FAT JAK'S®

IT'S ALL GOOD!

FATJAKS.COM.AU
franchising@fatjaks.com.au

THE CONCEPT

The idea and concept behind Fat Jak's lies in a meticulously designed backend that was created over years of research and development working in a variety of successful hospitality venues.

The plan with Fat Jak's was to combine several elements that worked in the brother's other hospitality businesses but to do it better, taking the best sellers and giving them a unique twist to create products that focused on amazing flavours and repeatable quality.



FAT JAK'S®

OUR BRAND

HOME GROWN 'N MELBOURNE MADE, FAT JAK'S IS UNIFIED IN OUR LOVE OF FOOD.

We've developed a strong brand following with a focus on uncompromised quality of every single item on the menu. Our brand gained momentum by providing a consistently repeatable and high quality product with huge attention to flavour, solidified by physically branding our burgers with the FJ seal of approval.

Each item we made for our customers quickly became.....

ANOTHER CLASSIC IN THE MAKING!

An enourmous amount of market research and development was put into our menu by our passionate FJ team. Specialised models and systems have successfully been put into place and the Fat Jak's family is growing strong.

IT'S ALL GOOD!

HOW DID WE GET STARTED?

When a couple of brothers with over 20 years hospitality experience running restaurants wanted to create an American style burger joint, they tossed around the idea and came up with the namesake for one of the brothers and teamed up with one of their longstanding team members and that was the start of Fat Jak's.

Fat Jak's is a fun and friendly burger bar that opened its first store in the heart of St. Kilda. If you're gonna open an American Style diner there it better be good. You gotta be cooking up the best burgers and dawgs in town. Your meal deals and combos have gotta be ex-tra-ord-in-ary. And as for the sides? You better be talking mon-u-men-tal!

Good news is FAT JAK's is all that - and more.

THE LIPSMACKING - CLASSICS SERVING - TASTE THRILLING - HUNGER KILLING - THIRST DRENCHING - FREE REFILLING - PEOPLE MEETING - FRIENDS GREETING - FUN MAKING - ALL AUSTRALIAN - AMERICAN BURGER BAR,

knocking it out of the park in St. Kilda –
and now throughout Melbourne and the rest of the country.



IT'S ALL GOOD!



AT FAT JAK'S
GREAT FOOD,
GUILTY PLEASURES
AND GOOD TIMES
ARE ALWAYS
FOUND HERE.



KING OF THE CHEAT MEAL!

We offer delicious American style comfort food, made from premium, locally sourced Australian ingredients in a comfortable, feel good atmosphere.

Our extensive menu features a variety of classic favourites including

GOURMET BURGERS, LOADED HOT DAWGS, MASSIVE PARMAS, LOADED FRIES,

a huge range of mouth watering **SIDES** as well as a dedicated **VEGAN MENU!**

Bottomless **FJ SOFT DRINKS** complete the FJ experience.

It doesn't get any better!



THE MARKET OPPORTUNITY

WHAT IS FAST CASUAL & QUICK SERVICE RESTAURANT (QSR) DINING, ANYWAY?

Fast casual sits between the more traditional full-service restaurants and the typical fast food establishments seen in every town and on every highway across the country. Like fast food, fast casual is typically order-at-the-counter and offers no table service, again this is a point of difference with Fat Jak's.

We greet our customers in the dining room and explain the Fat Jak's offering, the customer then orders at the counter and we bring their orders to the table. The Old School service way.

When it comes to restaurants, Quick Service Restaurants have been dominated by the big three – McDonald's , KFC and Hungry Jack's who have all gone through massive reinvention to become more relevant to the emerging Fast Casual Dining sector in recent years.

Fast casual has been the growth darling of the industry for almost 20 years. While it still accounts for less than 10% of the total market, the number and diversity of fast casual restaurants has been exploding across the country, with an astounding growth of over 500% since 1999!

Our products and the way we have positioned the Fat Jak's business is a combination of the two sector's attributes, The speed of QSR and the dining experience and range of the Fast Casual Dining operator bringing the best of both worlds to our consumer and that is what differentiates us from our competitors.

THE BENEFITS OF BECOMING A FAT JAK'S® FRANCHISEE



FAST GROWING BRAND

Fat Jak's is growing locally through Melbourne with plans for National and International expansion.



GROWING ONLINE PRESENCE

26K+ followers on our social networks.



EXTENSIVE TRAINING

Professional and comprehensive training, covering every aspect of owning and operating a Fat Jak's store.



SUPPORT TO START UP

Support through all stages of the retail store design and building process.



LIFESTYLE FLEXIBILITY

You're the boss!



ONGOING SUPPORT

Ongoing training, infrastructure, marketing / advertising support to help you achieve success.

HOW DO YOU GET STARTED?

**WE'RE LOOKING FOR BUSINESS PARTNERS WITH OUR SHARED VALUES.
THERE ARE THREE KEY COMPONENTS ENCAPSULATED IN OUR FJ VALUES:**

1. HUSTLE

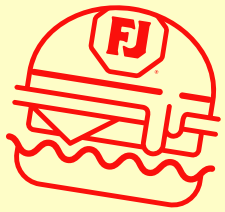
You are driven and nothing is too small or tough. You are a leader and responsible for inspiring and leading your team.

2. OBSESSION

You are obsessed with providing "wow!" moments for your customers and staff. going out of your way to help people.
You are obsessed with providing the highest quality food offering in town.

3. CONSISTENCY

You follow our standards and procedures to ensure consistent product and service.
You always maintain a positive attitude and give the same excellence every time.



WHAT'S INCLUDED?

Minimum of 6 weeks training in one of our designated training stores, plus 2 weeks in-store training on opening and a comprehensive operations manual and suite of tools for your store and staff.

You'll also receive promotional support covering national promotions, local area marketing and advertising.





HOW LONG WILL YOU BE WITH US?

We hope you'll be with us for a looooooong time!
Our franchise agreement is for an initial 5 year term
plus an additional 5 years (adapted to suit site lease terms)
- Total of 10 years.

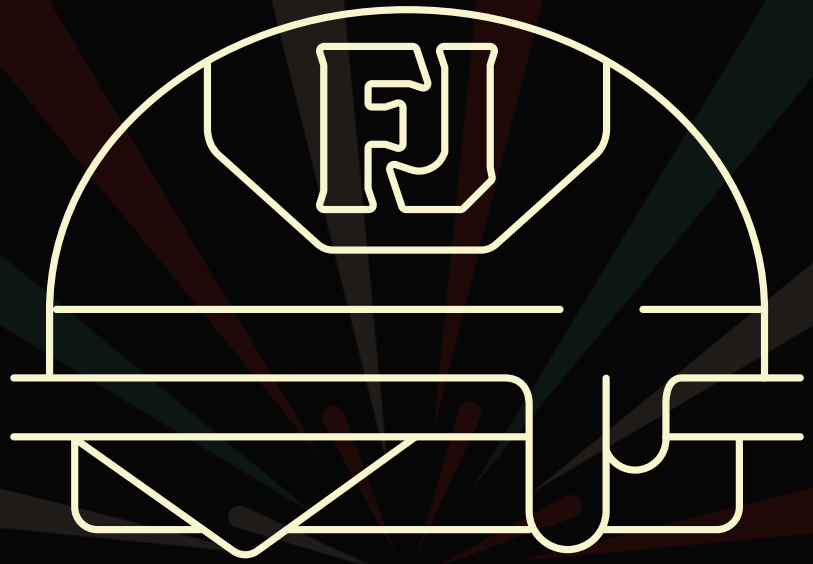
WHAT'S IT GOING TO COST?

Your first born or..... Upfront investment
The upfront investment required for a new store generally starts from $200,000 (excluding GST), including initial franchise fees. Investment level is dependent upon the store concept chosen, size of the site, equipment required and the landlord conditions or contributions.

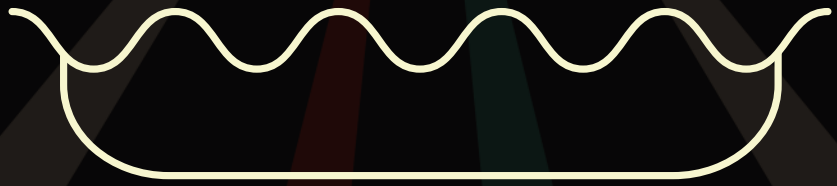
ONGOING COSTS

Ongoing franchise fee: 7.5% of gross sales per week.
This also includes all marketing and advertising contributions!

We started off this brochure by saying - **FAT CHANCE!**
Well, this is your chance to be part of something special.



WHEN AMERICAN NOSTALGIA & AUSTRALIAN COMFORTS BECOME YOUR NEXT LOCAL




FAT JAK'S
FAT JAK'S



WHEN YOU JOIN US

Being part of a franchised system means you are supported 100% of the way. By following best practice we give you the tools to grow and operate your own business, our franchise partner's success is our driving ambition, we want to grow and be successful but more importantly we want you to be successful!

To do this we offer extensive support, the components of support include:

MARKETING

Our marketing team are responsible for all major national campaigns, digital and social media, promotions and point of sale materials - all activities having the primary focus of driving customers into your store, increasing store sales and enhancing the experience for every customer.

DAILY ASSISTANCE

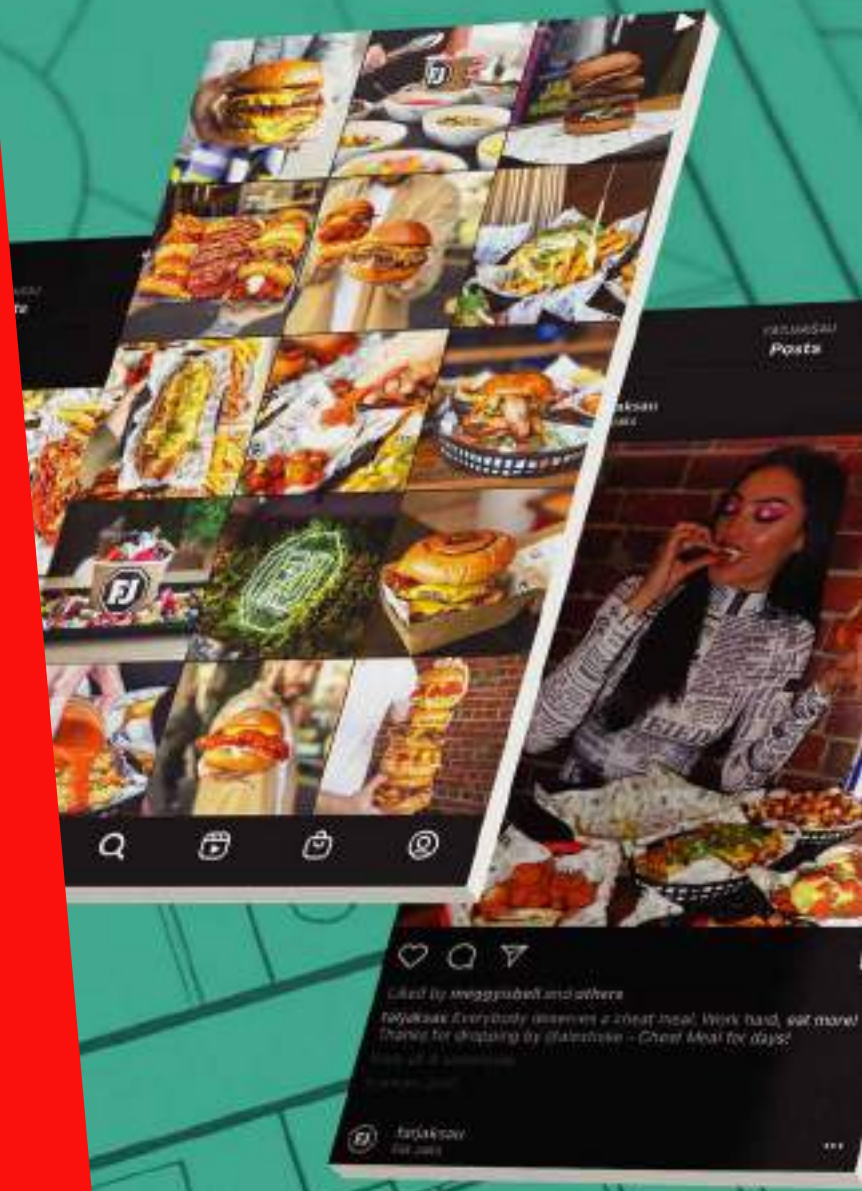
Our operations team are there to help you, with a dedicated Sales & Performance Manager who will help review your profit and loss statement to improve your profitability in line with the national average COGs, labour and sales. We will help you set daily targets to help you achieve your business goals.

LEARNING & DEVELOPING

People from all walks of life can become successful with Fat Jak's franchise stores. No prior hospitality or cooking knowledge is required, just passion and a strong desire to be the best. A comprehensive preliminary training programme is provided for all new owners covering theoretical and practical aspects of making our amazing burgers, dawg's and sides, customer service and all operational facets of running a successful Fat Jak's operation.

Training consists of in-store practical training and onsite assistance at opening. Our franchisees have access to comprehensive online training programs to help train the team. In-store training is delivered on a needs basis at no additional cost. All of this means you are supported **100% OF THE WAY.**

FATJAKSAU



TIME TO OPEN!

WE BELIEVE IN THE TERM - FRANCHISE PARTNER,

so with that said we will work together to get you open, both of us will identify potential locations and we will assist you with:

SITE IDENTIFICATION,

LEASE NEGOTIATION,

STORE DESIGN & BUILD,

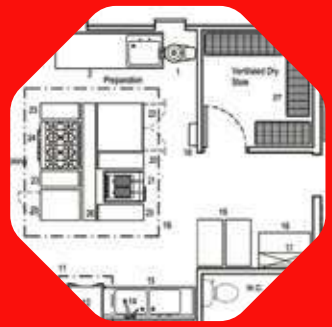
ORDERING,

TEAM RECRUITMENT & TRAINING

and being there with you on opening supporting you through every aspect of the journey.









YOUR TEAM

IN BUSINESS FOR YOURSELF - BUT NOT BY YOURSELF



JACK ALTINARDA
Founder / Concept Creator



MATT ALTINARDA
Founder / Marketing Director



MARINA ALTINARDA
Founder / Operations



MOHIT VERMA
Director / Product Development



LACHLAN HIGGS
Creative Director



DOUG DOWNER
Head of Franchising

OUR VISION

DARE TO DREAM BIG

We want to make Fat Jak's a household name. Firstly in Australia, and then everywhere in the world!

We will achieve this with world class systems focussing on:

PURPOSE,

PROFIT,

AND GROWTH.

LOCAL - NATIONAL - INTERNATIONAL EXPANSION



WHAT'S NEXT?

1. Apply online and register your interest.
2. Sign confidentiality form and enquiry form.
3. A member of our franchise partner recruitment team will call you to answer any questions and to ascertain when we should meet.
4. Receive disclosure document, proforma franchise agreement and financial modelling tools.
5. Meet with franchisor and complete onsite OJE (on the job evaluation).
6. Mutual approval.
7. Issue letter of intent.
8. Sign letter of intent.
9. Issue formal franchise documents.
10. Complete due diligence, consideration and cooling off period.
11. Commence training and business launch preparations.
12. Launch your business.
13. Dominate your market and have fun!



LET'S TAKE THE FIRST STEP

Register you interest by sending us an email to **FRANCHISING@FATJAKS.COM.AU** or completing our online franchise application form which is available on our website.

Once we receive your inquiry, we'll get together and you can experience our delicious food for yourself, and hear more about this great opportunity.

IT'S ALL GOOD!

FAT JAK'S®

GET IN TOUCH

To fnd out more about becoming a Fat Jak's franchisee, please get in touch with us.

FRANCHISING@FATJAKS.COM.AU

WELCOME TO THE FAT JAK'S® FAMILY





FATJAKSAU