

Baseline Qualifications:*

- Min. Net Worth: \$500k
- Available Cash: \$200k

A GREAT INDUSTRY. A POPULAR SEGMENT. AN AMAZING FRANCHISE OPPORTUNITY.

2019 CONSUMER FACTS:**

- 9 in 10 consumers say they enjoy going to restaurants.
- 3 in 4 consumers say dining out with family and friends is a better use of their leisure time than cooking and cleaning up.
- Two-thirds of consumers say their favorite restaurant foods provide flavors they can't easily duplicate at home.
- 4 in 10 consumers say restaurants are an essential part of their lifestyle.

2019 INDUSTRY FACTS:**

- Restaurant industry sales are projected to total \$863 billion, equal to 4 percent of the U.S. gross domestic product.
- The restaurant industry is projected to employ 15.3 million people—about one in 10 working Americans.
- The restaurant industry is expected to add 1.6 million jobs over the next decade, with employment reaching 16.9 million by 2029.
- Sales per full-time-equivalent employee at eating & drinking places in 2018 were \$82,000.



**NOW 70+ LOCATIONS IN 10 STATES
OPENING IN FLORIDA IN 2020
WINGSETCFRANCHISE.COM**

WINGS ETC. GRILL & PUB: GOOD FOOD. GREAT TIMES.



*An offering can be made only by delivery of a franchise disclosure document. Certain states require that we register our franchise disclosure document in advance. We offer franchises only in states where our franchise disclosure document is registered, if required. ©2019 Wings Etc. Inc. All rights reserved. Franchises independently owned and operated. **National Restaurant Association "2019 Restaurant Industry Fact Book." Visit restaurant.org.

OUR TEAM AND **OUR SYSTEM** GET YOU IN THE FAST-MOVING BAR & GRILL RETAIL GAME...



FAST START: ASSISTANCE WITH...

- Business Pro Forma • Site Selection
- Buildout Support • Permitting • Financing Resources



AN EFFECTIVE, EVER-IMPROVING SYSTEM

- Startup Checklist • Operations Manuals • Construction Manual
- Proprietary Kitchen Design • Multiple Retail Options
- Bar Ops. Best Practices • Proprietary Menu & Ingredients



COMPREHENSIVE FRANCHISE OWNER & TEAM TRAINING

- Training at Fully Operational, Certified Training Location
- 6 Weeks for Owner/Equity Manager (OJT)
- 4 Weeks for Asst. Managers • In-Store Pre-Opening Setup
- Operations Team Support Pre/Post Opening



"ALWAYS-ON" FRANCHISE SUPPORT TEAM

- FDM Phone, Email, Online Meetings, Store Visits & Coaching
- Real-World-Wings-Etc.-Experienced FDM Staff
- Financial and Operational Tools/Systems
- Intranet Connections to Documents, Checklists, Etc.



MEMORABLE MARKETING & ADVERTISING

- In-House Ad Agency: Creative, Media Buying & Consulting
- Unique, Popular Brand Personality & Marketing Style
- System-wide and Local Marketing Planning/Implementation
- Traditional, Digital & Social Media Services • Email Marketing



GRAND OPENING ASSISTANCE

- Social Channel Setup & Email List Building
- PR Communication to Local & Regional Media
- Grand Opening Marketing & Media Plan



TECHNOLOGY- OPTIMIZED TO DRIVE SUCCESS

- Automated Data Collection & Reporting
- Daily Local & System-Wide Performance Numbers
- Intranet Portal for 24/7 Communication & Support
- Digital Advertising, Social Media & Ratings Site Interface
- Online Ordering System & Mobile Pay



APPROVED SUPPLIERS

- Gen'l Contractors • Architects • Furnishings/Fixtures
- Kitchen Equipment • Food/Materials Distribution
- Group Negotiating & Buying Power

FIND OUT MORE @ WINGSETCFRANCHISE.COM

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