

**We Are Seeking International Area
Licensees In Selected Countries**

Fuddruckers is 32 Years Old



- **The first Fuddruckers specialty burger restaurant opened in San Antonio, Texas, in 1980.**
- **The concept was born when our founder, Phil Romano, was unable to find a restaurant that served a great, fresh hamburger in a sophisticated, yet comfortable setting.**
- **Fuddruckers restaurants specialize in high quality, upscale hamburgers that are cooked to order.**
- **Our guests garnish their own entrees with an array of farm-fresh produce and condiments.**

Our Company Mission



- At Fuddruckers our mission is to serve the world's greatest hamburger, using only the freshest, highest quality ingredients and 100% fresh, never frozen, All-American premium beef.
- With a focus on providing excellent food, made from scratch goodness, attentive guest service, and an inviting atmosphere, we are committed to making every guest happy, one burger at a time.





Fuddruckers is part of Luby's, Inc., a US publicly listed 300+ food unit company

We Are A Real Texas Brand



Our Customer Focus



-  **The mainstay of our menu is still the hamburger, which we offer in 1/3, 1/2, 2/3, and one-pound options.**
-  **Fuddruckers also offer a number of distinctive signature burgers, chicken sandwiches, turkey burgers, veggie burgers, freshly tossed salads, steak sandwiches, shakes and bakery items.**
-  **We have a 600 calorie healthy menu.**
-  **And our buns are baked on the premises.**

Our Franchise Network



- 180 restaurants in the USA
- 122 are franchised
- 32 in Canada, the Dominican Republic, Mexico and the Middle East

As of May 2012



The Fuddruckers Difference



Special Brand Features	Fuddruckers	Burger King	Carl's JR	Chili's	McDonald's	TGIF	Red Robin
Branding targeted for ages 25-49	Yes	No	No	No	No	No	No
Fresh Meats never frozen	Yes	No	No	No	No	No	No
Baked goods made fresh daily	Yes	No	No	No	No	No	No
Build your own market fresh produce bar	Yes	No	No	No	No	No	No
On-premise butcher shop	Yes	No	No	No	No	No	No
Livin' Smart - Under 600 calorie menu	Yes	No	No	No	No	No	No
Beer and Wine sales, where appropriate	Yes	No	Few	Yes	No	Yes	Yes
Wedge Cut Fries and hand battered onion rings	Yes	No	No	No	No	No	No
Many Menu Options - including Salads, Hot dogs, Turkey, Chicken, Veggie, Steak and Shakes	Yes	No	No	Yes	No	Yes	Yes
Integrated marketing: web, social media, PR and in-store promotions	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Annual marketing program/menu calendar	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Centralized, web-based POS system with inventory management	Yes	Yes	Yes	Yes	Yes	Yes	Yes

We compete well with other burger brands!!

Our buns are baked on the premises



Our Farm Fresh Produce Bar



Build Your Own Burger

Our Fries Have A Special Sauce



And our burgers are made to order

We Make Big, Tasty Burgers!!



Our Healthy Menu



livin'
smart

SMART AND DELICIOUS CHOICES THAT
ARE UNDER 600 CALORIES.



Our Tasty Salads Are Delicious



Napa Salad



Crispy Chicken Salad

Superb Interiors and Exteriors



Modern Restaurant Interiors

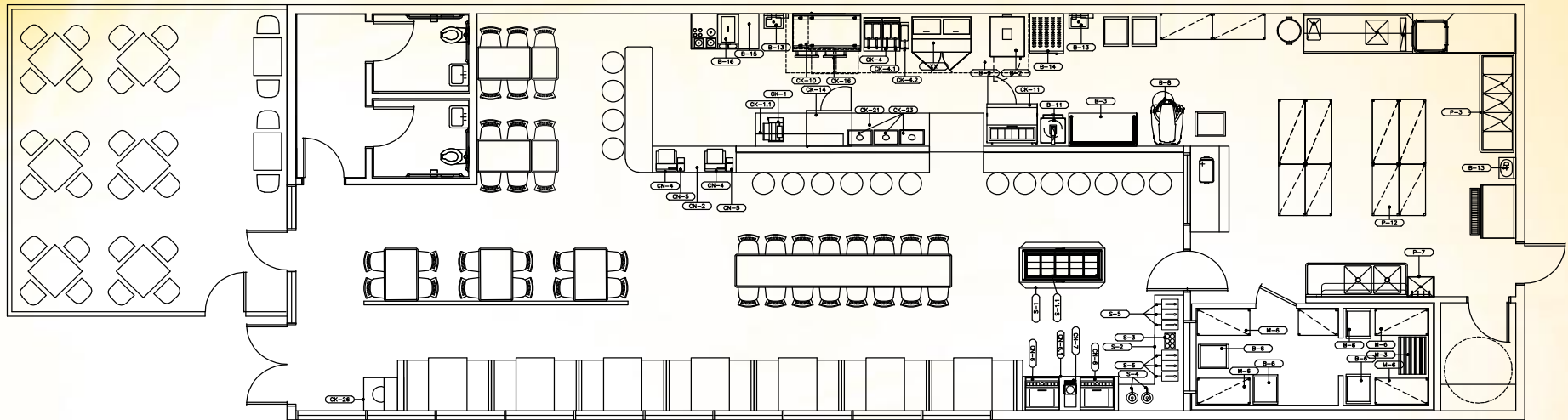


**Designed for
families and
friends**

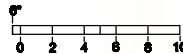
Customer Friendly



Effective, Flexible Floor Plans



② **FUDDRUCKERS FLOOR PLAN - 2**
2,700 S.F. (30'X90')
SEATING: 85 INTERIOR; 28 EXTERIOR
DATE: 01.17.2012



Scalable Units To Fit Malls

Las Vegas End Cap



Franchise Department Support



- Franchise Business Consultants
- Franchise Development Department
- Design and Construction
- Marketing Support
- Training Support

FAC – Franchise Advisory Council

FBC's – Franchise Business Consultants

Weekly Conference Calls:

Construction

Phone or E-mail

Franchise Business Meetings

myfuddsupport.com



Our Proprietary Franchisee Intranet

Our Training Resources



- **Manager In Training (MIT) Program**
- **Regional Training Managers**
- **Team Member Training Programs**
- **Train The Trainer Seminar**
- **New Restaurant Openings – Team And System**
- **Menu Implementation**

Manager in Training (MIT) Program



- MIT Manual
- Placing and tracking
- On-going support and development
- Food Safety Training for Managers
- Certified Training Restaurants

Support & Communication



- Recipes & Procedures
- Operating Procedures
- ServSafe Seminars
- Manager & Temperature Logs
- New Menu Items and LTO Roll Outs
- Product Development
- Tailored Training Support

Our Focused Marketing



Promotions

- Point of contact for system-wide Limited Time Offers as well as store-specific product promotions
- Annual Marketing Calendar

Local Store Marketing

- **New Store Grand Opening Plan** – inclusive of PR, social media, website, community relations
- **Site visitation** – internal coaching, training and resource development
- **Online Access** to Local Marketing Toolkit and customizable collateral materials designed to target various demographic groups
- **Creative Services** – ability to work with in-house team of graphic designers to support individual needs of the franchisees.
- **Guest Relations** – support from internal guest relations team to assist in resolving issues
- **Gift Cards** – internal team handles online fulfillment

More Marketing Resources



Interactive/Social Media/Public Relations

- Website template and support
- Facebook template and support
- Twitter template and support
- Google Analytics and Metrics
- QR codes
- Public Relations support and Media Coaching for Managers
- Email Club - set up and maintenance support. Over 300,000 members and growing

Media

- Media Collateral– radio, television, print, direct mail, outdoor, online
- Creative support in developing and writing new radio and television commercials

Our Culinary R&D Department



Product Development Team

- Roles & Responsibilities
- Team Members
- Planning
- Coordination
- 3W Process
- Roll Out
- Follow Up

Role & Responsibilities

- Menu & Dish Creation
- Testing
- Cuttings
- Development Process
- Ingredient Selection
- Specification Development
- Field Support
- Regional Menu Development
- Equipment Testing

Become One Of Our Licensees



International Area Licensee Profile

- Experience as a restaurant developer and/or operator (retail or hospitality preferred)
- Knowledge of and/or access to supply chain resources
- Access to real estate, retail or hospitality development experience
- Strong, marketing oriented company or group
- Initial capital to invest of US\$5,000,000 to \$10,000,000, depending on the country and number of units licensed and opened
- Experience as a franchisor, franchisee or master franchisee preferred
- Willingness and ability to follow franchise systems

Potential Area License Candidate Companies

- Successful multi-brand licensing groups, preferably in F&B sectors
- Franchisors or Area Licensees of sufficient stature and experience in the food sector
- Successful companies and groups particularly from these specific sectors
 - Food service sector; retailing and other service related businesses
 - Real estate and property development and management businesses
 - Developers and operators of shopping malls and other retail centers
 - Food, beverage and distribution related businesses
 - Hospitality businesses

Steps To Acquiring Our License



- **Complete the Candidate Information Form (CIF) and the Confidentiality Agreement**
- **Receive detailed business concept information and the License terms and provide us with detailed questions**
- **Complete the Fuddruckers® Area Licensee Checklist, clearly indicating the food management and operations experience**
- **Receive the financial model and create a preliminary business plan for your country**
- **Attend meetings in the US to view current operations, to meet key Fuddruckers staff and executives, to present your preliminary business plan for development of the Fuddruckers® business in your country and to learn more detail about the resources available to Fuddruckers international licensees**
- **If approved by the Fuddruckers executive team, sign a Letter Of Intent and make a 20% deposit towards the initial Area License Fee**
- **Finalize a development plan with Fuddruckers assistance, sign the License Agreement and pay the remaining initial Area License Fee**
- **Start your team training at Fuddruckers training restaurants and headquarters**

Join Our Fast Growing Global Business!!

