

# Score BIG!

With America's  
Next Great  
Restaurant Franchise

Franchises Now Available.



AMERICA'S NEXT TOP RESTAURANT FRANCHISE

**AROOGA'S**®

GRILLE HOUSE & SPORTS BAR

[www.aroogas.com/franchising](http://www.aroogas.com/franchising)

# Cheers!

**Arooga's Grille House and Sports Bar is changing the way America watches its sporting events. It's also changing the way it drinks its beer and eats its meals. How do we do it? We thought you'd never ask.**

It's about fun themed dining rooms, the coldest beer in America, more games on more screens, earth-loving resources, signature wing sauces and the tastiest natural cut French fries and chips around.

And now a little bragging: In our first 4 years, Arooga's opened seven corporate locations in Central Pennsylvania Area and, quite simply, kicked butt. We've won 5 years in a row at the National Buffalo Wing Festival, the superbowl of wing contests and won almost every local award around.

With this success, Arooga's has received a lot of attention and was selected as America's Next Top Restaurant Franchise. Arooga's beat out over 250 entrants from 36 different states in a program of co-sponsored by Sysco Foods and The Franchise Edge, in a nationwide search to find an independent restaurant that has what it takes to be the next great franchise. Take that, boring wing houses!



## What is Arooga's? <<<<

**Arooga's combines an awesome family dining experience with your favorite sports bar creating a neighborhood bar that draws customers from near and far.**

The result is an award-winning restaurant with killer service, exceptional food and a VIP's view of every game from every seat in the house. It makes Arooga's the place to go- for a quick bite or a night out to watch the big game.

## The Market <<<<

**Sports Bars and Chicken Wings make this one of the hottest growth segments in franchising.**

Arooga's provides a destination location for customers looking for a place to eat, drink, and watch the game. And because we love our customers, they love us- and they'll love you too! That makes Arooga's a great restaurant to own and a great anchor spot for landlords wanting to bring traffic to their plazas.

**"At Arooga's our goal is simple: Turn new customers into regulars by providing an exceptional experience. Or by hypnotizing them. Whatever works."**

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»»»»»» **WHAT  
MAKES US  
SO DARN  
GOOD?**

A restaurant can be a feast for the eyes, but unless it's a feast for the belly too, it hasn't earned its bragging rights. So, here's a few menu highlights to wet your appetite:



»»»» **World Famous Wings:** Yeah, those other folks have them too, but not like our extra large wings with your choice of over 100 signature sauce combinations, plus our original recipe Super Bleu® Cheese and Super Ranch® dressing. Whether you crave bone in, boneless, skinny, twice-baked or our very own bleu twice baked, we've got the wing for you. Heck, we've got thousands, and we're a five time winner at the National Buffalo Wing Festival to prove it!



»»»» **Scratch made Stromboli's and Flatbread Pizza:** What goes better with beer than wings? No much, but maybe our scratch made flat bread pizza and bolls. We serve several traditional options like the Original Italian or the Margherita but at Arooga's our sauces aren't only for wings. You can switch things up and have one made with Arooga's wing sauces or original recipe dressings like our signature Buffalo Chicken or Hawaiian.

»»»» **Signature Potatoes:** Who doesn't love natural cut fries and chips that are cooked to order just like the boardwalk? Well, maybe there is one guy, but no one wants to hang out with him, anyway. With choices like Loaded Fries, Bleu Chips and our other favorite potato, Tater Tots. Arooga's offers potato choices like you've never nibbled before.



»»» **Hall of Fame Burgers:** Our perfectly marbled Kobe burgers are fresh, never frozen and may just be the best burger around. Or try our signature chicken burgers. Both are served on fresh baked rolls with crisp local produce to create a taste sensation like no other. But that's not all.

Try our housemade dips, soups, and starters like our buffalo chicken and Maryland crab dip. Or try our scratch made pretzel dough cooked as soft pretzel sticks or our Signature "A" Shaped Crab Pretzel. For starters try one of our soups like baked potato, or stromboli soup and add in an order of our hand breaded cheeses. We also have fresh fried tri-color nachos, as well as hand breaded pickles and onion rings.



»»» **Philly Style Cheesesteaks:** Love cheese steaks? Then you'll love our traditional Philly cheese steak. Its starts off with fresh baked Philly style bread, thin sliced beef, real Cheese Whiz, sautéed onions and peppers. Or build your own with numerous toppings, vegetables, and cheeses and you've got a sandwich to love.



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## The Culture

If you think Arooga's is a great place to eat, just wait until you own one.

Arooga's owners have been around the block a time or two, and they know what it takes to launch a brand with a real presence—both corporate and franchise. They know it takes a warm and friendly front of the house and a spot-on back of the house to bring in customers and keep them coming back for more.

The typical Arooga's Grille House & Sports Bar location is 6,500 to 8,500 square feet and features 80 to over 100 HD televisions, providing a view of every game from every seat. With a centrally located bar and surrounding rooms themed for different sports, Arooga's is the perfect place to enjoy the game.

For urban locations and smaller venues, an Arooga's Draft House & Sports Bar concept is available. An Arooga's Draft House offers a slimmed down menu, larger draft selection and a more of a bar atmosphere but with all the fun and great times in a smaller footprint.

For the folks that love the food and drink but may not be as interested in sports, Arooga's offers Buzztime Trivia (which allows you to compete with other restaurants across the country), free Wi-Fi to just surf the net, answer email, or check your fantasy stats, Golden Tee Golf, and digital NTN Texas Hold 'Em.

Besides great food and sports, Arooga's caters to families, sports teams, and the kids. With small flat screens at every booth, kids can watch their favorite cartoons or shows while Mom & Dad can enjoy some time to themselves. Rookies also have their own special menu, crayon/crayons, coloring sheets, games, and a special mascot name Joey the Kangaroo.



## The Bar

At Arooga's, it's not just about great food and a great atmosphere. It's about creative cocktails and ice cold beer, too.



We serve thirty beers on tap including Arooga Light, which is our signature light beer made in PA and Arooga's Amber Ale which is a Amber Pale Ale specially produced for us in a partnership with the Boston Brewing Company. We also serve a wide selection of Craft Beer, Imports, and other domestic beers that gives every beer drinker something to love. Arooga's provides a full bar which includes our own Saqoora Quadruple distilled vodka, Island Oasis frozen cocktails, and the best margaritas in town. Our real juice sours mix is made from real squeezed lemons and limes. Now you can see why the bar accounts for around thirty to fifty percent of our revenue for good reason.

Arooga's draft beer will give your customers chills in a good way. And just to add smarts to good taste, the ice cold serving temperature eliminates the foaming of "warm beer", which helps keep money in your pocket, so it's not going down the drain.

## It all sounds good, so let's look at some numbers



>>>> **So, we know you're hungry...** not just for wings and tasty natural cut fries, but for a business opportunity like no other. Now you want to talk a little chicken. The average Arooga's Grille House and Bar costs between \$992,500 to \$1,685,000 to open. The Arooga's Draft House initial investment costs range from \$362,500 to \$1,139,000. This includes the initial franchise fee of \$35,000, three month's rent, leasehold improvements, equipment and three month's working capital for the location.

Arooga's Grille House & Sports Bar is a proud participant in the International Franchise Association's - Vet Fran program, and offers a discount on our franchise fee to any honorably discharged Veteran of the United States Military.

**Financial Requirements...** Fair enough, you say. But not so fast. We want to succeed, and we want YOU to succeed. This means we have some minimum financial requirements that a franchisee must fulfill in order to be considered. Each franchise or franchise group is required to have a minimum of \$250,000 in liquid assets per location and a minimum net worth of \$500,000 per location.

**Targeted Location...** You ever hear realtors say, "location, location, location?" Yep. So have we. It's the first rule of real estate and our first rule in helping you succeed.

Targeted locations include those on or off of interstate routes, those close to colleges or universities or those adjacent to "restaurant row" in areas of above average income and positive population trends. Alcohol sales must be permitted on every day of the week.

**Operations Criteria...** Each franchise must have one person with restaurant management experience with alcohol sales. If you do not have it personally, you will be required to have a general manager for single unit stores and an operations manager for multi unit stores who will be responsible for the operations of your store or stores. It is your responsibility to secure a general manager for single unit stores and an operations manager for multi unit stores if you do not have the required experience. The owner, general manager, or operating manager needs to successfully complete the Arooga's Training Program.





## »»»»» Franchise Support:

**We've got this success thing down, and we're more than happy to spread the wealth. Arooga's franchise model focuses on a Seven Step approach to running a successful business.**

- 1: Start Right-** Keep startup costs under control - Think of signing on as a franchisee like sitting down at a bar with a favorite--very smart and very successful--uncle. We've got tons of advice to offer and can help you avoid costly start up mistakes.
- 2: Location-** Our Real Estate Team will help you target areas for new builds or search out potential second-generation restaurant locations, which means they'll have already incurred many of the start-up costs. This means you'll be able to open your location quickly and keep more money in your pocket.
- 3: Construction-** We have been through this process, many times and will share our knowledge with you. Our unit specifications will provide direction to you and your contractors. We will provide ongoing feedback and will always be available to assist during this important step.
- 4: Training-** Training in the Arooga system provides you and your management team with knowledge and insight on how to operate a successful Arooga's franchise. Our team has vast experience in all facets of running a successful operation, and we will share all that and more during the comprehensive training of up to six weeks at our corporate locations in Central Pennsylvania where your core team gets immersed into our operations and passes their citizenship test for being members of the Arooga's Nation.

Our Start-Up and On-Going Training will cover all aspects of running an Arooga's, including:

- Guidance in securing a liquor license
- Operational & management tools
- Preparation of all Arooga's menu items
- Complete equipment lists & specifications
- Certified Training Program
- Coverage and food inventory management
- Cleanliness, organization, and sanitation standards
- Pre opening assistance
- Marketing, promotions, and public relations
- Quality and food portion control
- Pre-approved suppliers
- Tips on effective hiring of personnel and management
- Assistance using our integrated online sales, inventory, and accounting software
- Execution of opening and closing management function

- 5: Drive Revenue-** The best food and beverage combined with the best location on earth doesn't mean much if folks don't know you're there. So we give you the marketing tools to get results, which is a major component of running a successful Restaurant franchisee. At Arooga's, we have earned our Wings both on the menu and in marketing. We will provide you with direction for integrating these marketing functions into the successful operation of your business. Our specialized marketing programs include:

- Online menu and ordering
- Funds for Friends Community fundraising program
- Gift cards
- In unit promotion
- Print, internet and television advertising
- Catering - programs and promotions including online catering ordering
- Unique micro websites for each location
- Cardless loyalty program- includes loyalty points, email marketing and mobile texting

- 6: Opening-** As you prepare for Opening day, Our team will be there, to help ensure a successful opening, to make sure you get out of the gate strong. Our Grand Opening Marketing strategy will make sure it is a day to be remembered, both by you, your employee's, and most importantly, your Customers.

- 7: Run the Business; Don't Let It Run You-** Everyone talks about support, but we deliver. You are more than a franchisee, you are a member of the Arooga's Nation, and we treat our countrymen with support systems that are second to none. Our goal is to support your restaurant with the focus and attention that we devote to our own corporate locations, with a relentless attention to detail and the things that separate an average restaurant from one that excels. But that is only beginning; we will provide you with ongoing support that includes: Confidential operations manual documenting Arooga's operational procedures, national purchasing programs, available in-service training or retraining. We are also always working on new proprietary products that will separate us from the competition. You can count on us to pursue green alternative products that are economical and environmentally sound as well.

The backbone of our support is an integrated online system that allows owners and managers to be only a click away from key financial information related to their business. All accounting functions are integrated including vendor invoices, inventory, payroll, point of sale, receivables and payables. This is also the primary tool that we use to support your business by staying on top of these critical restaurant performance metrics:

- Profit and loss reports
- Product mix and menu engineering
- Food and labor costs reporting and analysis

Our support team earned their stripes by overseeing our corporate locations and by being an additional set of eyes on your business, and we can provide a detailed analysis whether you are the location general manager or the absentee owner. You'll have the continued guidance of your Arooga's Franchise Business Advisor and help or advice is only a phone call away.

**"We recognize that our success, is achieved through your success"**

To learn more about an Arooga's franchise, visit us at: [www.Aroogas.com/franchising](http://www.Aroogas.com/franchising) or call our franchise team at

215-450-9388

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This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of or want to locate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state.