



Frank & Teressa's

ANCHOR BAR
THE
ORIGINAL
BUFFALOWING®

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ABOUT ANCHOR BAR



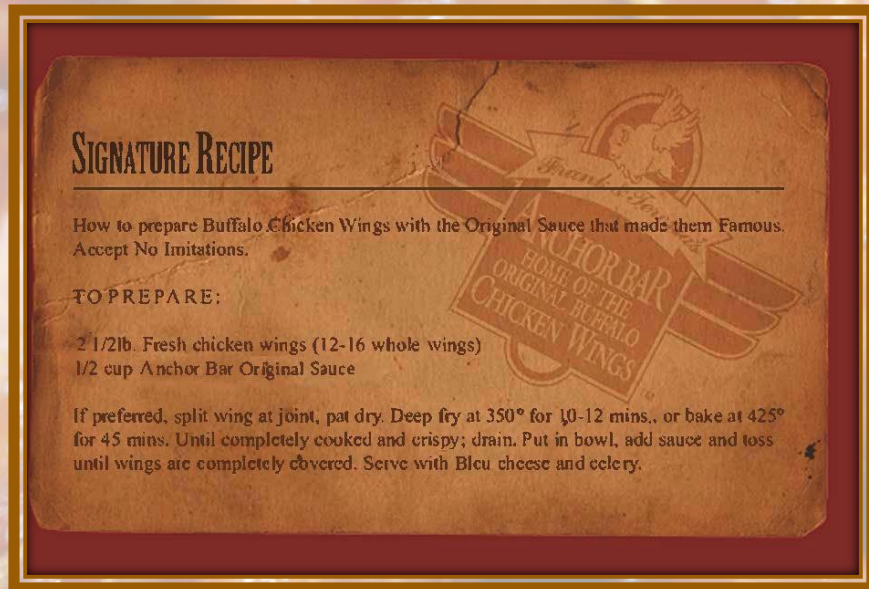
The story of the Buffalo chicken wing began when Dominic Bellissimo, son of Anchor Bar owners Frank and Teressa Bellissimo, was bartending late one night in March 1964, when a group of friends came in for a drink. As expected, the guys got hungry, so Dominic asked his mother to fix something. Teressa went into the kitchen and found some chicken wings that were too exquisite for soup stock. She deep fried them, tossed them in a spicy red sauce recipe and served them up with a side of blue cheese and celery sticks. The rest is history.

Today, 50 years later, The Original Anchor Bar location serves up more than 70,000 pounds of chicken wings per month, and its bottled wing sauce now retails in over 5,000 supermarkets worldwide. Consumers can even purchase Anchor Bar's famous wings online and have them shipped anywhere in the country. Today, the company has seven locations.

HISTORY



Owners Frank and Teressa Bellissimo first opened the doors to Anchor Bar in 1935, offering a menu that specialized in Italian cuisine. When Anchor Bar invented the chicken wing in 1964, the restaurant became a local treasure and foodie hot-spot.



The phenomenon created in 1964 by Teressa Bellissimo has spread across the globe. Although many have tried to duplicate Buffalo Wings, the closely guarded secret recipe is what makes Frank & Teressa's the proclaimed "Best Wings in the World."



MENU



▶ Each Anchor Bar location's menu will vary slightly, but every Anchor Bar Franchise will have:

▶ **Anchor Bar's World Famous Wings**

▶ Sauces: Mild, Medium, Hot, Spicy Hot BBQ, Garlic Parmesan, Honey Garlic, Sweet & Sour, Chipotle BBQ & Suicidal

▶ **Original Anchor Bar Chicken Wing Soup**

▶ **Pizza**

▶ Traditional Pizza, White Pizza, Buffalo Chicken Wing Pizza & Create Your Own

▶ **Anchor Bar Bites**

▶ Served with your choice of Anchor Bar Wing Sauce

▶ **Anchor Bar Chicken Fingers**

▶ Served with your choice of Anchor Bar Wing Sauce

▶ **Buffalo's Best Anchor Bar Wings & Weck**

▶ **Buffalo Chicken Sandwich**

ANCHOR BAR SAUCE



The commercial production of Anchor Bar sauce ensures convenience and quality...batch after batch. No mixing, no messes, no mistakes. Just perfect wings every time!



- ▶ **Original:** Our top seller! The original recipe combines all of the ingredients that Mama Teresa used in 1964.
- ▶ **Hotter:** A natural and authentic cooking and dipping sauce that combines the finest ingredients.
- ▶ **Suicidal:** This fiery blend of cayenne peppers will spice up any dish. Simply pour over cooked wings.
- ▶ **Honey Bar-B-Que:** A sauce that really sticks. Also great on beef, pork and ribs.
- ▶ **Mild:** A tamer sauce with great flavor – for those who prefer their wings a little less spicy.
- ▶ **Bleu Cheese:** Our original Chunky Bleu Cheese...a must with Buffalo Chicken Wings!
- ▶ **Chipotle BBQ, Sweet n' Sour, Garlic Parmesan and Honey Garlic** are also available!

LOCATIONS



Frank & Teresa's Original

Buffalo, New York

Buffalo International Airport

Transit Road

Williamsville, New York

Jackson Square

Hamilton, Ontario

Darien Lake

Darien Center, New York

Appleby Line

Burlington, ON

Dixon Road

Toronto, Ontario

Maple Road

Amherst, NY

The Ridge Shopping Center

San Antonio, Texas

Holiday Inn

Niagara Falls, New York

Coming Soon

Detroit

NYC

South California



Frank & Teresa's Original Anchor Bar, Buffalo, NY

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BENEFITS



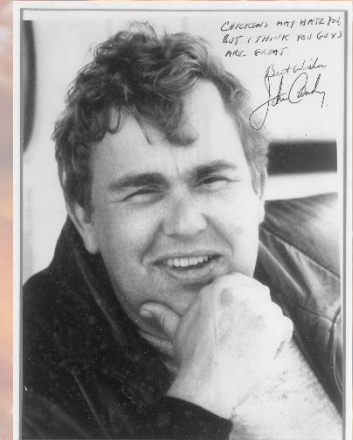
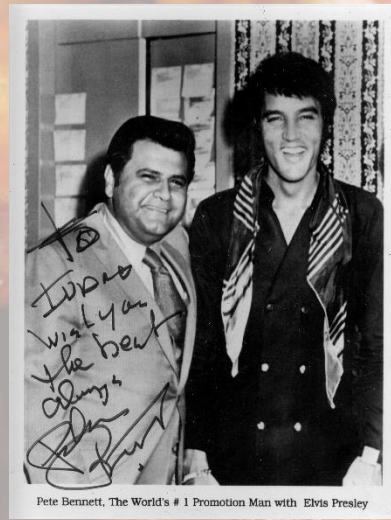
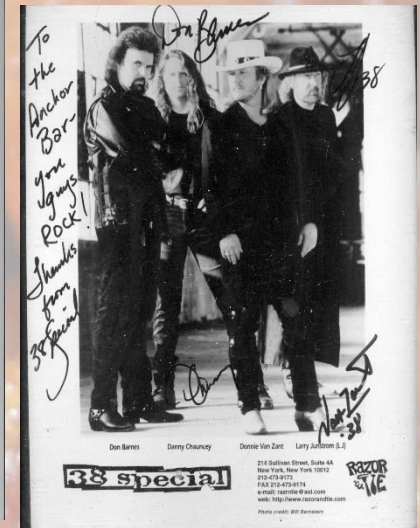
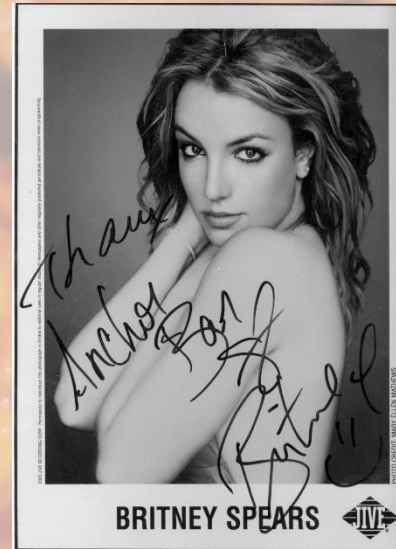
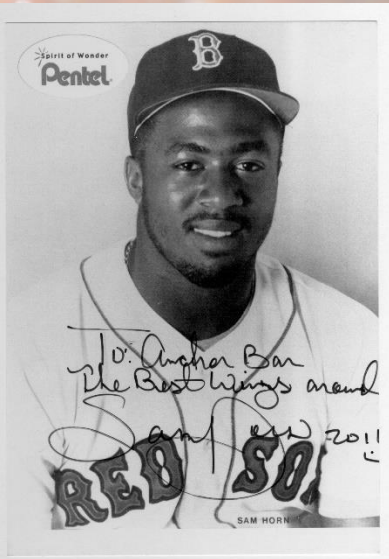
- ▶ Anchor bar has been open since 1935 and serving “the original wing” since 1964 perfecting recipes and sauces!
- ▶ We will teach you process for our famous original Buffalo Wing as well as staple menu recipes that have made us what we are today.
- ▶ Site selection assistance is available so that you have the best location for success.
- ▶ Our comprehensive training program takes you through all phases of our operation.
- ▶ Anchor Bar Franchise & Development Team is there for ongoing support. We are committed to making your investment successful and profitable.
- ▶ Our marketing plan and assistance will help build your business.

INDUSTRY STATISTICS



- ▶ 2015 US restaurant industry sales are projected at **\$709.2 billion** – a record high based on the strengthening economy and a 3.8% increase from 2014. (National Restaurant Association 2015 Industry Forecast)
- ▶ **47%** of money spent on food in the US is spent at restaurants. (National Restaurant Association 2015 Industry Forecast)
- ▶ **1 in 10** Americans will be employed in the restaurant industry in 2015 and the job growth rate is projected to outpace others for the 16th consecutive year – making the restaurant industry a leader in US job creation. (National Restaurant Association 2015 Industry Forecast)
- ▶ **\$1.9 billion** is spent in US restaurants on a typical day. (National Restaurant Association 2015 Industry Forecast)

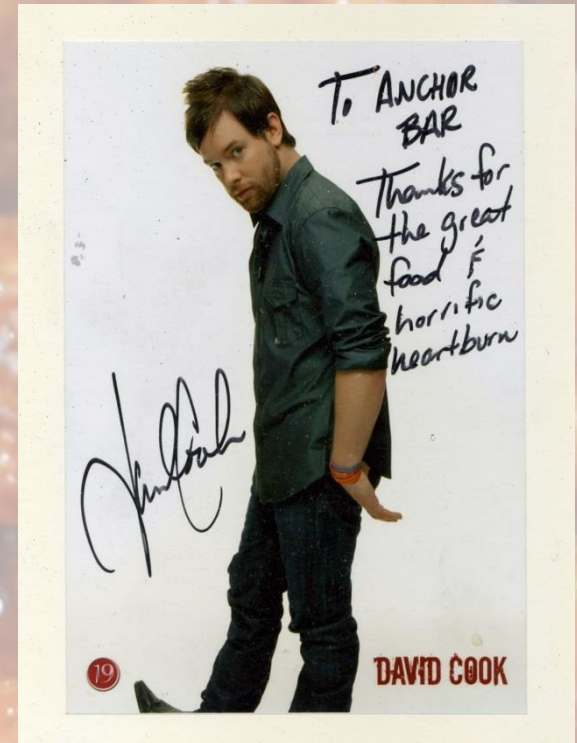
FAMOUS VISITORS



Become a part of THE ORIGINAL



MORE FAMOUS VISITORS



QUESTIONS



▶ **Do I receive a protected territory?**

- ▶ Yes, the area of your territory will be based on the demographics of your market.

▶ **What square footage do I need?**

- ▶ For a full service restaurant you should have 4,000 to 6,000 square feet for your Anchor Bar.
- ▶ For a quick service restaurant you should have 600 to 1,200 square feet for your Anchor Bar.

▶ **Do I need restaurant experience?**

- ▶ Restaurant experience is helpful but we will train you. The desire to learn, the ability to work hard and to work with our proven methods are key in the success of your franchise.

▶ **Can I open more than one Anchor Bar Franchise?**

- ▶ Yes, if you meet our criteria for multi-unit ownership.

FINANCIAL INFORMATION

▶ Franchise Fee:

- ▶ \$50,000.00

▶ Initial Investment:

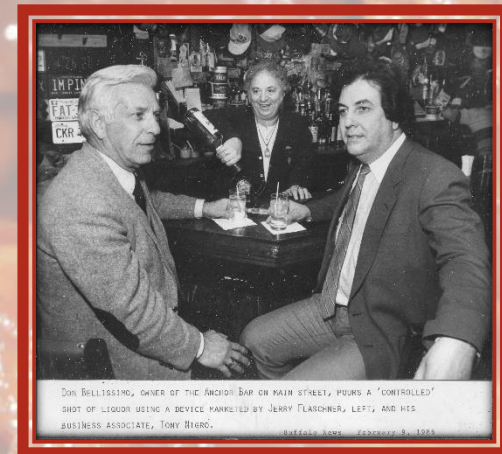
- ▶ Ranges from \$350,000.00 to \$1,155,000.00
- ▶ Candidates should have a minimum 30%-40% of their anticipated investment available in cash or other cash equivalents.

▶ Royalties:

- ▶ 5% of your monthly gross revenue

▶ Advertising Fees:

- ▶ 1% of your monthly gross revenue



OUR PROCESS

1. Initial conversations – complete Anchor Bar Confidential Application.
2. Receive and review the Franchise Disclosure Document (FDD).
3. Attend a Discovery Day in Buffalo, NY.
4. We reach a mutual decision on whether or not to move forward.



OUR PROCESS - cont

5. Execute the Franchise Agreement and submit the Franchise Fee, securing your protected territory.
6. Site selection process begins.



Note: Anchor Bar is on the SBA Franchise Registry



CONTACT INFORMATION



For more information or questions about opening an Anchor Bar franchise, please contact:



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This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only.

Become a part of **THE ORIGINAL** 