



The Tilted Kilt® International License Opportunity



"A Cold Beer Never Looked So Good."®

Tilted Kilt®



**Tilted
Kilt®**
PUB & EATERY

The Tilted Kilt® is more than just a restaurant, and so much more than a sports bar. Our fun, festive atmosphere makes us the go-to place to watch sports, enjoy a cold beer and hang out with friends.

We offer a delicious, mouth-watering menu, more than 30 draft and bottled beers to choose from and an extensive spirit selection. All of this, plus year-round, nonstop pro and college sports action on our 30+ HD screens.

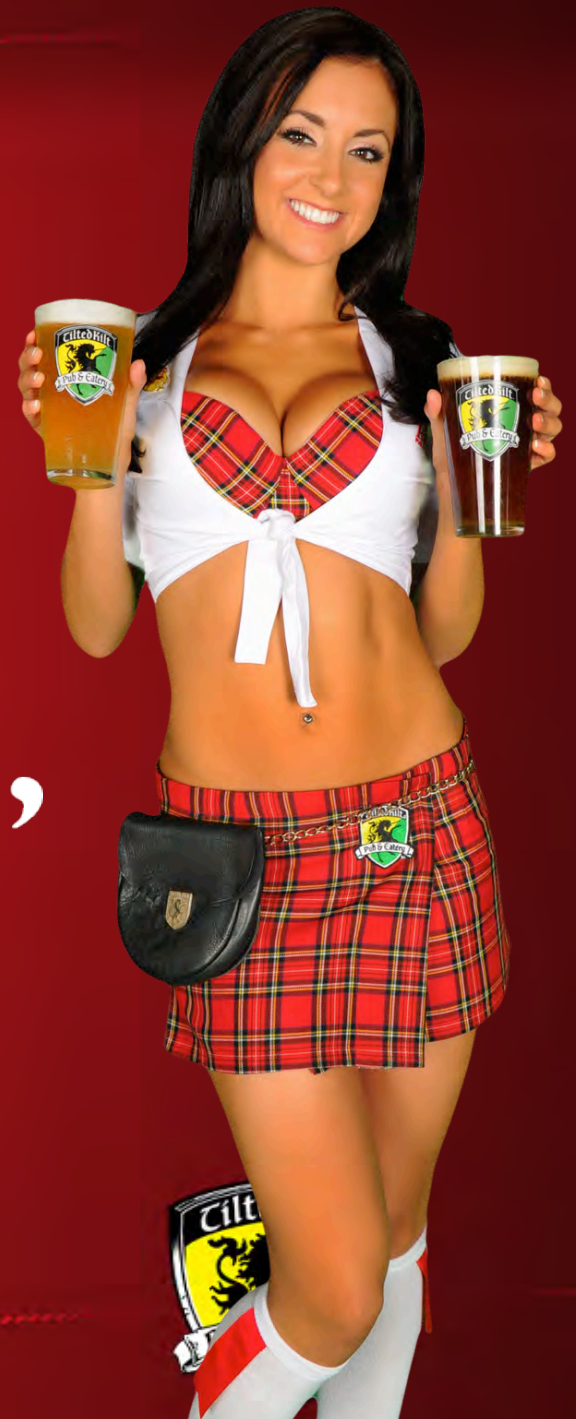
Of course, there's also our World Famous Tilted Kilt Girls.™ Beautiful and ever so friendly, everyone is eager to put a smile on your face and an ice cold beer in your hand.



Tilted Kilt®

Our Brand Slogan

**“A COLD BEER
NEVER LOOKED
SO GOOD”®**



Our Franchise

- **Founded in 2003 in Las Vegas, USA**
- **Headquarters in Tempe, Arizona**
- **Currently more than 100 Tilted Kilt® pubs open in the U.S. and Canada**
- **About 25 more pubs in development**
- **Now seeking Area Licensees in selected countries**

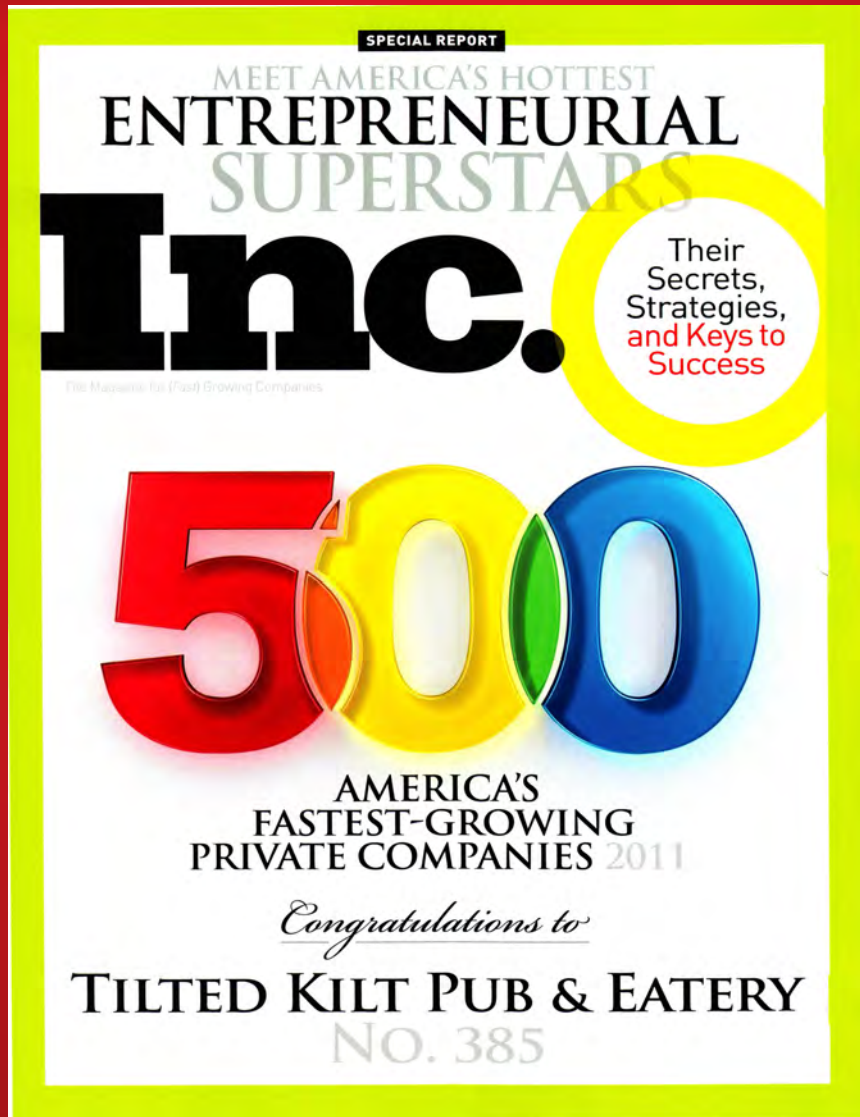


The Tilted Kilt® Metrics

- Typical size from 450 to 900 sq meters
- Average annual revenues: \$2.2 million
- Average ticket price in U.S is \$16.50
- 50/50 Alcohol & Food Ratio
- Standard 24+ Draught Beers, some with 48
- 30-40 HDTVs per restaurant
- Average 75 part-time employees



Tilted Kilt®



From our founding in 2003 to today, The Tilted Kilt® has shown good growth.

In 2013 The Tilted Kilt® added a number of highly experience F&B operator executives with a resulting growth from 85 to 100 units in a year.

With our expansion to Canada in recent years and now to selected other countries, we are truly building a global brand with quality and value for our customers and licensees.



The Tilted Kilt® On Wikipedia

The first Tilted Kilt Pub & Eatery was opened in the Las Vegas Rio Hotel and Casino in 2003 by restaurateur Mark DiMartino and business partners and co-founders Shannon Reilly and John Reynaud. The concept was a "contemporary, Celtic theme sports bar, staffed with beautiful servers." It took one hour after the concept meeting for Harrah's to contact DiMartino and inquire about immediate development.

Tilted Kilt describes itself as "a modern American, Irish, Scottish, and English sports pub". The menu is a mix of traditional and contemporary pub food, serving items such as fish and chips, "Sloppy Janes", and "Drunken Clams". Each bar features 24 beers, including flagship beverages such as Guinness and Harp Lager. The establishments are filled with televisions for sporting events and games such as billiards, shuffleboard, and darts are available for the patrons.

Tilted Kilt and its owner, Ron Lynch, were featured on the November 9, 2012, episode of Undercover Boss on CBS.

Update: as of October 2013, 85 Tilted Kilts are open and more than 25 in development in the USA and Canada



Our Vision

To be the best, most respected, most recognizable, and entertaining Sports Pub in the World, through unrivaled service and hospitality.

Our Mission

Tilted Kilt® is committed to creating an environment that will be conducive to developing a serving attitude.

Each attractive and caring cast member will then provide a fun and entertaining experience, while engendering a sense of belonging to each and every guest.



CEO Ron Lynch On 'Undercover Boss'



Tilted Kilt®

The Tilted Kilt® Difference

Special Brand Features	Tilted Kilt®	Hooters®	Twin Peaks®	TGI Friday's®	Chili's®	Outback®	Local Pubs
Ranked in the 2015 <i>Entrepreneur Magazine</i> "Franchise 500"	Yes	Yes	No	No	No	No	N/A
Celtic Pub Theme with Superb Décor Package - Works well in many countries	Yes	No	No	No	No	No	Some
Beer Selection - Minimum 24 to 48+ beers on tap, including local micro-brews	Yes	No	No	No	No	No	Few
Diverse Menu with Very High Food Quality	Yes	No	No	No	No	Yes	Few
Large Bar and Captain's Table	Yes	No	No	No	No	No	No
Proven Franchise Model - Over 100 franchised units open	Yes	Yes	No	Yes	Yes	Most units not franchises	No
US\$2 million Plus Average Single Unit Revenue	Yes	No	Yes	Yes	No	No	No
Kilt Girls® & Kilt Guys - Professional Casting	Yes	No	No	No	No	No	No
Strong Sports Theme - Includes unique entertainment and events.	Yes	No	Yes	No	No	No	Some
Minimum of 30 Flat Screen TVs with a global selection of sporting events	Yes	Some	Some	No	No	No	No
Destination Brand - Stand alone or mall based	Yes	Yes	Yes	No	No	No	Some
TK TV™ - Proprietary TV Network for Entertainment and Training	Yes	No	No	No	No	No	No

We are THE unique sports pub brand



Tilted Kilt®

Our Customers



- **Business Professionals, Managers, Technical & Service Industries**
- **75% Male, 25% Female**
- **From the 20s to seniors – average age is 37**





Our Customer Focus

Extensive training and guidelines for every cast member

High employee retention

All Tilted Kilt® owners and employees are “Brand Stewards”

Make the guest connection

TILTED KILT® COMMERCIALS

MIRAGE

http://www.youtube.com/watch?v=AC_amshCrVw&feature=share&list=PL832354A585214A60

ATTRACTION

<http://www.youtube.com/watch?v=1LbzsdabbjQ&feature=share&list=PL832354A585214A60>

DISTRACTION

<http://www.youtube.com/watch?v=AeU0v5W80kM&feature=share&list=PL832354A585214A60>

BAGPIPES

<http://www.youtube.com/watch?v=j44JSFGAeyA&list=PL832354A585214A60>

CLICK ON LINKS ABOVE TO VIEW VIDEOS



Tilted Kilt®

The Tilted Kilt® Costumes

HAIR

Camera ready at all times - clean, well groomed, highly styled and "done" - no pony tails, hats, accessories, headbands or any other visible materials permitted. No hairnets or colors allowed.

FACE PIERCING

Nose, lip, tongue, eyebrows, and any other face piercings are not allowed. You must remove any face piercings completely. No hand, side, corner, or clear jewelry allowed.

"CASSIE" LAPEL PIN

Worn on the right lapel and usually placed between both the lapel and shirt to avoid flopping. (T.O.B.T. and Calendar Girl Pins are worn on the left lapel).

SHRUG SHIRT

Must be clean, pressed, in good repair, and tied neatly between the breasts as shown. Tanning products and body shimmer/glitter are strictly prohibited as they destroy the costume.

NECKLACE

No chains are not allowed.

BELLY BUTTON JEWELRY

One small stud allowed. No dangles permitted.

BAR KEYS/CHECK PRESENTERS/TOWELS

Items are never to be tucked into, over, or on the costume.

SPORRAN

Worn on the front of the right thigh with a two inch drop. The sporrans should contain a wallet, order pad, and pens. Do not store cell phone, make-up, or personal items in sporrans. Cell phones are strictly prohibited on the floor.

BODY PIERCINGS

Strictly prohibited. You must remove any visible body piercings completely. No hand, side, corner, or clear jewelry allowed.

TATTOOS

Excessive or disasteful tattoos and/or body art are prohibited. Your managers have final approval on tattoos. Tattoos, face, neck and hand tattoos are highly discouraged. You must consult with management prior to getting any new tattoos or substantially changing your appearance.

FLASHINGS

Red flashings worn on the side of each calf, as shown. Flashings should be clean, free of wrinkles, with socks neatly tucked down over the flashing straps.

A SMILE

The single most important and appealing part of your appearance and costume. Grooming must be professional.

EARRINGS

Two earrings per ear maximum and they must be small studs. Gauges, hoops, dangles, large and gaudy earrings prohibited.

PLAID BRA

Must be clean, full, covering and a modest lace undergarment is prohibited.

MAKE-UP

Show quality, camera ready make-up. It is to be worn at all times and completed prior to starting your shift. Make-up is not to be too minimal or excessive and always done to best advantage your features.

ARM JEWELRY

No other arm jewelry or wristbands allowed.

NAILS

Immediately maintained, single color of red or pink shades, natural, or white tip French style. Dark colors are prohibited: black, brown, blue, purple, etc. No nail art or glitter allowed.

RINGS

Limit one per hand. Large "gaudy" rings are prohibited.

KILT

The kilt should be worn on the hips with the top of the kilt no lower than the hip bone. Kilt must fit, be buttoned, with no visible showing and the seams must be vertical when standing upright. Kilt should be centered on the side of the thighs. Underwear may not be visible at the side slit or waistband. Full covering undergarments are required.

PERSONAL HYGIENE

Will be held to the highest standard. Your appearance must be immaculate with no offensive odors or excessive perfume while working.

APPEARANCE

Once hired, any changes to your personal appearance are subject to management approval.

COSTUME

Should always be clean, in good repair, properly fitted and worn only at work or off site at an approved promotional event. Never cover or add any items to the costume while working. Modifying or altering the costume is strictly prohibited. Promotional buttons, accessories, headbands, body or face paint/decals may be allowed temporarily with manager approval.

SOCKS

Should be bright white, clean, free of holes, tears and runs. After folding over the flashing straps, the sock should be between 2 to 3 inches below the hemline. Any other leg coverage are prohibited.

SHOES

Black, single strap, Mary Jane style shoe with a 2 to 3 inch heel. Shoes must be new, clean, black and leather or faux leather. See your manager for shoe purchase information and final shoe approval.

Kilt Girl® Costume

The Kilt Girl® Costume is a Registered Service Mark

Reg. No. 4,002,092
Registered: Nov 23, 2011
Int. Cl. 35
SERVICE MARK
PRINCIPAL REGISTER

HAIR

Camera ready at all times - clean and well groomed. No hats, accessories, headbands or any other visible materials permitted. No hairnets or colors allowed. "Business is first - party is last".

FACIAL HAIR

Beard, clean and well groomed. Must meet local health code guidelines. Facial hair subject to management approval.

FACE PIERCING

Nose, lip, tongue, eyebrows and any other face piercings are not allowed. You must remove any face piercings completely. No hand, side, corner, or clear jewelry can be used to cover piercings.

BODY PIERCINGS

Strictly prohibited. You must remove any visible body piercings completely. No hand, side, corner, or clear jewelry can be used to cover piercings.

TATTOOS

Excessive or disasteful tattoos and/or body art are prohibited. Your manager's final approval on tattoos. Tattoos, face, neck and hand tattoos are highly discouraged. You must consult with management prior to getting any new tattoos or substantially changing your appearance.

BELT

Must be clean, properly sized and in good repair. (T.O.B.T. pin to be pinned to the first belt loop to the left of the belt buckle).

KILT

The kilt should be worn on the hips with the top of the kilt no lower than the hip bone and the hemline no lower than 3 inches above the knee. Kilt must fit, be buttoned, with no visible showing and the seam must be vertical when standing upright. Kilt should be centered on the side of the thighs with the back pocket on the right side of the behind. Underwear may not be visible at the side slit or waistband. Full covering undergarments are required.

FLASHINGS

Green flashings worn on the side of each calf, as shown. Flashings should be clean, free of wrinkles with socks neatly tucked down over the flashing straps.

SOCKS

Should be black, clean, free of holes, tears and runs. After folding over the flashing straps, the socks should be below the hemline. Any other leg coverage are prohibited.

A SMILE

The single most important and appealing part of your appearance and costume. Grooming must be professional.

NECKLACE

No chains are not allowed.

EARRINGS

Two earrings per ear maximum and they must be small studs. Gauges, hoops, dangles, large and gaudy earrings are prohibited.

SHIRT

Must be clean, ironed, pressed, tucked in, and in good repair. Tanning products are strictly prohibited as they destroy the costume. All contracted media and members wear the "skidz" logo shirt. NO EXCUSE WORDS.

RINGS

Limit one per hand.

NAILS

Well maintained. Nail polish/color prohibited.

ARM JEWELRY

No wrist chains. No other arm jewelry/wristbands allowed.

BAR KEYS/CHECK PRESENTERS/TOWELS

Items are never to be tucked into, over or on the costume.

PERSONAL HYGIENE

Will be held to the highest standard. Your appearance must be immaculate with no offensive odors or excessive perfume while working.

APPEARANCE

Once hired, any changes to your personal appearance are subject to management approval.

COSTUME

Should always be clean, in good repair, properly fitted and worn only at work or off site at an approved promotional event. Never cover or add any items to the costume while working. Modifying or altering the costume is strictly prohibited. Promotional buttons, accessories, headbands, body or face paint/decals may be allowed temporarily with manager approval.

BOOTS

Black, 15 length with 6" girths. Shoes must be new, clean, black and leather or faux leather. See your manager for shoe purchase information and final shoe approval.

Kilt Guy™ Costume



Our Team



We recruit our Kilt Girls® and Kilt Guys very carefully

They must have excellent people skills and above average intelligence

They are given weeks of customer service training and are constantly monitored for quality service to our male and female customers

We create a great working environment and are paid very well

A high percentage of our staff are college students

We have an excellent management training program so that our Team members can advance into managing a restaurant and even becoming franchisees



Tilted Kilt®

Our Food Is Great!!



Our flatbreads go well with beer!



CLASSIC FISH & CHIPS

A true pub classic. Cod fillets hand-dipped in Samuel Adams Boston Lager® beer batter served with creamy tartar sauce, french fries and pub-made coleslaw



CHICKEN TENDER SALAD

Our fresh lettuce blend tossed in your choice of dressing and topped with lightly battered chicken breast tenders, tomatoes, cucumbers, mandarin orange slices and red onions

And, of course wings



Tilted Kilt®



TK IRISH NACHOS

Fresh-cooked crispy potato chips covered with our signature Guinness® Beer Cheese Sauce, seasoned ground beef and tomatoes

**The Tilted Kilt® is known
for our exceptional
burgers**



Tilted Kilt®

High End, Comfortable Restaurant Interiors



Captain's Table and Main Bar

Superb Décor with 30+ HD Screens



Tilted Kilt®

The Tilted Kilt® Bars



24-32 draft beers

Seasonal brews

Local and imported beers

Specialty signature drinks

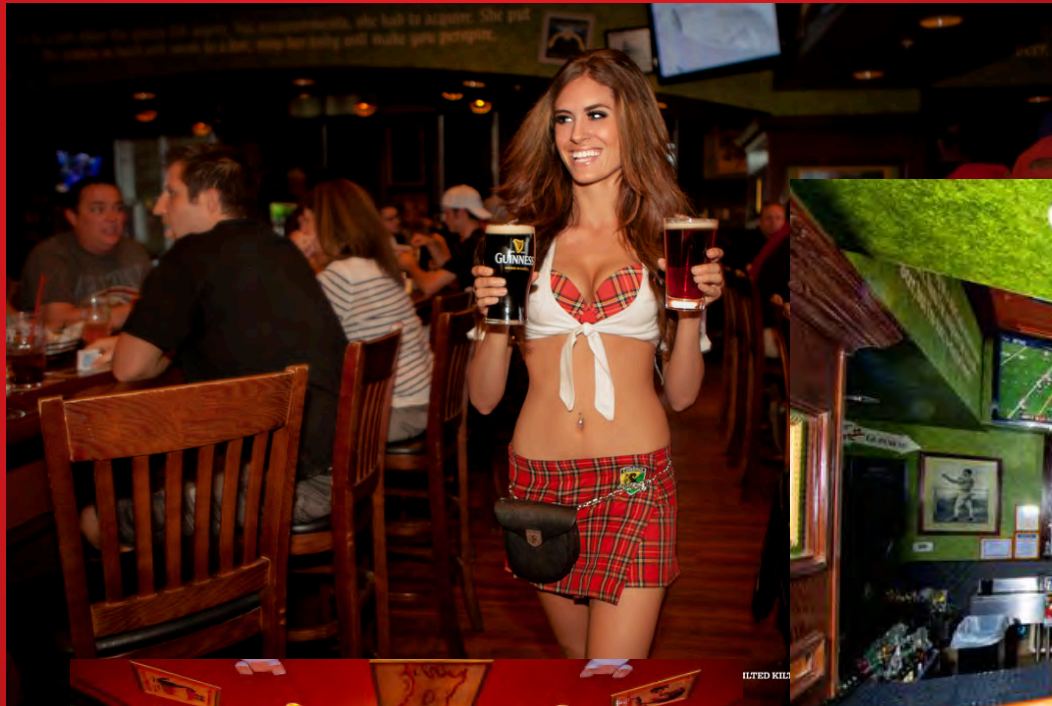


**The Tilted Kilt® is
the second largest
purveyor of
Guinness on draft
in the USA!**



Tilted Kilt®

Our Restaurant Decor



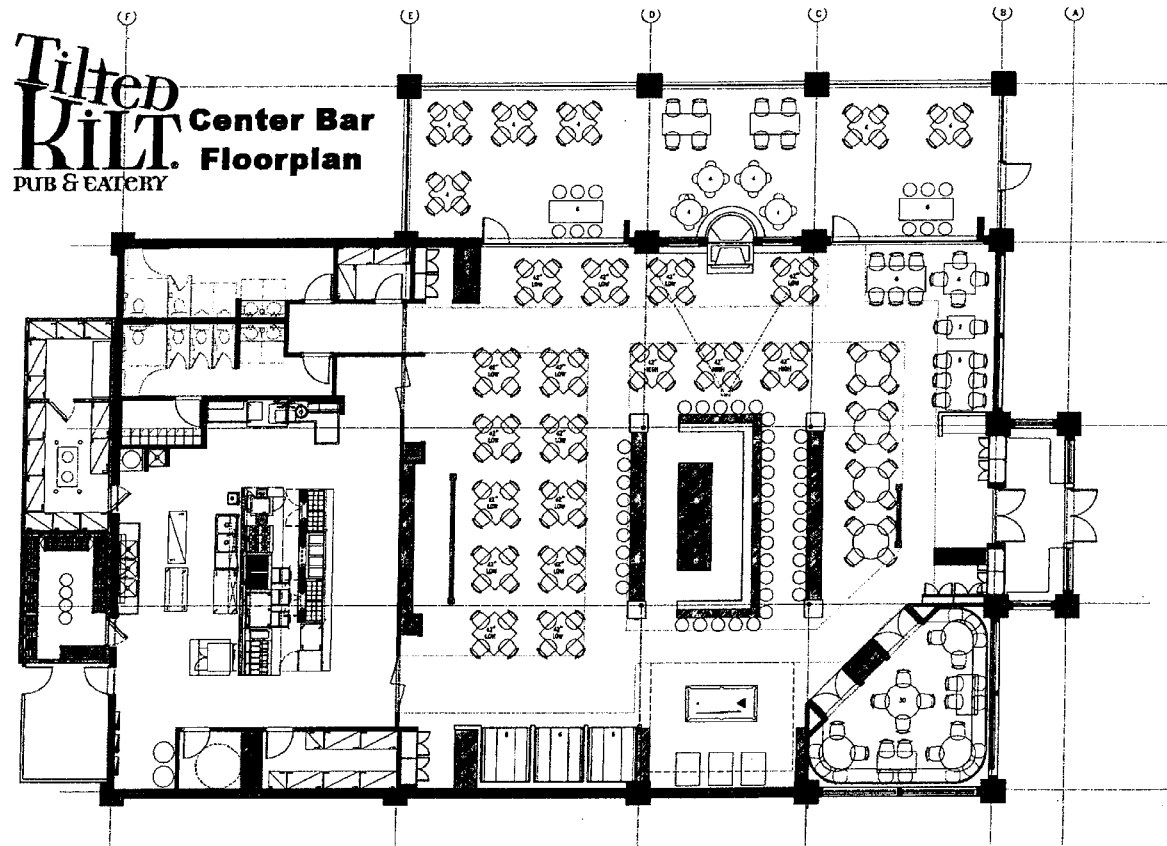
Tilted Kilt®

Restaurant Exteriors



Tilted Kilt®

Typical Tilted Kilt® Floor Plan

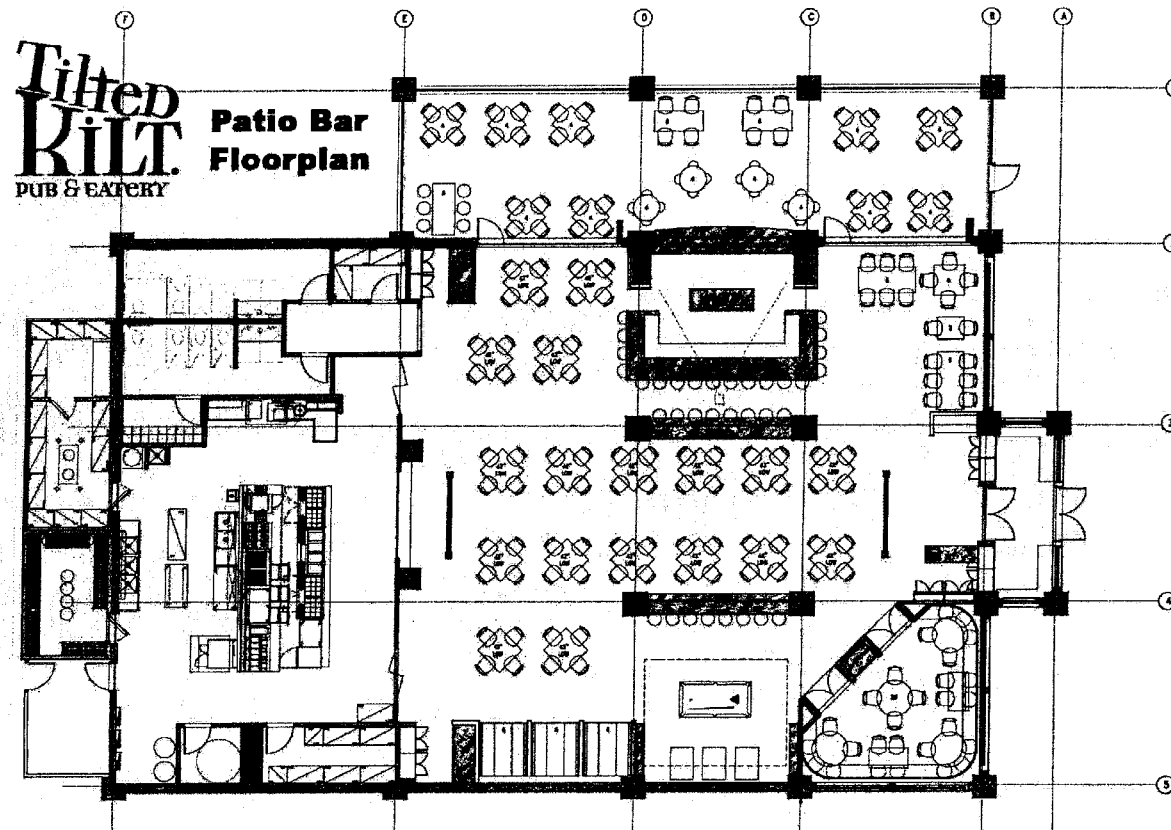


This layout
is for 450 to
750 sq m.

Main Bar and
Captain's
Table



Patio Dual Bar Model



This version
can be
500-900 sq m.

And it has a
main Bar that
opens on one
side out to
patio seating
plus the
Captain's Table



Area Licensee Support

- **Training**
 - Five weeks of training at the corporate headquarters in Tempe, AZ
 - Opening team at the site location the week before and after opening
 - TKTV (Closed Circuit TV)
 - Online Training Materials Available
 - FBC Support
 - Auditors
- **Marketing**
 - Social Media Training
 - Radio, TV, Print Media Materials + Support
 - In-House Creative Team for Marketing Materials
- **Construction**
 - Architecture & Design Standards
 - Procure brand specific elements
 - Develop timelines, milestones & checklists



Our International Licensees

Our International Area Licensee Profile

- Strong, marketing oriented company, involved in food related businesses
- Access to real estate with retail or hospitality development experience
- Experience with Western level food safety and quality assurance systems
- Experience in franchising preferred
- Access to a minimum of US\$1 million capital for each pub developed
- Access to supply chain resources
- Willing to take on a venture requiring a dedicated focus on restaurant and bar development, marketing and operations

Potential Area Licensee Candidate Companies

- Multi-brand food licensing groups experienced with western brands
- Successful companies and groups particularly from these sectors
 - Food service sector; retailing and other service related businesses
 - Real estate, property development and management businesses
 - Hospitality businesses
 - Developers and operators of shopping malls and retail centers
 - Food and beverage distribution businesses



Acquiring a Tilted Kilt® Area License

- 1) Complete the Tilted Kilt® Candidate Information Form (CIF) and the Confidentiality Agreement
- 2) Receive detailed business concept information, the financial model and the License terms and provide us with your detailed questions
- 3) Complete the Tilted Kilt® Area Licensee Checklist, clearly indicating the food and bar management and operations experience of your company
- 4) Provide Tilted Kilt® with financial information on your company
- 5) Conference call with a senior Tilted Kilt® Operations executive
- 6) Create a presentation showing the Tilted Kilt's market for your country, your company in detail and your plan for developing the Tilted Kilt® brand in your country
- 7) Attend meetings in the US to view current operations, to meet key Tilted Kilt® staff and executives, to present your preliminary business plan for development of The Tilted Kilt® business in your country and to learn about the resources available to The Tilted Kilt's international licensees
- 8) If approved by the Tilted Kilt® executive team, sign a Letter Of Intent and make a deposit equal to 10% of the initial Area License fee. Also receive The Tilted Kilt® area license agreement
- 9) Finalize a development plan with The Tilted Kilt's assistance, sign the area license agreement and pay the initial Area License Fee
- 10) Identify a single person as the main contact, conduct supply chain and first site discussions and start your team training at The Tilted Kilt® training restaurants and headquarters



Tilted Kilt®

**For further information on The Tilted Kilt®
area licensee for your country please
contact Ray Hays
on +1 714 797 3386 or at
rhays@edwardsglobal.com**

EGS has the exclusive rights to market The Tilted Kilt® worldwide

