters:

- 1 IN-LINE, END-CAP OR FREESTANDING LOCATIONS**  
(1,500-2,300 SQUARE FEET + PATIO)  
Where the market is strong enough to support a successful Buffalo's unit. In high density-markets, the size of the restaurant will vary to meet market-specific conditions. In-line locations will be considered where visibility, access, parking and signage offset the impact of being surrounded by other tenants. Drive-thru locations shall be evaluated on a location-by-location basis. The landlord will be expected to provide Buffalo's demised premises, a vanilla shell, plus a contribution or tenant improvement upgrades consistent with Buffalo's tenant improvement requirements which are currently valued at
- 2 KIOSK OR FOOD COURT LOCATIONS 800-1,500 FT<sup>2</sup>**  
REGIONAL MALLS, CASINO, OFFICE BUILDING, AIRPORT, OFFICE CORRIDORS, UNIVERSITIES, ETC.  
Where venue qualifies under Buffalo's criteria and no other opportunities are available.
- 3 SHARING OF FREESTANDING LOCATIONS WITH COMPATIBLE COTENANT**  
Includes video stores, bookstores, cellular phone stores, florists, coffee houses, juice concepts and high quality quick-service restaurants (Asian, Italian, pizza or sandwich concepts) where there are synergies and we can mutually benefit from traffic generators in the adjacent
- 4 SPECIALTY CENTERS, SUPER-STORE CENTERS OR ENTERTAINMENT-ORIENTED COMMERCIAL & RETAIL CENTERS**  
With anchor sales of \$50 million+ a year or mixed-use entertainment, retail and restaurants.
- 5 THE LANDLORD TAKES CONTROL OF A PREVIOUSLY OCCUPIED LOCATION**  
Which qualifies under Buffalo's site criteria, and restructures a new
- 6 IN CERTAIN CIRCUMSTANCES, THE ONLY AVAILABLE OPTION FOR MARKET ENTRY MAY REQUIRE THE PURCHASE AND CONVERSION**  
Of an existing compatible restaurant facility or the conversion of the
- 7 IN AN INTERNATIONAL SETTING, A FRANCHISEE IN CONCERT WITH THE FRANCHISOR WILL ADJUST THESE PARAMETERS**

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**If you have any questions or comments, please contact Buffalo's Franchising:**

ATTN: Franchise Development  
**Buffalo's Franchise Concepts Inc.**  
9720 Wilshire Blvd., Suite 500  
Beverly Hills, CA 90212

Tel: +1 (310) 402-0606

[fatbrands.com](http://fatbrands.com)