craveable brands.

JOIN AUSTRALIA'S MOST



red rooster

oporto

CHARGRILL CHARLIE'S

chicken treat

craveablebrands.com/franchising













Our kind of people. Our kind of food.













OUR FOOD

Craveable Brands is home to some of Australia's most loved and recognised quick-service restaurant (QSR) brands - Red Rooster, Oporto, Chicken Treat, and Chargrill Charlie's. With a nationwide footprint of over 600 restaurants, our brands are deeply woven into the fabric of Australian society. From busy cities to regional towns, stadiums to shopping centres, Craveable Brands restaurants are where Australians come together to share great food and great moments.

The QSR industry continues to thrive, now valued at $23 billion, and chicken remains a clear favourite, with Australians consuming an average of 50kg per person each year. As a leader in this high-demand sector, Craveable Brands is continuously evolving to meet customer expectations - modernising menus, embracing new technology, and expanding into high-growth locations. Our brands are not just growing in footprint; they are growing in customer demand and loyalty.

At the heart of our success is our commitment to our Franchise Partners. We bring together industry-leading expertise in operations, marketing, technology, and food innovation to support and empower every franchisee. From streamlined supply chain solutions to comprehensive training and business support, we provide the tools and guidance needed to run a successful, future-proofed restaurant.

Craveable Brands is more than just a franchisor - we are your business partner. Our brands combine heritage with deep customer loyalty, and modern design with contemporary food.

> With rising consumer demand, a thriving industry, and a powerful support system behind you - **there's never been a better time to partner with Craveable Brands.**



A BUSINESS BUILT TO LAST & A FUTURE OF OPPORTUNITY!

Network of 325 restaurants and growing to 347 in the next few years.

When it comes to classic food franchises, few brands in Australia hold the recognition and trust of Red Rooster. With a rich history spanning over five decades and over 325 locations across the nation, Red Rooster is an iconic brand with a strong national presence.

For generations, Australians have turned to Red Rooster to satisfy their chicken cravings. As Australia's first and favourite chicken shop, and the only fast-food company that truly specialises in both roast and fried chicken, we have earned a special place in the hearts of Aussie customers. But while our history is built on tradition, our future is driven by innovation and customer demand.

Here's why investing in Red Rooster is a smart business move:

- A Proven Business Model: With over 50 years of operational expertise, our franchise model is designed for sustainable growth and profitability.
- Established Brand Recognition: Red Rooster is an iconic and trusted name, meaning Franchise Partners benefit from immediate customer loyalty and high brand awareness.
- Multiple Revenue Streams: We continue to expand our menu offerings, restaurant formats and digital ordering capabilities to increase sales opportunities.

> With franchise investment opportunities starting from $450K, depending on restaurant size, fit-out, and location, now is the time to invest in a brand with strong foundations and a bold future.







The Rooster's Calling



A PORTUGUESE INSPIRED FOOD BRAND GROWING RAPIDLY!

Network of 212 restaurants across Australia and forecasted to grow to 250+ in next 3 years.

Oporto is one of Australia's most recognisable quick-service restaurant brands, bringing the vibrant flavours of Portuguese-inspired flame-grilled chicken and burgers to customers across the country. With its upbeat, contemporary branding, and vibrant, modern menu, Oporto has carved a unique space in the QSR industry, standing out as the home of Portuguese inspired flavours.

Right now, Oporto is in a period of rapid growth, driven by strong customer demand and a relentless focus on fresh, flavoursome Portuguese inspired food. Australians can't get enough of our signature Portuguese flame-grilled chicken, and burgers, including the iconic Bondi Burger and we need more passionate Franchise Partners to help us expand into key locations across the country.

Oporto is more than just a fast-food franchise.

It's a brand with a story. Inspired by our Portuguese heritage and an unwavering commitment to quality, Oporto's focus on fresh ingredients, quality product and crave-worthy Portuguese inspired flavours, makes it stand out in a highly competitive market.

We're not just selling food; we're serving flavour, quality, and a fresh take on QSR dining. And with a network of passionate Franchise Partners, the Oporto family is growing stronger every day.

> Investment levels starting from $450k, depending on the store format and fit-out, there are opportunities for entrepreneurs at all levels to become part of the Oporto success story.







PORTUGUESE CHICKEN & BURGERS



A BOLD BRAND WITH BIG AMBITIONS!

Thriving network of 64 restaurants and growing to 70 in next 3 years.

Soon to celebrate 50 years of success, Chicken Treat has built trust, expertise, and a loyal following. As a WA favourite, we know exactly what people crave and the proof is in store locations, our store designs and of course our food offering. From flavour-packed rotisserie and fried chicken to premium breast fillet burgers and signature snacks, our menu continues to evolve, keeping customers coming back for more.

Chicken Treat is a brand that dares to be different, blending tradition with innovation. With vibrant store designs, exciting new menu options, and cutting-edge technology, we're making the Chicken Treat experience bigger, better, and bolder than ever.

Why invest in Chicken Treat?

With 64 locations across WA, our proven success speaks for itself. Now, as we enter a new phase of expansion, we're looking for passionate Franchise Partners to grow with us.

With a strong brand and a loyal customer base, Chicken Treat Franchise Partners can grow their business with the support of Craveable Brands, a business partner with a proven track record of success. The fast-food and chicken markets are rapidly expanding, presenting exceptional opportunities for growth. As part of our successful franchise network, you'll benefit from comprehensive support, a tried-and-tested business model, and continuous training designed to drive your success.

Join the Chicken Treat family and unlock the potential of a highly rewarding business opportunity.

> New shopfronts and drive-thru restaurants are available, with franchise investment opportunities starting from $400K, depending on store size and fit-out.







THE CHICKEN HEROES!

CHARGRILL CHARLIE'S



A BRAND BUILT ON QUALITY, COMMUNITY, PEOPLE AND GROWTH!

Network of 24 stores set to double in size over the next 3 years with exciting plans to add a new market in Queensland.

Chargrill Charlie's is embarking on expanding the brand with talented, passionate people that love customers, leading a team and gourmet food. Currently with 24 stores throughout Sydney and Melbourne, the brand has ambitious plans to double the size of the network and expand into the QLD market.

Since 1989, Chargrill Charlie's has been famous for homestyle cooking with fresh, vibrant ingredients, hand crafted meals made to order as well as a large range of food to meet any occasion. Whether it be a delicious chicken, mouth watering salads, the rotation of hot bar items or a quick snack of devil wings, schnitzels and chips, the team mission is to create the extraordinary in everyday moments.

Why invest in Chargrill Charlie's?

- It's local and loved. Strong brand recognition where operated.
- The food – if you love food, you will love Charlie's
- Multiple day parts for customers – morning, snacking, lunch, dinner and later night trade off premises and on premise.
- Support from great franchisees, great people and subject matter experts in each field from training, employee relations, marketing, finance, operations, supply chain, information technology and more.

> With a strong foundation, growing demand, and a future-focused model, there's never been a better time to join Chargrill Charlie's as we continue to open new shopfronts, with investment opportunities starting from $900k.







Gourmet food at it's best





WHY CHOOSE US?

- The QSR industry is worth AU$23 billion
- We have 600+ restaurants Australia wide
- Chicken is the go-to protein for millions every day
- Our brands are thriving and growing





WE SET YOU UP FOR SUCCESS

MARKETING

We collaborate with internal and external partners to drive top of the line campaigns, innovations in CX, food and awareness that attract, retain and grow for maximum profitability.

TRAINING & DEVELOPMENT

Using our industry knowledge and expertise we deliver bespoke training to ensure Franchise Partners have the tools, knowledge and confidence to operate successful food businesses.

PRODUCT MENU

Using our expertise in food science and consumer trends we formulate and create innovative food products to deliver new experiences that Franchise Partners can implement in their stores for profitable outcomes.

PROPERTY

Using the scale of our property portfolio, industry relationships and negotiation skills we streamline the rental, build and refurbishment of stores so we can offer Franchise Partners the best opportunities to operate a successful food business.

TECHNOLOGY

We manage and maintain efficient tech solutions and develop bespoke initiatives to future proof and streamline Franchise Partner processes and drive sales growth.

SUPPLY CHAIN

The fact that you are part of Craveable Brands provides some pretty serious buying power. Our supply and quality assurance team negotiate the deals and tenders, working with suppliers to make sure you always have a smooth product supply.

DIGITAL

Make data driven decisions. Using world best digital platforms and customer data insights, we drive Franchise Partner results through targeted timely offers that deliver to more customers, more often.

PEOPLE

Enjoy streamlined recruitment and HR. Our proven tools streamline the recruitment process and attract the right talent so we can help Franchise Partners onboard, engage and motivate their team to do their best work, every day.

OPERATIONS

Our meticulous food safety and quality control system continuously audits our suppliers, products and equipment to ensure Franchise Partners are delivering products that are both safe and of exceptional quality.

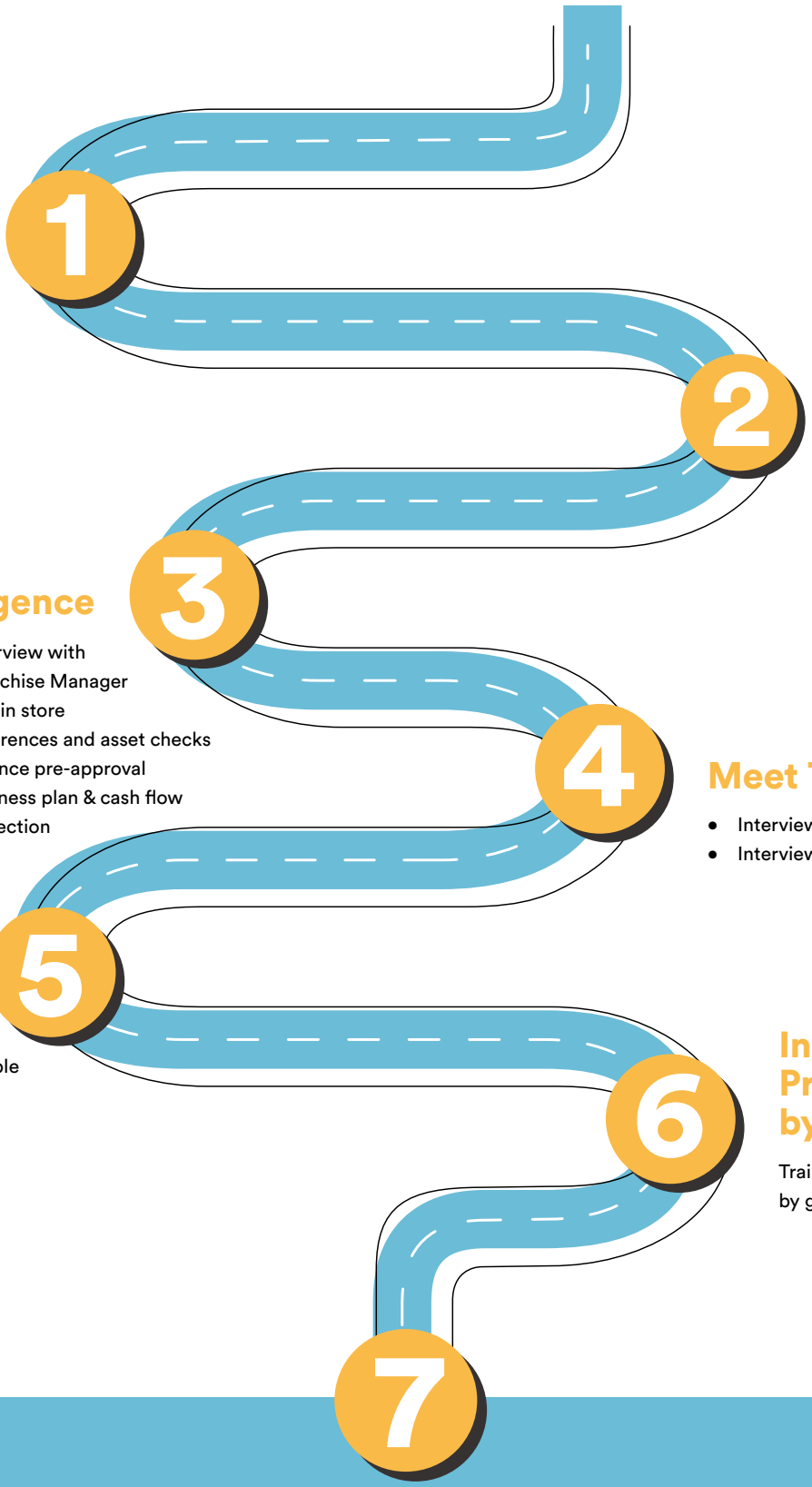
LEGAL

With a clear understanding of legislation and work rights supported by legal council, we guide our Franchise Partners and their teams through the complex nature of employee relations to create a compliant business platform.

> **Our purpose is to grow brilliant craveable food businesses**

THE PROCESS

STEPS TO BUY A FRANCHISE



1 Enquiry

Let us know which location you're interested in.

2 Application & Confidentiality

Before we can talk financials, you'll need to complete an application form, and sign a confidentiality agreement.

3 Due Diligence

- Interview with Franchise Manager
- Day in store
- References and asset checks
- Finance pre-approval
- Business plan & cash flow projection

4 Meet The Team

- Interview with State Manager
- Interview with CEO

5 It Feels Real

Sign off by the Craveable Brands team.

6 Intensive Training Program Followed by Graduation

Training program followed by graduation.

7 OPENING DAY!

The store is yours and we will be there with you to make sure everything goes to plan!










Our kind of people. Our kind of food.









craveable brands.

We love people. We love food.













Scan the QR code or visit
craveablebrands.com/franchising
to enquire about franchise opportunities across Australia.