



inspired by **HOOTERS**

franchising opportunity

edited December 08, 2020



chicken  
wings &  
other  
things



hoots  
wings



wings  
*all the*  
ways





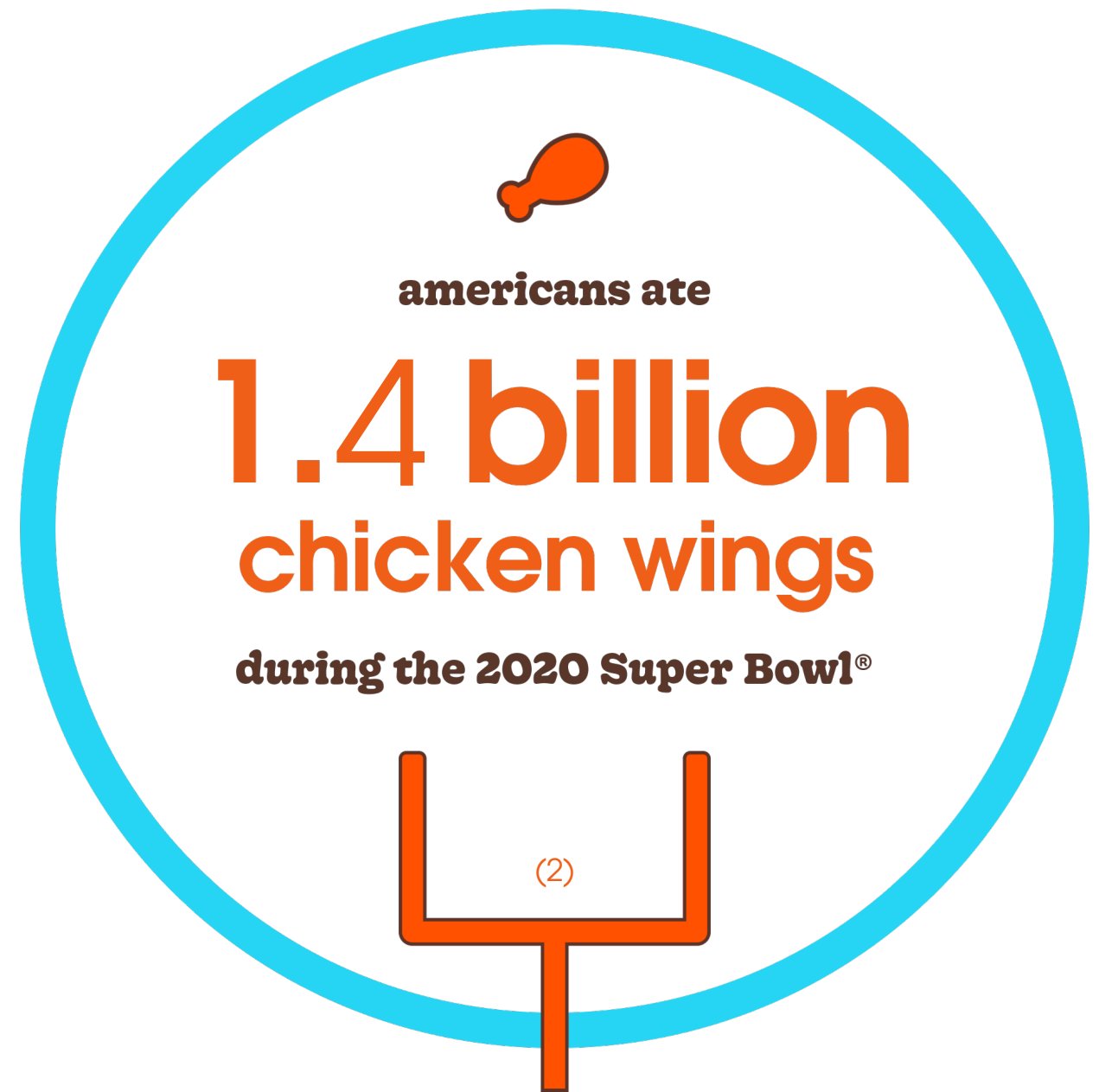
# an american tradition

## reliable and resilient

- 🍗 *Americans consumed nearly 1 billion servings of wings in 2019*
  - Forbes (11/1/2019)
- 🍗 *Along with pizza chains, chicken brands are some of the few restaurants thriving during the pandemic*
  - Business Insider (6/1/2020)



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& other things



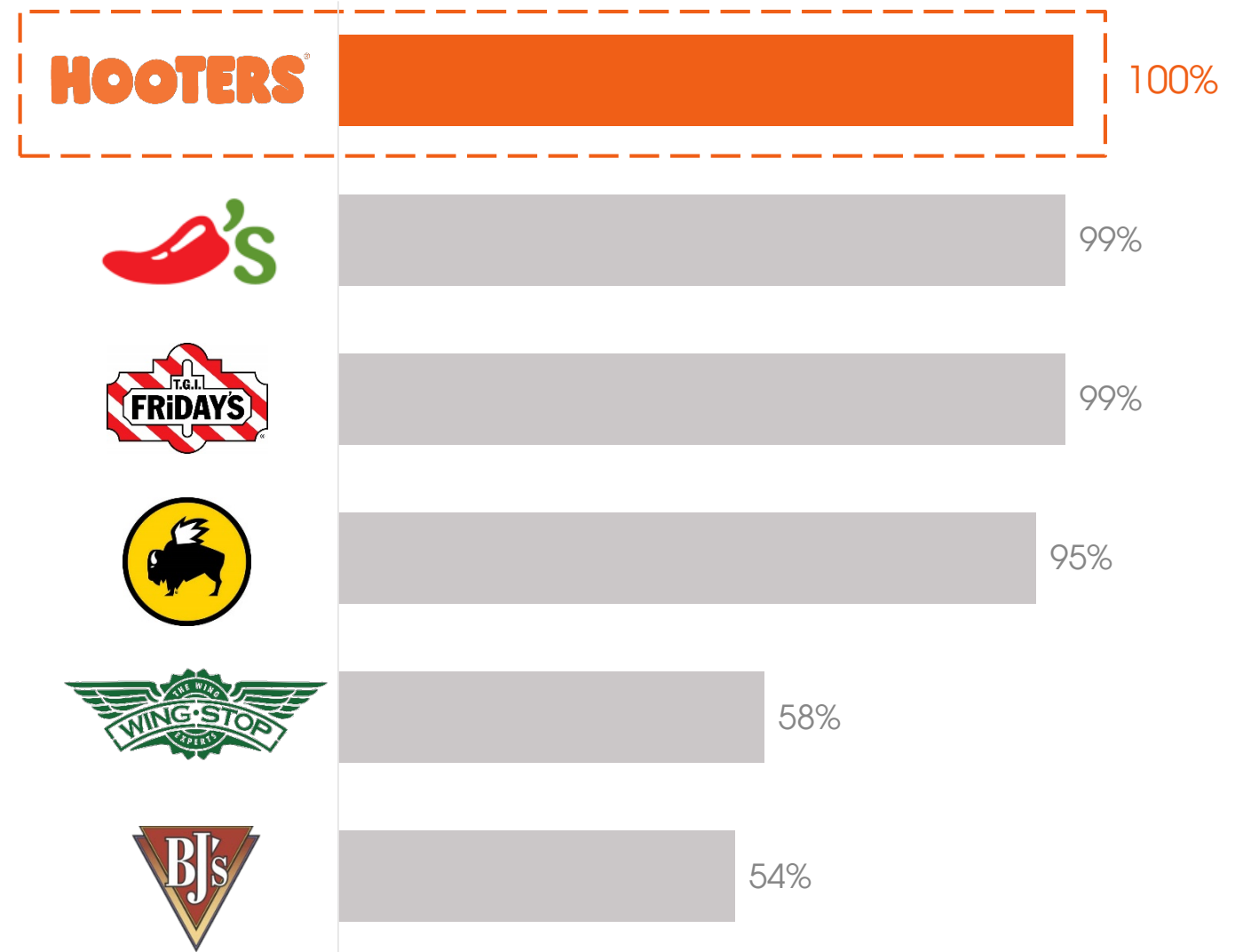
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# why hoots wings®?

## proven investment

- Powered by over 37 years of Hooters experience
- Hooters has the highest awareness among its competitive set globally
- Wings make up ≈50% of Hooters overall food sales

Unparalleled Awareness <sup>(3)</sup>



Aided Brand Awareness % of All Respondents



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# why hoots wings®?

## wings like no other

- hoots wings® our way:

**bone-in**      **naked**  
**boneless**   **breaded**

**roasted**      *sauced*  
**smoked**     *rubbed*

- Competitive chicken sandwiches
- Buffalo shrimp option unique to market segment
- ½ the calories of original wings with smoked and roasted wing options



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# why hoots wings®?

## **craveable, convenient, casual**

- High quality, fresh food offerings
- Industry best unit economics
- Broad demographic appeal
- Simple, craveable menu
- Fast casual service model with operational simplicity
- On-trend restaurant design
- Superior franchise support structure



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# target consumer

## worldwide appeal

- Frequent fast casual user
- Appealing to all ages & ethnic groups
- Chicken wing aficionados

## use occasions

- Lunch, dinner, & late night
- Dine-in & carryout
- Sporting Events
- 3rd Party Delivery (Uber Eats®, Postmates®, Door Dash®, Grubhub®)
- Catering



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# menu

## delicious differences

- World-famous wings
- Easily adaptable to local flavors
- Chicken sandwiches customized your way
- Irresistible shrimp & sides
- Variety of wing styles –breaded, naked, bone-in, boneless, smoked and roasted
- Over 15 sauces and rubs
- Product portability



chicken wings  
& other things



# more of the menu

## ...the other things



waffle  
fries



buffalo  
shrimp



cheesy  
tots



chicken  
sandwich



fried  
pickles



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# hoots wings® our way

**over 10,000 combinations**



**bone-in**   **naked**   **roasted**   *sauced*  
**boneless**   **breaded**   **smoked**   *rubbed*



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# menu boards

## simple and well designed

### wings & more

Fresh chicken wings cooked to order & tossed in your favorite sauce or dry rub

	6	10	15	20
<b>breaded wings</b> Our original hand-breaded, golden and delicious	8.99	10.99	16.99	21.99
<b>roasted wings</b> Oven roasted, crispy and tender	8.99	10.99	16.99	21.99
<b>smoked wings</b> Marinated overnight, smoked in-house, then oven roasted	8.99	10.99	16.99	21.99
<b>naked wings</b> Classic unbreaded	8.99	10.99	16.99	21.99

all drums or flappers add 10¢ per wing

<b>boneless wings</b> Hand-battered and breaded	8.99	12.99	16.99	
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**chicken chips** ½ lb 7.99  
Thinly sliced, crispy breaded chicken, perfect for dipping

**make it a meal** add 3.49  
Waffle fries or tots & regular fountain drink or tea

### flavors

heat index

● mild ● medium ● hot ● really hot

**signature sauces**

parmesan garlic bbq samurai teriyaki

medium buffalo hot honey buffalo

hot buffalo chipotle honey honey sriracha

spicy garlic 3 mile island® buffalo

**original dry rubs**

lemon pepper texas bbq caribbean jerk

cajun by Chef Paul Prudhomme® garlic habanero

**dipping sauces** 3oz .99 8oz 1.99

bleu cheese ranch spicy ranch cheese

**wing it anywhere**  
let us cater your next event

### sandwiches

Big, hand-breaded chicken

**buffalo chicken** 7.99  
Breaded chicken breast tossed in your favorite sauce, topped with lettuce and tomato

**sweet heat chicken** 7.99  
Breaded chicken breast with a sweet kick of hot honey, topped with pickles, lettuce and tomato

**shrimp**  
Hand-breaded & cooked to order

<b>original buffalo</b> Tossed in your choice of sauce	8 7.99	12 10.99
<b>lemon pepper</b> Dusted in lemon pepper or your choice of dry rub	7.99	10.99

**make it a meal** add 3.49  
Waffle fries or tots & regular fountain drink or tea

**order online**  
for pickup or delivery [hootswings.com](https://hootswings.com)

### sides & extras

**waffle fries** 2.59

**tots** 2.59  
add cheese sauce to fries or tots for .99

**jalapeño bacon mac & cheese** 2.99

**fried pickles** 3.99

**celery sticks or carrot sticks** .99  
add bleu cheese, ranch, or spicy ranch for .99

**chocolate chunk cookie** 1.99

**kids**  
boneless wings or shrimp 5.99  
4 pieces with waffle fries or tots and a drink

**drinks & beer**

<b>fountain drink/tea</b>	REG 2.59 LG 2.99
<b>bottled drinks</b>	2.49
<b>craft &amp; imported beer</b>	4.00
<b>domestic beer</b>	3.50



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# site opportunities

## location, location, location

- Highly visible
- In-line spaces, end caps, or stand alone
- Easy conversion of second generation space
- Good retail synergy
- Potential mass transit locations
- Non-traditional venues (airports and stadiums)
- Ghost kitchen opportunities



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# site metrics

## traditional space features

- 1,200 – 1,500 square feet
- Outside patio seating optional
- Beer & wine optional
- 12 to 28 seats
- On-trend modern design
- Open ceilings



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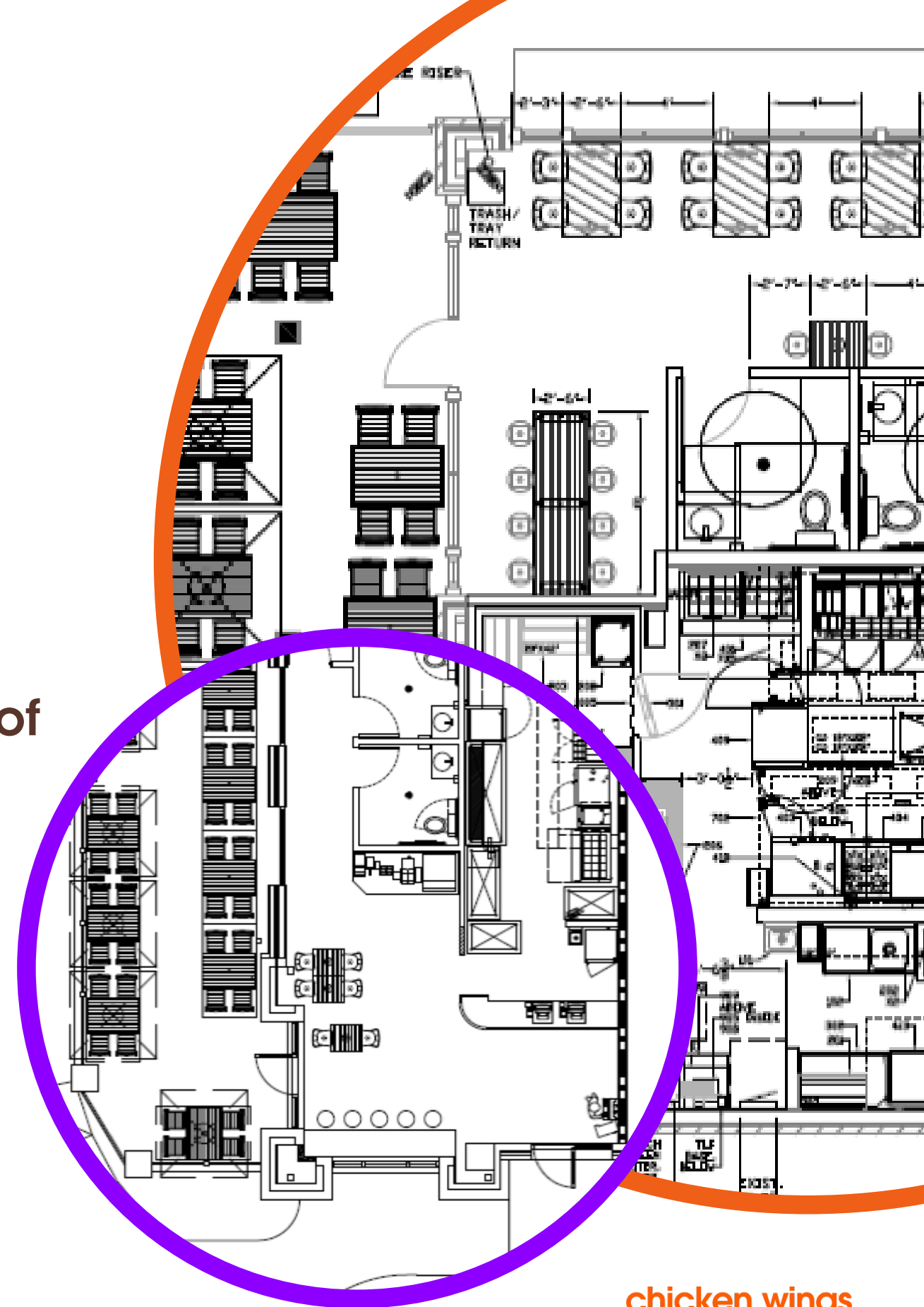
# site metrics

## efficient & flexible

- Low equipment costs and overall investment
- Traditional development size of 1,200 to 1,500 sq. ft.
- Non-traditional development size of 750 to 1,000 sq. ft.
- Size flexible based on location



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# Typical Key Commercial Business Terms and Support

Development Area	TBD-Based on size of territory and number of commitments to develop
Development Schedule	Varies, but typically at least 1 per year, with more than two (2) per year after year 2 for larger development commitments
Initial Franchise Fee	\$30,000
Development Fee	\$10,000 per unit, fully applicable to initial franchise fee
Royalties to Franchisor	Five (5%) of gross sales (less sales/VAT taxes)
System Development Fee (National Marketing)	Up to 4.0% of gross sales payable to Franchisor
Local Marketing Requirement	2.5% of gross sales to be spent in local market for advertising
Management Training	We provide MIT training (3 weeks typically) for up to 3 persons for at no cost to you. You're responsible for your employees salaries, travel costs, etc. New franchisee training conducted in U.S.
Opening Support	We provide you pre-opening support and initial training
Ongoing Support	Our world-class management is here to help guide and support you
Brand Proprietary Products	We designate and approve suppliers, and engage in ongoing efforts to improve our products and supply network
Real Estate/Site Selection	Site selection support and guidance provided. All sites to be developed must be reviewed and accepted by us

This is not an exhaustive list of fees and costs. Please see the Hoots Franchising, LLC Franchise Disclosure Document for other fees and costs. All fees, training support and other information in this presentation is subject to change and will be disclosed in the Franchise Disclosure Document.

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# Reference List

- (1) Source: SWNS Digital – Survey conducted by OnePoll for Moore’s Marinades and Sauces with a sample of 2,000 US Respondents in April 2017**
- (2) Source: National Chicken Council (NCC) 2020 Chicken Wing Report**
- (3) Source: Kurt Salmon Associates. Results reflect aided consumer awareness among male and female respondents based on May 2018 Consumer Survey**



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