craveable brands.

red rooster · oporto · chicken treat



We are a Franchisor that owns three iconic Australian food brands and supports:

over 400 small business owners • operating 600 restaurants
that employ a work force of 12,500 people • who serve over 1 million customers per week

FRANCHISES AVAILABLE ACROSS AUSTRALIA - ENQUIRE TODAY

Leisha.fontana@craveablebrands.com | manal.haydar@craveablebrands.com

craveable brands.

We love people. We love food.

Using our enviable scale, capability and expert support systems, we partner with passionately customer centric Franchise Partners to build and operate successful food businesses.







oporto

red rooster

chicken treat



KAREN BOZIC
GROUP CEO

Craveable Brands has never been stronger.

At Craveable Brands, we operate almost 600 fast food chicken restaurants under the Red Rooster, Oporto and Chicken Treat banners. We are Australia's largest born and bred QSR with a proud Australian heritage, and I am honoured to say our businesses and our people have continuously been at the forefront of providing communities across Australia with meals every day for over 50 years.

Historically, QSRs have performed strongly during times of economic uncertainty because, put simply, people have to eat. It's been a challenging couple of years but also a real privilege to have been able to grow our business and execute our strategy, readying our business for its next successful chapter.

The way the Craveable team, our Franchise Partners, supply partners, our industry and industry bodies have come together to face the challenges of the COVID crisis has been incredibly rewarding. It is a testament to what an incredible industry we operate in and what a great business we are.

We've delivered record sales, built customer and Franchise Partner confidence and shaped strategies across our three brands. Those strategies have been delivered ahead of schedule, placing our brands in prime positions for expansion.

Our strategy has involved prioritising digital and convenience leadership to support customers, Franchise Partners and their teams. Drive thru and delivery have been powerhouse growth channels and given prominence, as well as investing in kiosk and award-winning self-ordering technology. And of course, we have continued to innovate around our menus and invest in our stores.

Sales across all three brands have grown significantly over the last 24 months. This sales uplift has given our Franchise Partners and Craveable confidence to rapidly accelerate new store expansion. We have a record number of new stores across our brands approved and ready to go. We are looking for great Franchise Partners who are customer-centric and want the support of a great franchise network to realise their ambitions.

TOGETHER WE MAKE A DIFFERENCE

craveable brands.

craveable brands. brings together a team of agile, ambitious and forward-thinking industry specific experts to support its national and international franchised restaurant network.

It's the collective focus on people and food that empowers Craveable Brands to strive for excellence for its employees, Franchise Partners, restaurant teams, suppliers and consumers alike.



Chief Financial Officer
Tim Fawaz



Group CEO
Karen Bozic



CEO Chicken Treat
Mimma Battista



CEO Oporto
Samantha Bragg



CEO Red Rooster
Clint Ault



Chief Development Officer
Simon Thompson



Chief People Officer
Kathryn Farnell



All the franchising support you need

There is much to consider when buying a food business, but as a new Franchise Partner, you will have a team of experts there to guide you through the process and ensure you'll have everything you need to hit the ground running. So you don't have to know anything about food or chicken franchises before you jump in. You just need to bring along your customer focussed approach, your business skills and a positive attitude to immerse yourself into our proven processes and procedures. Before your store opens, we'll take you through our comprehensive training program. We'll even provide a turnkey operation if you're opening a new build. There's no construction management, no fit-out decisions and no fuss.

Draw on the buying power of a national giant

As a member of the larger Craveable Brands family, you'll benefit from unparalleled group buying power. We do all the hard supply chain work for you, and we're set up to weather any storm. That means you won't have to manage all the details that independent operators have to worry about.



Clint Ault
CEO, Red Rooster

red rooster®

With over 350 stores Australia-wide, Red Rooster is one of the most recognised food franchises in Australia. A staple Australian brand for decades, the modern Red Rooster draws from its well-loved history while moving into a modern and innovative future.

Red Rooster has been an Australian staple for over 50 years now, what is it about Red Rooster that has made it so special to Aussies? Red Rooster is well and truly Australia's first and favourite chicken shop. We are an Aussie born and bred business that over the years has employed tens of thousands of people, given Aussies the opportunity to become business owners AND most importantly, has shaped the history, food landscape and culture of this country for five decades.

What can customers expect from Reds as it moves into the future? Even though we've been Australia's favourite for over five decades now, it's safe to say we're just getting started. We've recently renovated our menu, reset our service standards and refreshed the design of our restaurants. Red Rooster will continue to move and change with the times becoming more relevant in everyday life and culture. We will continue to evolve, and our network and reach will grow.

There are many successful franchise partners in the Red Rooster network, what are the key skills they have in common that results in their success? The ability to connect and respect all people including crew members, customers, suppliers and brand representatives; a commitment to operational excellence with a safety first mentality; business acumen and a passion to develop and grow; and of course a passion for our brand.



What role does technology play in the future of Red Rooster? One of the pillars of Reds' brand transformation has been improving technology to drive sales growth. Recently we introduced customer facing ordering technology such as kerbside pickup, in restaurant kiosks and QR Code ordering, as well as implementing operational technology advances such as aggregator integration, reporting platforms and drive thru monitoring. This is only the tip of the iceberg though; we have even bigger plans for what lies ahead.

How has the Red Rooster marketing support evolved over the past two years and what impact has it had on customer visitation? Significant changes across all elements of marketing are driving substantial customer growth with both new customers and greater visitation by existing customers. We have also worked hard to develop a new brand positioning that includes updated brand marks and our new tag line of "The Roosters Calling" (which is a call to action to listen to your inner rooster and indulge those cravings).



Red Rooster currently has over 350 restaurants across Australia... what are your plans for expansion? Our recent brand changes are yielding significant positive results - we're one of the fastest growing brands in the category for customer traffic and sales. We're ready to build more restaurants and move the dial even more. We currently have big plans for every market. We've bulked up our development resources to expand with our current franchisees as well as invite new ones to the brand. As a much loved brand, there is great opportunity for growth in metro, suburban, regional and rural areas across Australia.

What is your role in leading the Red Rooster brand into the future? I'm laser focused on growth and development for the brand and all its people. In particular, increasing the financial health of our franchise partners. I am also responsible for the development and implementation of brand strategy and attending to the cultural needs of the ever-changing Red Rooster brand. With my dedication to our people – customers, crew and community- I will champion our brand's and business' values, mission and code of conduct.

OUR RESTAURANTS

We're currently rolling out our new Red Rooster restaurant designs across existing and new restaurants. We are ensuring our new restaurants occupy great locations in high traffic areas and have designed the layouts with central access in mind. Drive-thru, click & collect, curbside pick-up and kiosk-style ordering all mean there's a dining and ordering option available for every type of customer.

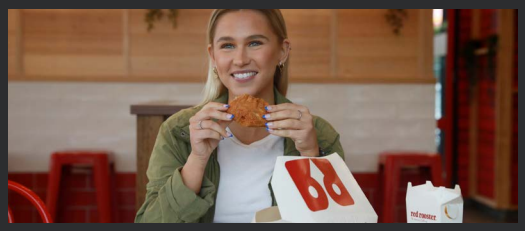






OUR FOOD

Our focus on roast chicken has never waivered, and in a strategic move to diversify the menu and attract a broader customer base, we have introduced a new fresh chicken product to our menu that is proving to be areal crowd pleaser... Crunchy Fried Chicken.







OUR PEOPLE

We're always on the look out for potential new Franchise Partners that have a clear focus on providing exceptional customer service and food quality as well as business acumen and leadership.





The Rooster's Calling



Samantha Bragg
CEO Oporto

Like hitting the road with your favourite friends and playlist. When small talk turns into tall stories. Belly laughter with a full belly. On the beach. In the moment. And coming together to devour flame grilled Portuguese style chicken that's 100% Australian and RSPCA approved. Feels good, tastes great. It's what Oporto is all about.

It's why founder Antonio Cerqueira first started serving up delicious flame grilled chicken and our now famous original chilli sauce back in 1986 from a small shop in North Bondi. He knew that when you combine the goodness of the sun with flavourful food and the moments and people you love, then life tastes pretty good. Nearly four decades later, we're still cooking up and serving the same vibrant food experiences in over 180 stores across Australia.

What's unique about Oporto in the QSR industry? Our story. Oporto combines the spontaneity, passion and colourful personality of Portugal with the carefree attitude of our Bondi beginnings. We're all about being true to our inherently spicy self, and embracing life in full colour (and full flavour)! Our customer experience is what makes us distinctive. The way we serve our food and the experience we provide is just as important as the food itself.

What is your role in leading the Oporto brand into the future? Oporto is an incredible local success story. My role is to remain curious and continue to seek ways to grow the brand while ensuring that everyone is aligned to delivering the food and experience that remains authentic to the brand's heritage. I need to know where Oporto can win and ensure that everyone is aligned to that common goal.

What's the most rewarding part of being the CEO? Watching our customers love our food and experience and listening to the feedback they provide. Taking this customer feedback and improving our offer allows us to continue to be one of the fastest growing brands in the market. Nothing makes me prouder than using this insight to see not only the brand grow, but our people grow - allowing our Franchise Partners to flourish. Often it's the individual success stories that make me sit back and appreciate the great work the brand has done, from hearing our young team members present their stories and ambitions at our annual award ceremonies, to supporting more women in our network become Franchise Partners.

What makes Oporto a unique business opportunity? Our love for people and our love of food. Our purpose at Oporto is to create vibrant food experiences that feed the soul. We have a network of great Franchise Partners because we partner with people who not only love the Oporto brand but share that purpose and are committed to delivering outstanding customer and food experiences.

What do you look for in Franchise Partners? It's important that Franchise Partners not only have a love of the Oporto brand but that they are aligned to our ambition across our food, our experience and our culture.

What are the characteristics of Oporto's most successful Franchise Partners? To succeed as a Franchise Partner you have to understand the importance of three key areas; the brands' operational standards, the safety and development of team members and the safety and satisfaction of our customers. If you have an unrelenting focus on these areas, you will reap the rewards. Critical to our success are our people, or as we like to call them, our familia. They are a huge part of our brands DNA and they ensure that our customers feel as though they are welcomed into our home.

Sydney is the home of Oporto and now has over 90 stores satisfying customer cravings in a big way... is there room for expansion in this market? There is still significant room for expansion in Sydney across all our formats and with Sydney being one of best performing markets there is always a waiting list of Franchise Partners ready to expand with us. We have also recently moved into larger regional centres and these restaurants are performing well above our initial expectations.

Melbourne has become a booming market for Oporto for customers and Franchise Partners alike over the past few years... why is it so popular and what are the growth plans for this market? Melbourne has a young, urban population that is adventurous with their food and Oporto offers a distinctive fast food experience unlike other offers in the market. Our fresh, colourful, and flavourful food is particularly well suited to this market.

What does the future of Oporto look like? Innovation and customer convenience are top priorities at Oporto! We're making sure that all our restaurants and outlets can offer a range of options to their customers across our menu items and ordering technology. With an increased interest in healthy eating habits, our menu innovators have been busy creating options to suit every customer. We're also expanding our customer-centric options for ordering to include more click & collect, more drive-thrus and more catering.

OUR RESTAURANTS

Over the next three years we will be opening 15-20 new stores every year with a particular focus on drive-thrus. Our dedicated property team handles every side of property and development to maximise high traffic potential. We select sites carefully, negotiate the lease, commence design and the build. Every new store gets expert attention with particular care paid to the best location, design, cost, fit-out and ambience.





OUR FOOD

Oporto is a little different to most food franchises because our food looks and tastes like homemade recipes, and our restaurants smell like a family kitchen.

We are giving people what they want through our incredible flavours, wide range of options including our flame grilled chicken and burgers through to vegan & vegetarian options and salad bowls.

Our goal is to bring people together, let them escape the mundane and enjoy our generous servings in a friendly, welcoming atmosphere.

OUR PEOPLE

Oporto has always been full of style and flair, but we are most proud of our focus on customer service.

Our head office team along with our Franchise Partners have a laser focus on providing quality leadership to ensure that customers are at the centre of all decisions.

When we are looking for new Franchise Partners to join our family, customer centricity is a vital trait we look for... after all, customers are at the centre of our success.





chicken treat



Mimma Battista
CEO, Chicken Treat

The Legend is here...and with legendary chicken comes big opportunity! Chicken Treat is a hugely popular Western Australian brand with superpower potential. We've been a WA favourite for more than 40 years, and with a new look and in a new era, we've broken borders into the Eastern States!

How would you describe Chicken Treat to someone who has not experienced the brand before? We're a W.A. born fast food chain with over 46 years of experience cooking chicken to perfection across a multi pillared menu of rotisserie chicken, fried chicken and burgers. We're committed to surprising and delighting our customers through unapologetically indulgent chicken, innovative food and contagious smiles, to deliver profitable growth.

What makes Chicken Treat different to other QSR businesses? Chicken Treat is the ultimate light-hearted fun chicken destination serving "unbutton your belt" style food with a unique flavour profile. We're the lovable rebels of the QSR industry, unafraid to break rules and push boundaries. We bring different flavours to the table, different food innovation and in different formats... you might not get a normal tomato sauce at Chicken Treat – but you might get a cola barbecue sauce or a sriracha mayo ... something the other QSRs don't carry.

Chicken Treat has always been an iconic West Australian brand, and is now growing exponentially – why has it been so successful? Chicken Treat has undergone a major brand transformation in recent years, the success of which is evident through our store sales figures and store growth strategy. Chicken Treat was the fastest growing chain (in terms of traffic vs 2020) compared to all other key QSR operators in Australia (Crest Data Quarter ending March 2023). Our success is due to our hardworking and passionate franchisees, our commitment to innovative food development, strong leadership and the support of Craveable Brands.

Chicken Treat recently broke borders and opened in NSW & ACT! How are Sydney-siders responding to Chicken Treat? Chicken Treat broke borders in 2022, opening two stores in Sydney in the past year - the first Sydney Chicken Treat store opened in western Sydney at Eastern Creek Quarter and has been a hit, and our second store opened soon after, at Crow's Nest on Sydney's north shore. Our successful Sydney restaurant openings have been met with incredible support and positive feedback from customers and press alike. The feedback we've received from our customers since opening has been outstanding and we're so happy our new customers are getting to experience what WA locals have loved for decades.

With such strong presence and success in WA, why did you decide to take the brand interstate? After experiencing record sales growth attributed to solid strategy, and a successful brand relaunch, the brand was in a strong position for national expansion. With a clear vision and strong strategy, paired with a team of experts with a passion to succeed, Chicken Treat is primed to partner with more franchisees and expand its footprint of restaurants across the Eastern states (and continue expanding in WA too!)

On the back of such strong growth, how big is this national expansion going to be? Chicken Treat plans to open another 25 stores around Australia within 18 months, 13 of which will be in the Eastern States of Australia. For the past 40 years, Chicken Treat has been serving up fun, contemporary and tasty food to hungry Western Australians, and we aren't slowing down now! It's only getting better – crazy fun menu options, family-friendly store designs and a host of new technology is currently being rolled out, and we can't wait to share it with more locations across Australia!

How are you supporting the expansion of the brand on the East Coast? We created a significant and robust marketing strategy to support the launch of the brand and the stores on the East Coast. We're also offering additional operational support and flexible incentives available for debut candidates.

OUR RESTAURANTS





There is no shortage of style in our new stores and across our uniforms and packaging designs; cementing our brand as the youth-driven, family-friendly quick-service champion it is. This fun and vibrant style is consistent across our marketing, social media and signage, meaning we are one of W.A's most colourful and recognisable brands. It also means that we are one of the best food franchises to own in the Instagram age. In our stores, the selfie opportunities are plentiful.

OUR FOOD







We surprise and delight our customers through unapologetically indulgent chicken, innovative food fun and contagious smiles to deliver profitable growth. We make what customers are craving. Our Franchise Partners know that our development teams will keep dreaming up the crazy-tasty food, and that'll keep the customers rolling through the door.

OUR PEOPLE







We pride ourselves on exceptional service and crazy good food. We are leaders, we push the boundaries and we are focussed on building long lasting businesses that are the heroes in every community. This is a powerhouse dream team – talk about enthusiastic go-getters who are fuelled by business excellence, delicious food and customer-centricity.

craveable brands.

red rooster oporto chicken treat

Whether you simply want to know more about our business opportunities available or have decided to become a Franchise Partner with one of our brands, the next steps are outlined below. The first two help us better understand who you are and comply with the legal requirements to discuss financial matters openly – in business, this is an important discussion.

Enquire

Go to the franchising page on our website and complete the short application form. Once complete you will then receive a confirmation email requesting that you ensure your details are correct.

Confidentiality

This is really important. Completing a Confidentiality Agreement is a legal requirement which will enable us to freely discuss financial details. Please note that this is not your commitment to purchase a business from us, this is a requirement so that we can continue our conversations.

Due Diligence

Upon receiving your completed forms, our Franchise Manager will call to discuss next steps and arrange a meeting. This will be followed by a day in store; reference and asset checks; finance pre-approval and the creation of your business plan and cashflow projection. Craveable Brands will also consider your current understanding of workplace laws compliance and undertake a rigorous assessment of any prior conduct when considering entry into the network.

Discover your future as a Franchise Partner! Make an enquiry with us to learn more.

Meet The Team

It's important you meet our management team as they are integral in your business success. An interview with the State Manager and the CEO will be arranged. This is a great opportunity to present your plans and hear about the future of the brand.

Training

To ensure you understand our systems and processes, and that you are fully equipped to open your restaurant, you are required to undertake our 8 week training program which is a combination of classroom and instore training. Training will include education on workplace laws applicable to your business and the compliance measures developed by Craveable Brands to ensure these laws are adhered to.

Receive Final Sign Off

Fully trained with an amazing business plan, you are officially a Franchise Partner for your chosen brand and have the keys to your business. Our team of experts will always be by your side assisting and guiding you.

Open Your Store



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Keep up to date with new developments across our brands, follow us in Craveable Brands, Red Rooster, Oporto, Chicken Treat