



FRANCHISE GUIDE



WILLIAMSVILLE
New York



BUFFALO
New York



SAN ANTONIO
Texas



NIAGARA FALLS
New York



FREDERICK
Maryland



AMHERST
New York



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OUR PURPOSE

Though best known for its award-winning, world-famous wings and sauces, Anchor Bar has a diverse menu consisting of pizza, burgers, Buffalo staple beef on weck, great appetizers, salads and desserts. Our sports bar area features traditional and craft beer popular in the area along with specialty drinks and wine.

OUR LOCATIONS BLEND FAMILY FRIENDLY CASUAL DINING, SPORTS BAR ATMOSPHERE AND GREAT FOOD AND DRINK.

We believe in quality service and food and a culture of treating our franchisees, employees and customers with respect.





HIGHLIGHTS

- **Over 85 years in business**
- **The originators of the buffalo wing**
- **Comprehensive training and support**
- **All phases of operations**
- **Site selection and lease negotiation assistance**
- **Menu and recipes**
- **Marketing plan and assistance**
- **Sauces sold in over 5,000 supermarkets**
- **Franchise Fee \$50,000**
- **Royalty 5% of gross sales**
- **Ad fee 1% of gross sales**





OUR EDGE

KEY DIFFERENTIATORS

- **Inventor of the Chicken Wing**
- **A broad demographic appeal**
- **Family friendly dining with sports bar atmosphere and separate bar area**
- **Diverse menu, “not just a wing specialist”**
- **Deep history: only brand that lay claim to having originated the buffalo chicken wing**
- **Numerous awards and recognitions**
- **Numerous TV appearances**
- **Abundant support in every aspect of development and operations**



“ Our group was seeking a quality bar and restaurant concept within one of our several hotels. Being in Niagara Falls, many of our guests would ask about the historic Anchor Bar at the front desk; this led us down the path of considering a location in the Falls. The team was great in assisting with a quick conversion from the prior concept in the hotel – we opened in less than a month and have never looked back. Our sales have grown year over year and our Anchor Bar significantly outperforms the prior restaurant. Working with Anchor Bar is very team-oriented. Being a franchised hotel, we are required to offer breakfast. Though not part of the traditional Anchor Bar model, they were creative and willing to help us create a great “Buffalo Style” breakfast buffet that is far more appealing than your typical lobby style continental fair found in many hotels. This has increased our revenues and pleased our guests. We look forward to continued growth with the Anchor Bar brand.”

– MICHAEL MARSH, NIAGARA FALLS NY



HISTORY

ON MARCH 4TH, 1964, Dominic Bellissimo was tending bar at the now-famous Anchor Bar Restaurant in Buffalo, NY. Late that evening, a group of Dominic's friends arrived at the bar with ravenous appetites. **DOMINIC ASKED HIS MOTHER, TERESSA, TO PREPARE SOMETHING FOR HIS FRIENDS TO EAT.**



They looked like chicken wings, a part of the chicken that usually went into the stockpot for soup. Teresa had deep-fried the wings and flavored them with a secret sauce. The

wings were an instant hit and it didn't take long for people to flock to the bar to experience their new taste sensation.

From that evening on, Buffalo wings became a regular part of the menu at the Anchor Bar.

THE PHENOMENON CREATED IN 1964 BY TERESSA BELLISSIMO HAS SPREAD ACROSS THE GLOBE. Although many have tried to duplicate the Buffalo wing, the closely guarded secret recipe is what makes Frank & Teresa's the proclaimed "Best Wings in the World".





THE MODEL

DEMOGRAPHICS

- **Minimum residential population 25,000 in trade area**
- **Daytime (Workplace) population 10K people within a 2 mile radius**
- **Average Household Income \$50,000**
- **Daily Traffic Counts: 30,000 Vehicles Daily Minimum**

LEASE TERMS

- **5-10 year lease term with two (2) five (5) yr. options**
- **Tenant Improvement Allowance**



VENUES

- **Free standing (5000-6500 plus sf with patio)**
- **Outdoor retail centers, lifestyle centers**
- **Indoor mall if outside access is available**
- **Hotel Restaurant**
- **In-Line Shopping Centers**



SITE GUIDELINES

- 5000-6500 plus sf
- High visibility from two directions, class A locations
- Current or former restaurant or end cap with patio preferred
- Adequate parking with direct access to building entrance
- Strong retail trade area
- High concentration of restaurants
- Close proximity to entertainment centers, theaters, universities, office parks, lifestyle centers
- Ability to incorporate patios, awnings and umbrellas adjacent to the space
- Ability to separate dining and bar area with full or half wall
- Liquor License required





ON THE FLY

WE HAVE DEVELOPED A MODEL THAT OFFERS THE SAME GREAT ANCHOR BAR MENU AND AURA YET DELIVERS IN A SCALED-DOWN VERSION.

- **2,000 – 4,000 sq feet, fee standing, main street, in-line shopping centers**
- **Seating for approximately 75**
- **Initial investment range \$375,000 to \$575,000**
- **Minimum financial qualifications: \$200K liquid capital and ability to secure financing up to \$500K**
- **Outdoor seating preferred**
- **Optimal for candidates wanting to start smaller, existing franchisees wishing to grow through a smaller footprint and those that want a foot-in-the-door but cannot fund a traditional Anchor Bar**



On the Fly has been concept proven by our Multi-Unit, San Antonio based franchisee in Shertz, TX. This location launched in September 2018 and has demonstrated success and sustained growth.

On the Fly locations place a strong emphasis on take-out and delivery implementing the major third-party delivery services, in-house delivery and takeout enhanced by the Anchor Bar online ordering system.



OUR MENU

WHILE KNOWN FOR OUR WORLD-FAMOUS WINGS AND SAUCES WE OFFER FAR MORE. Other signature items include the Buffalo staple Beef on Weck which has been well received in our other locations, a variety of specialty pizzas, burgers pastas, salads, appetizers and deserts as well as a full drink menu featuring local craft beers, buffalo favorites and specialty drinks. Our locations also feature lunch, kids and late night menus with specials. [OUR INDIVIDUAL STORE MENUS CAN BE FOUND ON OUR WEBSITE.](#)





SAMPLE MENU

"THE REAL STORY"

On March 8th, 1964, Dominic Bellissimo was tending bar at the new Terrace Anchor Bar Restaurant in Buffalo, NY. Late that evening, a group of Dominic's friends arrived at the bar with rare avian appetites. Dominic asked his mother, Teresa, to prepare something for his friends to eat. They looked like chicken wings, a part of the chicken that usually went into the steak pot for soup. Teresa had deep fried the wings and flavored them with a sweet sauce. The wings were an instant hit and it didn't take long for people to flock to the bar to experience this new taste sensation. From that evening on, Buffalo Wings became a regular part of the menu at the Anchor Bar.

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

THE ONLY WAY TO WING IT!
Experience Buffalo Style with our wings. The original 1964 recipe that started it all.

ANCHOR BAR ORIGINALS

WINGS THAT FLY
We fry our wings all day long so they're always fresh and delicious. Add your favorite sauce and toppings.

CAULIFLOWER WINGS
Fresh cauliflower breaded and deep fried till golden brown. Served plain or tossed in your favorite Anchor Bar Sauce. **8.99**

GARLIC BREAD
Toasted, crispy roll topped with garlic, butter and tomatoes cheese baked to perfection. **7.99**

LOADED FRIES
A generous portion of our fries smothered in white sauce and topped with crispy bacon and sweet cream. **6.99**
Add jalapenos for .75c

CHICKEN OF THE FOREST
Chicken Breast + Banquet Style
Banquet Style

SPINACH SALAD
Fresh spinach with chopped tomato, cucumber, dried cranberries and crumbled egg, served with balsamic vinaigrette. **11.99**

CAESAR SALAD
Crisp romaine lettuce with croutons and parmesan cheese, tossed in a creamy caesar dressing. **8.99**

BLACK & BLUE SALAD
Mixed greens tossed with tomatoes and mushrooms, topped with a blue NY strip steak and crumbled blue cheese. **15.99**

WINGS THAT FLY
We fry our wings all day long so they're always fresh and delicious. Add your favorite sauce and toppings.

APPETIZERS

ANCHOR BAR DIP
Velvety blend of cream cheese, Anchor Bar's Original Blue Cheese and our Original (Medium) Anchor Bar Sauce and a touch of chicken. Served warm.

QUESADILLA
Four tortillas filled with grilled chicken layered with cheddar cheese, sliced tomatoes grilled to perfection. Served with sour cream. **8.99**
Make it Buffalo Style with our Original (Medium) Anchor Bar Wing Sauce!

BURGERS

Char-broiled beef. **FRESH** Angus beef patty. Served with french fries and a pickle spear. **ADD 5 WINGS to any order + 6.99**
Add caramelized onions for +.39 | Add bacon for +1.50
Gluten Free Rolls Available! For +.99

THE AMERICAN
Our Fresh Angus beef patty, cheese, lettuce, tomato and red onion on a fresh kaiser roll. **10.99**

BUFFALO WING BURGER
Our Fresh Angus beef patty, cheese, lettuce, tomato and red onion on a fresh kaiser roll. **11.99**

VEGETARIAN BURGER
Soy-based burger, cheese, lettuce, tomato and red onion on a fresh kaiser roll. Served with a side salad. **11.99**

BBQ BACON BURGER
Our Fresh Angus beef patty, cheese, lettuce, tomato and red onion on a fresh kaiser roll. **11.99**

TURKEY BURGER
A lean, seasoned turkey burger, cheese, lettuce, tomato and red onion on a fresh kaiser roll. **11.99**

BACON BLEU BURGER
Our Fresh Angus beef patty, cheese, lettuce, tomato and red onion on a fresh kaiser roll. **11.99**

SANDWICHES & WRAPS

Served with french fries and a pickle spear. **ADD 5 WINGS to any order + 6.99**
Gluten Free Rolls & Wraps Available! For +.99

ROAST BEEF ON WHEEL
Slow roasted, tender beef on a fresh kaiser roll. **11.99**

BUFFALO CHICKEN SANDWICH
Fried chicken breast with lettuce, tomato and red onion. Served with blue cheese dressing on a kaiser roll. **10.99**

CHICKEN CAESAR WRAP
Tender grilled chicken strips with crisp romaine lettuce, parmesan cheese and creamy caesar dressing wrapped in a flour tortilla. **10.99**

MEATBALL HOAGIE
Perfectly seasoned meatballs smothered in our original Buffalo sauce and served on a baked longroll. **11.99**

VEGGIE WRAP
Grilled mushrooms, lettuce, green, red peppers, tomatoes and yellow onions, topped with your choice of cheese and wrapped in a flour tortilla and grilled. **9.99**

BUFFALO CHICKEN WRAP
Breaded chicken strips with cheese and lettuce wrapped in a flour tortilla. **10.99**

CHICKEN PHILLY
Chicken breast, lettuce, tomato and red onion on a baked longroll. **11.99**

TURKEY CLUB
Your choice of white or wheat bread, topped with turkey, lettuce, tomato and red onion. **11.99**

GRILLED CHICKEN SANDWICH
Grilled chicken breast, lettuce, tomato and red onion on a fresh kaiser roll. **10.99**

GRILLED TUNA MELT
Melted white cheddar, aged swiss cheese, crisp lettuce, tomato, onion, lettuce, tomato and red onion on a fresh kaiser roll. **11.99**

SIDE ORDERS

9.99 each
SIDE SALAD • FRENCH FRIES • SWEET POTATO FRIES • WAFFLE FRIES
MAC & CHEESE • COLD SLAW • SEASONAL VEGETS

YOUR CHOICE FOR \$5.99
ANCHOR BAR CHICKEN TENDERS & FRIES (12 pieces)
CHICKEN WINGS (12 pieces)
PIZZA LOGS & FRIES (12 pieces)

KIDS INCLUDES SOFT DRINK
GRILLED CHEESE
MAC & CHEESE
SPAGHETTI
PIZZA

Frank & Teresa's

ANCHOR BAR

ESTABLISHED 1935 BUFFALO, NY

ASK FOR OUR BANQUET MENU!
THE HOME OF THE ORIGINAL BUFFALO WING IS GROWING!
VISIT US AT WWW.ANCHORBAR.COM
to view all of our locations across the United States and Canada!



MARKETING

Anchor Bar has a dedicated Marketing Director that will assist with franchisees in customizing their local program based on ads, programs and methods that been proven effective. This begins with an initial grand opening marketing roll-out and follows through to other methods post opening. Some methods we have used before:

- Digital Marketing
- GEO Fencing
- Social Media
- Anchor Bar APP
- Online Ordering
- Loyalty Program
- In-Store Marketing
- Collaboration with Bills Backers Chapters
- Radio
- Billboards
- Local Tourism Guides
- Sampling and Sponsorships





ADVERTISING

Franchisees have access to a vast library of sample ads and artwork. We will always participate in developing advertising and artwork that a franchisee wants to run on their own.

- HOME OF THE - ORIGINAL BUFFALO CHICKEN WING

JUST AROUND THE CORNER - 1 MINUTE AWAY!

- Dine In & Take Out Available
- Comfortable Family Dining
- Private Banquet Area
- Ample Space for Large Groups
- Sports Bar for all Fans
- Large Menu with a Variety of Food Choices

Our World-Famous Wing Sauce is available in our Gift Shop! Take home a taste of the Original Chicken Wing. T-Shirts, Wing Hats, Mugs and Assorted Novelties are also available!

THE REAL STORY

\$10 OFF \$50 OR MORE PURCHASE
- DINE IN ONLY -
GRATUITY & TAX NOT INCLUDED

EXPIRATION 4/30
JULY 2019 WING FEST

"Best Wings in the World"

CHECK OUT OUR OPENING DATE AND UPDATE...

THE INVENTOR OF THE Buffalo Chicken Wing

IS COMING SOON TO THE
- CITY OF -
ORANGE

ANCHOR BAR ORIGINAL BUFFALOWING

\$10 OFF \$50 OR MORE PURCHASE

VALID ON ALCOHOL DRINKS
GRATUITY & TAX NOT INCLUDED

EXPIRATION: MARCH 31, 2020

WWW.ANCHORBARM.COM

SPECIALS

BUY ONE GET ONE BURGER
ALL DAY EVERY DAY

HAPPY H
MONDAY - FRIDAY 3-6PM | EVERY

- \$5 MARTINI = \$2 DOMESTIC BOTTLES = \$4 HOUSE WINES

WWW.ANCHORBARM.COM

HOME OF THE ORIGINAL BUFFALO CHICKEN WING

VOTED BEST WINGS IN FREDERICK!

Best 2019 Winner

ANCHOR BAR ORIGINAL BUFFALOWING

NOW SERVING WEEKEND BRUNCH

240-651-5580 TAKE OUT

NOURISHING UB ATHLETICS

RECEIVE 15% OFF WITH PROMO CODE UBAB15

ANCHORBAR.COM/LOCATIONS/AMHERST

HOME OF THE ORIGINAL BUFFALO WING!
4300 MAPLE ROAD
AMHERST

UB ATHLETICS' CHICKEN WING DESTINATION!



SOCIAL MEDIA

Shared access to photos, social media posts and artwork is available to all Franchisees through our **SOCIAL MEDIA POSTING & CONTENT LIBRARY** electronic media system. Our digital library is continually populated and updated with photos and marketing posts.





AWARDS



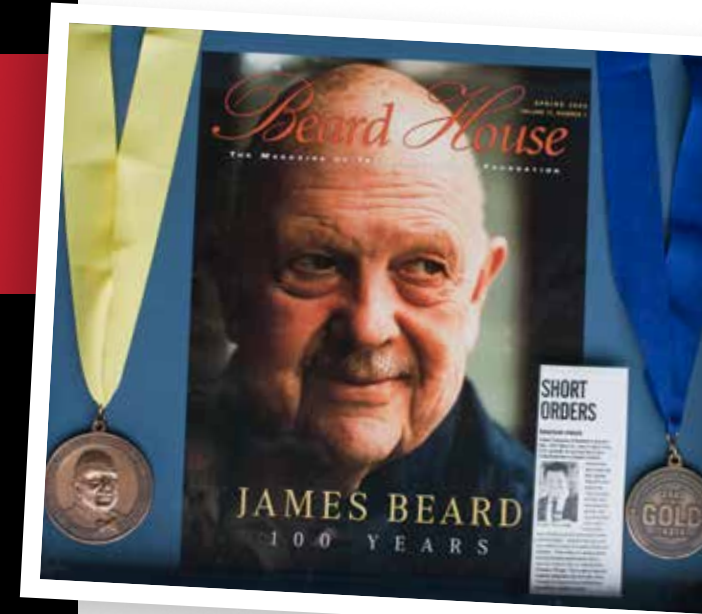
OF THE MANY DISTINCTIVE AWARDS EARNED BY ANCHOR BAR, PERHAPS THE MOST PRESTIGIOUS WOULD BE OUR TWO *JAMES BEARD FOUNDATION AWARDS*.

APRIL 2003

Received the *James Beard Foundation Award* given to restaurants “that have timeless appeal, beloved for quality food that reflect the history and character of the community. It is for an American classic.”

MAY 2003

Received the *Quality International Award* for its sauces. Presented with the prestigious gold medal, the Anchor Bar was judged the “Best of the Best” in a contest in which more than 1,000 sauces were entered. The judges were from the American Culinary and Tasting Institute.



“**BEST SPORTS BAR IN SAN ANTONIO**”.
– 2018 Yelp Award

BEST WING AWARDS in areas such as Buffalo, Burlington, Erie Country, San Antonio and Frederick, Maryland.

1ST PLACE – Best Rub 2019 Award”
at National Buffalo Wingfest

BEST IN SHOW Habanero Spice 2018
Award at National Buffalo Wingfest

FESTIVAL FAVORITE at 2016 at
National Buffalo Wing Fest

NUMEROUS AWARDS FOR BEST SAUCE
at festivals and food shows across
the country.



RECENT AWARDS

ANCHOR BAR HAS WON MANY AWARDS OVER THE YEARS. WE ARE PROUD OF THEM ALL. HERE'S THE MOST RECENT WINS.

BEST CHICKEN WINGS

- **New York City**
– THRILLIST
- **Buffalo, NY**
– BEST OF BUFFALO & BUFFALO BEAT
- **Burlington, ON**
– BURLINGTON POST
- **Las Vegas, NV**
– VEGASSEVEN.COM
- **Frederick, MD**
– FREDERICK POST

NATIONAL WING FESTIVAL

- **Best Traditional Wings**
– 2016
- **Festival Favorite**
– 2017
- **Best of Show**
– 2018
- **Media Award**
– 2018
- **Best Dry Rub**
– 2019



BEST FOOD AND DRINK
– Burlington Post, 2016

BEST SPORTS BAR
– San Antonio Yelp

BEST OF NY STATE FOR WINGS
– Thrillist.com, 2017

**NFL PLAYERS' FAVORITE DINING
ON THE GO**
– NFLMAG



BY THE NUMBERS

- **\$50,000 initial franchise fee paid at agreement signing**
 - **Total Investment Range \$495,000-850,000***
 - **Royalty 5%**
 - **Ad Fee 1% (franchisor and franchisee collaborate on where & how to spend)**
 - **Number of units open & under development: 20**
 - **On the Fly model total investment range \$375K-575K; financial requirements & data in dedicated section**
- **Financial requirements: minimum of \$350,000 liquid capital & ability to finance (good credit, collateral, partner, etc.)**

NOTE: Anchor Bar works closely with a large third party finance company who offers different finance solutions including ROBS retirement rollover plans and SBA financing



*Assumes a restaurant conversion which is what most Anchor Bar's are, investment can be higher if franchisee leases a vanilla box.



TRAINING & SUPPORT

SUPPORT IMMEDIATELY BEGINS WHEN THE FRANCHISE AGREEMENT IS SIGNED. THE ANCHOR BAR FRANCHISE TEAM PROVIDES TOOLS FOR YOU TO BEGIN YOUR NEW FRANCHISE OWNERSHIP.

REAL ESTATE After signing the franchise agreement, site selection begins immediately. We assign a broker from our national group and come out for site visits once options are identified. Lease negotiations follow.

WELCOME PACKET Includes a recap on what to expect moving forward with your Franchise.

TIME LINE CHECKLIST A Timeline that will take you from beginning of the project through training and grand opening.

FRANCHISE MANUAL A guide to assist you in running your Anchor Bar Franchise Business.

POST REAL ESTATE SUPPORT We will provide assistance with securing architect, contractor and other key service providers in the opening process.

HIRING MANAGEMENT TEAM We will provide assistance in the selection of the general manager candidates.



TRAINING & SUPPORT CONT.

ORIENTATION & TRAINING Owner(s) & Management Training in Buffalo, NY.

ANCHOR BAR CORPORATE TRAINING Our Franchise Team will support you through the construction, operations, training and marketing process.

LAUNCH SUPPORT Buffalo Team will train and support managers and staff at your location. Our team of trainers and operations specialists travel to your location for your opening. Specialist trainers in all aspects of operating your restaurant train you and your team and assist with the soft opening.

ONGOING SUPPORT AND COACHING We continuously and regularly provide coaching and support in sales and cost evaluation through our software systems, ongoing marketing and social media support as well as menu decision making.





FAQ'S

Q: DO I NEED RESTAURANT EXPERIENCE?

A: No, but helpful. We have a comprehensive Owner Training and Support Program where you will gain knowledge to operate your restaurant. You will have a General Manager that will run the daily operation and will participate in the Anchor Bar General Manager Training Program.

Q: DOES SITE SELECTION OCCUR BEFORE OR AFTER EXECUTING THE FRANCHISE AGREEMENT AND SUBMITTING THE FRANCHISE FEE?

A: Site selection occurs only after a candidate becomes an official franchisee. An enormous amount of work, effort and resources are expended by the franchisor in site selection and considered a main area of support. Furthermore, many commercial brokers will either not work with non-franchisees or give less than full effort. All parties need to be fully committed for a successful site selection to ensue.

Q: HOW DO I FIND A VIABLE LOCATION FOR MY RESTAURANT?

A: We are involved in every aspect of location selection including assigning a commercial broker from our national network, lease negotiations and ultimate approval.

Q: DO I RECEIVE A PROTECTED AREA

A: Yes, the protected area will be based on the demographics of your market.

Q: HOW LONG WILL IT TAKE TO OPEN MY ANCHOR BAR LOCATION ONCE I BECOME A FRANCHISEE?

A: Typically ten months with the first phase being site selection. We have had franchisees open in as little as three months and some go past the ten months. We will work as expeditiously as possible but bear in mind there are many factors and third parties involved. While we want franchisees to open quickly it should not be at the expense of choosing a great location.



NEXT STEPS

- **Initial Discussion with Joel Neumann, Franchise Director to determine interest and qualifications, Q & A**
- **Complete the application**
- **Conference Call with Joel Neumann, Franchise Director and Mark Dempsey, CEO**
- **Receive and review Franchise Disclosure Document (FDD)**
- **Discovery Day Visit in Buffalo, NY**
- **DECISION!**



“Our group was seeking a nationally known brand with systems and pedigree but which also has room to grow as our goal is to be the regionally franchisee opening five locations over the next several years. Mark Dempsey and his team have been instrumental from day one, leading us in every aspect beginning with our site selection and through our recent launch. There is not much in the restaurant world this group has not seen and they have been available remotely and in person throughout giving us great ideas and steering us away from ill-advised ones. We look forward to a long and fruitful relationship with the Anchor Bar family.”

– RAGIN RAJENDRAN, KENNESAW, GA