



Franchise Information

— WILLIEJEWELLS.COM —

INTRODUCTION



Willie Jewell's Old School Bar-B-Q is a fast-casual southern bar-b-q restaurant that offers delicious, soulful food in a down-home atmosphere unlike any other in the fast casual dining segment.

The Willie Jewell's brand is a throwback to the way bar-b-q and hospitality should be done — the old-school way, hence our slogan, "smoked for hours, served in minutes." Our guests are greeted by name and enjoy a slow-smoked bar-b-q experience that is as consistent as the day is long with our signature sauces and rubs. With over 69 years of experience and tradition behind our recipes and culture, Willie Jewell's is guaranteed to satisfy every guest who walks through the door.

FOUNDED IN
2008

Old School Traditions
and Delicious Recipes

Currently operating franchised
restaurants in:

North Charleston, SC
Kingsland, GA
Yulee, FL
St. Augustine, FL
Augusta, GA
Aiken, GA
Nashua, NH
Peachtree City, GA
Marietta, GA
Tallahassee, FL
Tampa, FL
Brunswick, GA
Lexington, SC

Headquartered in

JACKSONVILLE, FL

2,000 - 2,800

square-footage of a typical
restaurant, preferably with patio
seating available.

HOW ARE WE DIFFERENT?

- ▶ 4 Signature bar-b-q sauces at our heated sauce station, which are sure to please any and every customer
- ▶ Fast casual dining ensuring the hottest food with hardly any wait time
- ▶ Catering capabilities for any event from backyard cookouts to wedding receptions
- ▶ Active participation in community events and fundraisers
- ▶ We use only the finest quality cuts of meat and the freshest ingredients with all food being cooked on-site
- ▶ 69 years of experience in the bar-b-q restaurant business
- ▶ Purchasing power of over 30 restaurants



**SMOKED
FOR HOURS**



**SERVED IN
MINUTES**

ABOUT US

The Adeeb Family, the founders of Willie Jewell's and owners of Bono's Pit Bar-B-Q, met Miss Jewell when she was just 16 years old. She had no home or family, but was given the opportunity to work in the Adeeb family restaurant in Jacksonville, Fla.

With an engaging personality and sharp sense of humor, she immediately became an integral part of the family restaurant business and of the family itself. Ms. Jewell could never imagine the impact she would have on the lives of everyone who met her. Willie Jewell's Old School Bar-B-Q is dedicated to a close family friend who will never be forgotten.

Our Story

Bono's Pit Bar-B-Q, headquartered out of Jacksonville, Florida, has been a casual dining pit-based bar-b-q restaurant company since 1949. They own and or franchise 20 successful stores primarily in the Southeast but have a few outside the region. Joe Adeeb, CEO, and President and COO, Josh Martino, decided to branch into the fast casual segment of bar-b-q with the creation of Willie Jewell's Old School Bar-B-Q.

The main reasons were the opportunities to offer quality southern bar-b-q with the franchisee, having less capital outlay, simpler operation by eliminating the hostesses, servers and busboys, while at the same time generating remarkably similar sales at a higher profit margin!

We will be targeting a strong workforce population in diverse neighborhoods with dense residential and workforce populations. These neighborhoods typically have commercial space available at lower rent per square foot. We have entered into an agreement with a site consultant with many years of experience and an established record

of picking successful sites. We believe in giving our franchisees the best chance to succeed. Considering Bono's commitment to quality and excellence, national buying power, and dedication to its franchisees, we believe the future for Willie Jewell's is destined to be successful.

	Miss Jewell's HOUSE RULES
1	Sit yourself down!
2	Don't forget to wash your hands.
3	Keep your elbows off the table.
4	Don't sass back!
5	Don't chew with your mouth open.
6	Finish everything on your plate.
7	Because I said so!

FRANCHISE SUPPORT

Critical Path

We will design a critical path for every aspect of your store opening from site selection, lease negotiations, design, bid and construction, licensing, decor/signage, while setting you up with our partners in alliance, sales/marketing, training and actual store opening.

Site Selection

To assist you in the site selection process, we review your proposed site's demographics, placement within the trade area, and specific characteristics of that area. If you don't have a specific trade area in mind, we will help you locate one. Our site approval for a Willie Jewell's restaurant does not constitute a recommendation, assurance or endorsement of the success of that approved site. We will work with your Commercial Real Estate Agent (C.R.E.A.) in analyzing the marketplace to assist you in finding the best site possible.

Building & Design

Our construction staff provides site layouts and prototype building plans for new construction. They will assist you as you work with your contractor to modify these plans to suit local requirements, while maintaining the quality and image that Willie Jewell's demands. They are available during the construction process to answer questions.

Training

Willie Jewell's offers its franchisees an four-week program that includes both classroom-style and in-restaurant training. In addition to your four-week training period, a Willie Jewell's team will work with you before and after your grand opening to ensure a smooth and successful start. Once a Willie Jewell's restaurant opens, franchisees receive continued interaction and support from us in the form of operational updates, training from franchise business partners, market meetings, manager workshops and an annual review meeting.

Marketing

In a competitive restaurant marketplace, marketing has become as important as providing quality products, great service and a clean environment for our guests. Our marketing team addresses local marketing strategies through training programs and on-site visits to our restaurants. Developing LTO programs, social media outreach and other exciting offers to entice our guests and drive traffic to our restaurants is our specialty.

Purchasing

The purchasing coordinator works with our supplier partners to secure quality food and packaging, elevated food safety practices, innovative products and a sufficient supply of quality products and/or services.

EXTENSIVE TRAINING and **ONGOING SUPPORT**

- ▶ A comprehensive, four-week training program
- ▶ Opening support, as well as ongoing operational support
- ▶ Support related to site selection, design, development, construction, as well as marketing and advertising support

FRANCHISE REQUIREMENTS

Operational

▶	Two years of restaurant management experience
▶	Active involvement in restaurant operations

Willie Jewell's franchisees are expected to be actively involved in the operations of their restaurant(s), however, this does not mean you need to be the on-site manager.

There is the potential for our franchisees to personally manage their first restaurant and then work into a higher level management role as they open additional locations.

For those owners wanting to run their own restaurants, we prefer at least two years of restaurant management experience. On-site managers need to be certified through our training program.

Site Criteria & Trade Area

▶	60,000 people minimum
▶	Average daily traffic count of 20,000 minimum
▶	2,000 to 2,800 square-foot site end cap

You will need an area with a minimum of 60,000 people and 15,000 daytime population within a 5-mile radius of your proposed site. Average daily traffic count of 20,000 minimum. You should seek a location that is on the dominant traffic corridor. Ideally, it should be on a path that your guests already pass as they are heading out for work, school, shopping or recreation.

Be sure the roads around your site allow guests adequate decision-making time for ingress and egress with good access and visibility. The ideal site would be a 2,000 to 2,800 square-foot end cap, preferably with patio seating, in a retail or entertainment center that has a daytime and night/weekend population.

FREQUENTLY ASKED QUESTIONS

Interested in smoking the best Bar-b-q you have ever tasted, but still have some questions? Below are answers to the, most frequently asked questions about franchising with us:

1. **What type of franchise is available?**
We are recruiting qualified multi-unit operators for development agreements throughout the United States. A franchise sale for a single unit Willie Jewell's restaurant is also available.
2. **What is the initial franchise fee?**
Each new franchisee currently pays an individual franchise fee of \$30,000 to acquire a Willie Jewell's franchise for the basic, 10-year term of the franchise agreement. Area development agreements are also available.
3. **What is the current percentage for the royalty fee?**
6 percent of gross sales.
4. **Do I have to work in the restaurant?**
Willie Jewell's franchisees are expected to be actively involved in the operations of their restaurant(s), however, this does not mean you need to be the on-site manager. Many of our franchisees personally manage their first restaurant and then work into a higher level management role as they open additional locations. For those owners wanting to run their own restaurants, we prefer at least two years of restaurant management experience. On-site managers need to be certified through our training program.
5. **What about advertising?**
Building Willie Jewell's brand recognition and reputation is an essential, ongoing objective that benefits everyone. For this purpose, each new franchisee currently contributes 1 percent of their monthly gross sales to the advertising fund. Franchisees are also required to spend at least 1 percent of gross sales on advertising and promotional activities in their local, geographic area every month.
6. **How much is my total investment?**
The cost to open a Willie Jewell's restaurant is estimated between \$550,000 to \$750,000 depending on size of space, build out cost and landlord contribution.
7. **Does Willie Jewell's help with site selection?**
Yes. While we assist you in selecting a site for your restaurant, you will also need to find locations in your area to submit for acceptance.
8. **What size specifications are required for a Willie Jewell's restaurant?**
Our building prototypes have requirements ranging from 2,000 to 2,800 square feet of space. In addition, our buildings can feature patio seating.

9. Do I receive training by Willie Jewell's?

Yes. All operating partners complete an intense four-week training program. The cost of this training is included in the initial franchise fee. Franchisees pay their own costs for transportation, lodging and meals. All training takes place in one of our certified training restaurants.

10. Do I receive assistance in opening my Willie Jewell's restaurant?

Yes. In addition to your four-week training period, a Willie Jewell's team will work with you before and after your grand opening to ensure a smooth and successful start.

11. Am I given territorial protection?

Yes. Under the Franchise Agreement, you may only operate your restaurant at a specific location. You will receive a "designated territory" that is usually a 3-mile radius around the location of your restaurant. If you sign a Development Agreement, you will be given protected territory dependent upon the number of stores to develop.

12. Do I have to buy my equipment from you?

Although you will not purchase equipment directly from us, all necessary equipment needs to be purchased based on specifications we provide.

13. How soon can I be in operation once I have signed a franchise agreement?

We estimate that there may be as little as three months, but up to 12 months, before you open your restaurant.

14. How much money can I make?

Unfortunately, federal and state laws prevent us from suggesting how much money you can earn from a Willie Jewell's restaurant. The amount of money you may make will depend on many factors, including the location of your restaurant, traffic flow, local marketing and advertising, the cost of your investment, how well you manage your restaurant and control variable costs, as well as other factors.

Please note: We have attempted to answer the most commonly asked questions about a Willie Jewell's franchise. Detailed information is outlined in the Franchise Disclosure Document (FDD) to be sent out at a later time.



STEP BY STEP

These are the steps you will need to take to open your first store ...

1. Apply for a Franchise

Submit the Franchise Application Form. The PDF is available for download at williejewells.com

2. Application Review & Phone Interview

After we receive the completed application, our Director of Franchise Business Development will contact you by phone to discuss preliminary questions and review the feasibility of a long-term business partnership. A personal meeting may be scheduled at this time. During this call, you will learn about our franchise program and the support we offer (such as site selection assistance, training, construction, marketing, etc.). We will discuss your responsibilities to the franchise system and your personal qualifications and business objectives. You will also be invited to contact any of our franchisees to learn more about owning and operating a Willie Jewell's franchise.

3. Receive Franchise Disclosure Document (FDD)

You will receive the Willie Jewell's Franchise Disclosure Document (FDD). The FDD is a disclosure document describing important franchise information and the franchise agreement. Take some time to thoroughly review the FDD and the Willie Jewell's system. We recommend you consult with an attorney or business advisor.

4. Discovery Day

After you review the FDD, have the opportunity to discuss our system with existing Willie Jewell's franchisees and you wish to move ahead, you will be asked to participate in a Discovery Day. During this time, we will complete background and credit checks to verify all submitted information on your application. Discovery Week is scheduled at our home office in Jacksonville, Florida. The purpose of Discovery Day is to provide our applicants with the opportunity to see all the resources that Willie Jewell's have to offer.

5. Franchise Agreement/ Development Agreement

Once the terms have been negotiated, and all appropriate paperwork has been submitted, you will then enter into a Willie Jewell's Franchise Agreement/Development Agreement and pay the required franchise/development fees. It is only after you have signed a Willie Jewell's Franchise Agreement that you become a Willie Jewell's franchisee.

6. Training

You and/or your operating partner are scheduled to attend our four-week training program, which involves intermittent classroom and on-the-job training. In addition to your four-week training period, a Willie Jewell's team will work with you before and after your grand opening to ensure a smooth and successful start.

7. Complete Construction & Open for Business

After successfully completing your training, you will begin working directly with your franchise business manager on the final countdown to opening your restaurant. A customized critical path will be written for your store opening based on your personal timeline, local building ordinances, and current state of existing restaurant space that has been selected. Congratulations! Willie Jewell's is now open to serve your guests!

This advertisement is not an offering. An offering can only be made by a prospectus or franchise disclosure document filed first with the appropriate state authorities. Such filings do not constitute approval by the state authorities.