



LIVE A LITTLE™

Buffalo, NY • Long Beach, NY • Clearwater, FL • Ft Myers, FL • Philadelphia, PA • Austin, TX
Dallas, TX • San Antonio, TX • Santa Clara, CA • Cairo, Egypt • Muscat, Oman

#getfried®
fry café

LIVE A LITTLE™

**BUILD YOUR OWN
BURGER!**

FRESH 5oz SIRLOIN BURGER PATTY
BUILD IT YOUR WAY!!

MAKE IT
A MEAL
ADD FRIES &
A DRINK!



#getfried®
fry café

**POUTINE
DONE RIGHT!**



TEXAS CHEESE FRIES

Fries topped with melted cheddar cheese, crispy beef bacon, chili powder and fresh chives

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BUILD YOUR OWN BURGER!

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fry café
LIVE A LITTLE™



NEVER FROZEN.
Made with
FRESH BEEF daily!

Are you ready... to #getfried?



LIVE A LITTLE™

OUR PURPOSE

We've successfully created one of the world's first, Euro-American, French fry restaurant chains, specializing in crisp & delicious, made-to-order, topped French fries and Finger Food Favorites.

OUR EDGE

The positioning of the #getfried brand name and design are a thoroughly researched and developed branding strategy focusing on:

- A highly differentiating brand identity that draws the audience in
- An interactive and personable staff that represents the brand experience
- A consistently delicious, quality end-product that leaves our customers wanting more.



'Texas Cheese Fries' (Melted cheddar cheese topped with crispy bacon, chili powder and fresh chives)



'Poutine' (Fresh cheddar cheese curds smothered in hearty vegetarian gravy)

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OUR MENU

Our Menu offers three options to achieve simplicity and creativity:

1. A Specialty Menu of 'go-to' topped fry baskets that promote popular national and local dishes
2. A Finger Food Favorites Menu comprised of a fresh made "Build Your Own Burger", as well as classic fried appetizer-style dishes
3. A Dutch Style Menu, which allows customers to choose a fry and one of 15+ dipping sauces

In addition to these items, customers are able to customize their baskets across four styles of fries and over 20 sauces, seasonings and toppings. Not enough? Try one of our homemade milkshakes!



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Menu

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TOPPED FRY BASKET MEALS

<p>1. "716" Med \$6.02 Lg \$7.87 Shredded Chicken, Buffalo Sauce & Blue Cheese or Ranch</p>	<p>2. Oh' Canada 🌱 (Poutine) (+ meat \$1) Med \$6.48 Lg \$8.56 Savory Gravy & Cheese Curds</p>	<p>3. Texas Cheese Fries Med \$6.94 Lg \$8.56 Drizzled Cheese, Savory Bacon, Chive & Chili Powder (+ Chili for only \$1)</p>	<p>4. Southern Comfort Med \$6.48 Lg \$8.56 Pulled Pork or Chicken, Drizzled w/Wood Fired BBQ</p>
<p>5. Rocky Balboa (Philly Cheese Steak) Med \$6.94 Lg \$9.03 Sirloin, Sautéed Onion, Sweet Peppers, Mushrooms, Melted Cheese</p>	<p>6. Truffle Love 🌱 Med \$6.94 Lg \$9.03 Truffle Oil, Parmesan & Cilantro</p>	<p>7. Sweet Tooth 🌱 Med \$6.02 Lg \$7.87 Sweet Potato Fries, Drizzled Maple Syrup, Powdered Sugar & Cinnamon.</p>	<p>8. Funnel Fries 🌱 Med \$6.02 Lg \$9.03 Sprinkled w/Powdered Sugar or Cinnamon</p>

VEGETARIAN OPTION
VEGAN OPTION

DUTCH STYLE
\$3.93
CHOOSE YOUR FRY & SAUCE!

FINGER FOOD FAVORITES

<p>BUFFALO CRUNCH ROLLS \$9.95 4 Pieces w/Choice of fries & a drink Tender white meat, Buffalo sauce w/a blend of cheeses & wrapped in a crispy shell. Comes w/ranch or blue cheese.</p>	<p>ORIGINAL PIZZA LOGS Cheese & Pepperoni Med(3) \$5.99 Lg(5) \$7.99 Whole milk mozzarella & high grade pepperoni wrapped in quality dough. Comes w/side of marinara sauce.</p>	<p>CRISPY CHICKEN FINGERS \$8.80 4 Fingers w/Choice of fries & a drink Tender white chicken tenders tossed in a light breading. Dipping sauces: Franks Buffalo Hot Sauce, Ranch, Sweet Baby Ray's BBQ, or Honey Mustard.</p>	<p>SLIDER TRIFECTA \$9.95 (3) sliders served on a waffle fry bun. (1) Cheeseburger Slider, (1) Pulled Pork Slider, (1) Buffalo Chicken Slider</p>
<p>BURGER COMBO \$7.99 Fresh 5oz sirloin burger topped w/American cheese & your choice of toppings, fries & a drink BURGER ONLY \$4.99</p>	<p>DRINKS (20oz) Bottled Drinks \$2.00 Fountain RG \$2.09 LG \$2.59 Pepsi Diet Pepsi Sierra Mist Dr Pepper Loganberry Mountain Dew</p>	<p>Milkshakes \$4.29 Chocolate Vanilla Strawberry Peach Chocolate Peanut Butter</p>	



The Rocky Balboa (grilled sirloin, melted cheese, fresh onions and peppers over straight cut fries.)



Texas Cheese Fries (cheddar cheese sauce, crispy bacon, sour cream and fresh chives)



716 (shredded chicken, blue cheese and Franks hot sauce)



Sweet Tooth (maple syrup and powdered sugar over sweet potato fries – add a scoop of vanilla ice cream with chocolate sauce)

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Menu Innovation

BUILD YOUR OWN BURGER!



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**NEVER FROZEN.
Made with
FRESH BEEF daily!**



One of the keys to our success is menu innovation. We take pride in introducing exciting new menu items multiple times per year. Recently, we introduced a fresh-made, 5oz 'Build Your Own Burger'. It was so popular at our corporate store that we introduced it system-wide!



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Regional Specials

Unlike most franchise's, at #getfried Fry Café, we allow our franchisees to introduce regional specials to their menu. This is a great way to incorporate geographic food preferences into our menu offerings. Our regional specials have been very well received in their respective markets!

REGIONAL TOPPED FRY SPECIALS

The Start Up

Reg \$7.69 | Lg \$9.35

Any topping on any fry.

The Greek

Reg \$7.69 | Lg \$9.35

Garlic lemon aioli, feta cheese, cherry tomato, parsley, lemon wedge w/choice of meat

Avocado Explosion

Reg \$7.69 | Lg \$9.35

Choice of meat, avocado aioli, sliced avocado, cilantro, red onion, cheese sauce, & bacon

The West Coast Offense

Reg \$7.69 | Lg \$9.35

Shredded chicken, cheese sauce, bacon, avocado, tomato, cilantro, red onion, honey mustard aioli.

SALADS

Santa Clara Salad 🍷

Reg \$7.69 | Lg \$9.35

Choice of fries, Spring Mix, Avocado, Tomato, Onion, Blue Cheese Crumbles, Choice of dressing.

You Make It Salad 🍷

Reg \$7.69 | Lg \$9.35

Anything goes.
(+ meat for \$2) 40-100 CAL

The West Coast Offense





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COMPETITION ANALYSIS

Fry concepts are well established abroad, but these brands fail to hit specific end-product, cultural and branding markers required in America.

- French Fry Heaven <http://frenchfryheaven.com>
- New York Fries <http://www.newyorkfries.com/>
- Smoke's Poutine <https://smokespoutinerie.com>
- Potato Corner www.potatoecorner.com

Our advantage on these brands include a highly differentiating fry menu, hearty and light recipes, world-class social media marketing - and a visual and auditory brand strategy that resonates *more effectively* with consumers.

Oh, and by the way, #getfried's franchise startup costs are much lower than all of these competitors!



Vs.





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OUR TARGET MARKETS

- College Towns and Campuses
- Airports
- Sports Arenas and Stadiums
- City Entertainment Districts
- Malls
- Gas Station Convenient Stores and Rest Stops
- Movie Theaters
- Casinos

OUR CUSTOMER PROFILE

The #getfried brand targets – and effectively appeals to – four snacking audiences: the “invincible youth”, the “foodie”, the “cheater” and the “uncaring”. Location is one of the most important aspects of our brand – heavy foot traffic and captive audiences are a must!



(Left: Garrett Green – Co-Founder;
Right: Chris Covelli – Founder and CEO)



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Marketing

The company utilizes an internal marketing department to drive awareness and brand positioning in the market. This is achieved through digital media advertising, primarily through social media platforms. As seen from the hash tag in front our name, social media platforms are natural avenues for the #getfried brand. Currently we use the following sites:

- Facebook: www.facebook.com/getfriedusa
- Instagram: www.instagram.com/getfriedusa
- Twitter: www.twitter.com/getfriedusa
- Website: www.getfried.com

The combination of hi-definition images of mouthwatering menu items, with cheeky branding that instantly connects with the end user, has allowed us to master a recipe for reaching well over 100,000 users per campaign in each market we enter. This sort of marketing strategy is as effective as it is cost-efficient for the franchisee.

getfried San Antonio
April 3 at 3:56pm · 🌐

SAN ANTONIO!! – are you ready to #getfried, AGAIN!? Our second San Antonio location opens this Friday, April 6th at 12pm at North Star Mall (food court area)! Share this post for a chance to win a \$100 gift card!!

#getfried[®]
fry café

GRAND OPENING!
NORTH STAR MALL, FRIDAY APRIL 6TH, 12PM

👍 Like 💬 Comment ➦ Share

👍 🧡 ❤️ 1.4K Top Comments ▾

1,877 Shares

The above Grand Opening post announcement for our San Antonio location was done on a \$500 budget and reached over 150,000 people in less than 5 days!



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Franchise Information

- ❖ Single Unit Franchise Fee: \$30,000
 - ✓ Multi-unit/Area developer incentives available
- ❖ Royalty: 6% of gross sales
- ❖ Marketing: 2% to be kept local
- ❖ Store location types include: brick and mortar, in-line/Concession, C-Store, and mobile units
- ❖ Currently looking for qualified franchise partners in the following markets:
 - ✓ Major US Markets
 - ✓ Major US College Towns
 - ✓ Airports and Sporting Venues



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Store Types



Food Trailer (\$110,000)



Food Truck (\$155,000)



Kiosk (\$125,000 - \$250,000)



In-line Store (\$125,000 - \$250,000)

****Prices listed include all startup costs, including franchise fee and working capital****



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The first brick and mortar #getfried Fry Café (shown above) opened in Santa Clara, CA in March, 2018. This style of store includes limited seating, TV's and a state of the art self-service beer system! #getfried brick and mortar locations cost between \$175,000 - \$300,000)

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Management Team



Chris Covelli - Founder & CEO
#getfried

Chris has ten years of business development and entrepreneurial experiences. He leads and oversees all day-to-day aspects of #getfried franchise and corporate operations.



Garrett Green - Co-Founder
#getfried

Garrett has 13 years leadership experience within the consumer venture space. Oversees the company's brand integrity, intellectual property, operations, legal, marketing, public relations and financial strategy.



Wilmer Gracia
Operations Consultant

Wilmer Gracia is a franchise industry veteran with over 40 years of restaurant experience. Wilmer was with McDonalds corporate for over 22 years and then moved on to CiCi's Pizza.



Dave Taylor - VP of Operations
#getfried

Over 40 years of quick-service experience with major brands such as Wendy's and Salsaritas. Dave oversees all day-to-day corporate operations, as well as new store openings and corporate training.



Andy Klie, President
Franchise Development Group

Over 20 years experience in franchising including operations, real estate, financing, Area Development and franchise sales. He has helped award over 200 franchises for both emerging and established franchise concepts.



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Franchise Advantages

- Startup costs as low as \$100,000
(Includes franchise fee and working capital)
- Minimal space required to operate
(Ability to operate in as little as 240 square feet of space and achieve high-volume sales)
- Superior branding that is proven to connect with a wide range of demographics
- Early stages of the franchise roll-out plan – most territories are available
- Quick openings
(Ability to open in 30-60 days)



Customers love the ability to choose their favorite fry. No other QSR brand in the world offers 6 types of French fries

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Franchise Support

- The rights to use the unique #getfried brand name and trademark.
- The right to use the #getfried business systems and know-how through initial and on-going training and provision of operating manual, standard recipes.
- Evaluation of locations and identification of local suppliers and service providers.
- Technical support in relation to customized store designs and layouts.
- Post-Launch support including soft opening and launch event, on the job training and store monitoring.
- Advice and guidance in relation to launch and annual marketing plans and customized design and artwork.
- On-going audit visits to franchised stores and periodical review of financial performance.
- On-going market research and introduction of new products, promotions and marketing ideas.
- Support in relation to the design of e-media and newsletters.



Training

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Franchisee Target Startup Costs

<u>Franchise Cost</u>		<u>Build Out</u>	
One-time Franchise Fee	\$30,000.00	Sign	\$10,000.00
Working Capital Required	\$15,000.00	Sneeze Guard	\$1,000.00
		Menu System	\$4,500.00
Total:	\$45,000.00	Counter Conversion	\$4,000.00
		Inspections/Compliance	\$3,000.00
<u>Equipment</u>		Grease Trap	\$1,000.00
Fryers	\$15,000.00	Architectural Drawings	\$1,000.00
Grill	\$610.00	Contractor Work	\$25,000.00
Fridges	\$5,000.00		
Freezers	\$7,000.00	Total	\$49,500.00
Hood	\$12,000.00		
Heat Lamps	\$500.00	<u>Opening Costs</u>	
POS/Cash Register	\$1,500.00	Labor/Training	\$1,000.00
Milkshake Machine	\$600.00	Beginning Inventory	\$5,000.00
Safe	\$500.00	Advertising	\$2,000.00
Steam Table	\$1,500.00	Rent and Security Deposit	\$9,000.00
Cold Table	\$2,000.00	Insurance Down Payment	\$1,000.00
Steamer	\$5,000.00	Miscellaneous	\$15,000.00
Smallwares	\$1,000.00		
Heating Cabinet	\$1,000.00	Total	\$33,000.00
Dry Racks/Prep Tables	\$1,000.00		
Ice Machine	\$2,500.00	Total Startup Costs:	\$185,710.00
Heating Drawers	\$1,500.00		
Total	\$58,210.00		

Above startup costs are for the #getfried Fry Café Corporate Location (in-line store - 450 sq ft) in Buffalo, NY



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FAQ's

Q: Do I need restaurant experience to become a franchisee?

A: No! We have a training program which will teach you how to operate your store!

Q: Can I be a passive owner?

A: Absolutely! We will help you find a qualified manager to run your store.

Q: How do I find a viable location for my store?

A: We have an exclusive relationship with Cushman & Wakefield – one of the top commercial real estate companies in the world, with brokers all over the country!

Q: How do I setup my payroll and handle HR issues?

A: We have a program in place with ADP. For \$60 a week, they will handle all of your payroll and HR items, including a user-friendly website and a dedicated representative who will be there to answer questions 24/7

Q: How do I source the food and supplies for my store?

A: We have a relationship with US Foods. They have a digital order guid which is pre-loaded with all of our foods and supplies with our special pricing already in place. They will also supply you with an iPad, which is loaded with their state-of-the-art online ordering platform.



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Steps to becoming a #getfried Franchisee

- 1) Complete and submit this form: <http://getfried.com/get-franchise/>
- 2) Discovery phone call with our Founder, Chris Covelli: 716-868-5050
- 3) Receive our FDD, review it, sign it and send it back to us
- 4) Franchise committee will review your application
- 5) Receive approval to continue
- 6) Discovery Day – taste our food and see our operation in action
- 7) Execute a #getfried Franchise Agreement
- 8) Find a location and build the store
- 9) Begin looking for a second unit!



LIVE A LITTLE™

Chris Covelli

Title: Founder & CEO

Phone: 716-868-5050

Email: chris.covelli@getfriedusa.com

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