



CLUCK'N  GOOD!

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WELCOME TO OUR ROASTER

It's not Barbeque, it's not rotisserie, it's not backyard-home cooking chicken!

Cooked in an 800 degree wood-burning oven, seasoned to perfection and topped with home-made sauces, Clucker's chicken is tender and juicy.

The high heat of a wood-burning oven allows the wood to be another ingredient. High heat caramelizes the chicken and imparts the natural flavours of smoke and wood into each bite.

From order to table in 120 seconds, Clucker's is the fast and healthy option today's consumer seeks out.



“HEY GERARD... DID YOU JUST SAY WOOD OVEN CHICKEN??”

Gerard Power, Ted Manziaris, Rob Scott and Sam Pappas came together with the idea of bringing a healthy, fast casual choice to match the rising consumer demand for well-balanced, and nutritious food, it was then that Cluckers was born.

With over 100 combined years of experience, these serial entrepreneurs partnered with Sam Pappas an experienced restaurateur to perfect the 'Cluckers' experience. After tremendous feedback and customer retention, Sam has successfully opened his first store and has a second location coming soon.

Together, they are looking for more partners to expand Cluckers across Canada and have everyone saying that is 'clucking good!'

MISSION STATEMENT

"To ensure that each and every guest experience the true rustic flavours of authentic wood oven chicken and fresh homemade recipes and ingredients. Enjoy farm fresh food in your own backyard! "

EXECUTIVE SUMMARY

Clucker's Wood Oven is quick service/take-out themed restaurant concept that specializes in the preparation and sale of authentic wood oven chicken and fresh homemade proprietary recipes. Clucker's will romance you with our exclusive Italian wines and dishes that made southern Italy infamous!

The quick service concept represents 35% of the total restaurant market. Market research and target market evaluation suggest that dining habits in recent years are shifting to unique, quick and healthier options. Clucker's is ideally situated to cater to this unfulfilled market segment: consumers who live busy lifestyles and want to enjoy quality, healthy food in a quick time-frame. Proven marketing techniques and operational systems allow management to be proactive rather than reactive to the conditions and obstacles associated with opening a new restaurant concept. The managing partners have incorporated systems and controls that yield a calculated return for a given sales volume. Clucker's has a multi-unit system developed by a seasoned Developer with a proven track record for success in other franchises, allowing for steady growth.

Clucker's Inc., and its trademarks are owned and operated by Gerrard Power, Ted Manziaris, Rob Scott and Sam Pappas. They bring a wealth of varied experience and talent to the concept to ensure the success of the business model. Our flagship location is located at the intersection of Ontario Street and Main Street in Milton, Ontario.



BUSINESS OVERVIEW

Clucker's Wood Oven is a quick service/take-out and delivery restaurant that specializes in the preparation and sale of wood oven chicken, and farm fresh dishes made with proprietary sauces and accompanied by garnish and beverages.

The most unique selling point is that Clucker's is the only wood oven cooked chicken concepts in Canada. Clucker's commitment to authenticity is a fresh concept in Canada, and its attractive selling points include its 180 second cooking time, and a healthy alternative to North American fast food.



COMPETITIVE POSITIONING

Customers want good food and good value for their money. They want to have fun and a unique experience when going out.

The key elements of Clucker's competitive positioning are as follows:

Broad Appeal - Clucker's appeals to a wide array of customers. Whether its couples sipping wine, families on a night out, single customers in for a quick meal or customers going online for take-out or delivery can all enjoy our quality products. Clucker's is a destination for the masses.

Extensive, Creative and Contemporary Menu Product Offerings - Clucker's restaurants offer unique quality items at moderate price points. Updated regularly to respond to changing consumer dining preferences and trends.

High Quality Products - Virtually all menu items are prepared on the restaurant premises using high quality, fresh ingredients based on innovative and proprietary recipes. Clucker's purchasing team works extensively with suppliers to sample new products and bring only the best forward to customers. All our products are prepared at our commissary.

Overall Value - Clucker's believes its restaurants will be recognized by consumers for offering exceptional value with generous food portions at moderate price points.

Customer Service - The goal is to consistently meet or exceed the expectations of every restaurant guest in all facets of the dining experience. Management believes that its restaurant-level employee recruitment, selection, training, and incentive programs allow us to attract and retain qualified employees who are motivated to provide consistent excellence in customer service.

Commitment to Selecting, Training and Retaining Employees - Clucker's believes its employee recruitment and selection criteria are among the most rigorous in the restaurant industry. By providing extensive training and competitive compensation, management believes its employees develop a sense of personal commitment to a culture which emphasizes customer satisfaction.



CLUCKER'S ADVANTAGES

The Clucker's concept provides an opportunity to operate a restaurant that offers unique, wood oven chicken and farm fresh sides, a rarity in Canada.

The main advantages for investors are:

The Right Concept - The fast-casual market is one of the fastest-growing segments of the food service industry.

Store Design and Construction - Clucker's construction department team designs the layout to ensure the restaurants have efficient customer flow, product presentation and maintenance. This team handles the complexities of zoning and building permits and the entire build-out process, leaving the Franchisee to focus on preparation for operation.

Training - Clucker's provides an intensive training program for all its management. Training will be for a minimum of four weeks. The management team will learn the necessary skills to successfully run a Clucker's restaurant.

Ongoing Support - Management will receive on-going operational and marketing support from the Franchisor.

Evolving Strategies - Clucker's strategies are constantly evolving to ensure that each restaurant meets the ever-changing marketplace. **Volume Buying Power** - Clucker's has secured lower prices for its franchises by negotiating for discounts and services from national vendors.

Corporate Integrity - Clucker's is a professional company owned and operated by industry leaders with a proven track record. The Canadian restaurant and food service industry is a 50 billion dollar industry, employing more than one million people. It is currently one of the largest sectors of the Canadian economy, and 7% of the country's total employment.

Market Trends - Here are some of the key trends that are currently emerging in the Restaurant industry:

- Emergence of the health conscious consumer.
- Shifting demographics creating a demand for new product and concept offerings.
- Emergence of execution as the dominant factor and driving average price points.
- Increasing influence of multiculturalism in Canada broadening consumers' tastes.

Market Segmentation - The fast-casual restaurant represents 35% of the total restaurant market. This is a market that has been historically dominated by fast food giants; however, market share by dining style is changing. Casual dining is the fastest growing segment of the fast-food industry, increasing at an estimated rate of 7% per year.

Target Market - Clucker's appeals to a broad base of consumers. While Clucker's is frequented by all types of diners in both the residential and business communities, the concept is particularly suited to the young family demographic. The menu, service style and ambiance of Clucker's has been created to appeal primarily to the consumer who lives a busy lifestyle and wants to enjoy quality, healthy food in a quick timeframe. The concept attracts middle to high income diners with a blend of single households and family households.

MARKET ANALYSIS

The markets targeted are inhabited by larger populations, providing a sufficient customer base of which to draw from. The immediate surrounding area should have a blend of single family housing and multi- family housing. Preferably, the area should include a significant business market for lunch business. The concept lends itself to the corporate community. Lunch traffic will be directly affected by the size of the business community. We will be targeting populations of over 20,000 in a 5-7 kilometer trade area with an average household income ranging from low \$80,000's to a high of \$160,000 annually. There are many potential markets in the GTA that meet this criteria and will be great growth areas for Clucker's for many years to come. With a population closing in on 7,000,000 people, the potential growth totals indicate approx. 150 restaurants within the GTA.



MARKET COMPETITION

Clucker's provides a quick service casual dining option for the professional, affluent demographic that's looking for quality food and an authentic food experience. The Clucker's experience is unlike any experience in the city. Our wood oven bakes as quick as 180 seconds. Our ingredients include high quality toppings that are both imported and domestic, which deliver a taste that becomes habit-forming.

Clucker's should be considered unique to its competition because we offer a fresh concept for GTA. Not only do we offer an alternative to the many sandwich and burger outlets that provide quick meals, we offer an alternative to the typical North American fast food options available. Our restaurants will provide a comfortable, bright atmosphere with quality food at a fair price.



FUTURE LOCATION (GTA)

Future Clucker's locations are being scouted in the GTA to accommodate 650 – 1,000 sq.ft. footprint. Each location will be designed to showcase Clucker's products and offer customers a comfortable setting full of energetic staff and great food. The architectural and engineering drawings provided will ensure that high standards are met.

The specified area demographics are suited perfectly for Clucker's. These markets are established communities located within the GTA in Ontario, Canada. Populations in these regions have grown 20% over the past 10 years and are Canada's most well desired places to live.

It is evident that the blend of local, immigrants, businesses, young professionals, and growing families, who live busy lifestyles, shall be interested in a trendy chicken concept that offers fast, fresh, authentic offerings.

MARKETING & SALES STRATEGY

The success of Clucker's is being achieved by serving great food, good value, friendly and reliable service and employing an aggressive marketing plan to continue to build on the customer base based on the brand experience. Clucker's constantly strives to enthusiastically win more customers by being proactive and realistic rather than reactive in our marketing efforts. Management will strive to create and maintain a positive, appealing image for the restaurant. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use to drive more sales.

Clucker's provides each location with extensive marketing training, a user-friendly marketing manual and promotions and merchandising support. Marketing will be done by both the Franchisor and the Franchisee. Help is also provided to assist in developing and executing an opening advertising strategy and seasonal campaigns. The restaurant will adopt an efficient moderate advertising strategy. Outdoor signage for Clucker's will be easily readable and unique. The signs will be professionally designed and installed and will be eye catching to those who pass by.



Some of the advertising methods being used include: print advertisements, customer loyalty programs, press releases, outdoor advertisements, radio, and other media vehicles as appropriate. All of it is created with the target market in mind and to ensure that all ads are targeted specifically to build awareness of the Clucker's brand and its benefits. Clucker's has a professionally designed website (www.cluckerwoodoven.com) that provides customers general information and ordering online capabilities. Clucker's has acquired an easy to remember toll-free number 1-855-400-5678 for take-out and delivery orders. Clucker's will actively pursue business relationships that will be beneficial to Clucker's to make Clucker's the ideal destination for business lunch diners; workers during lunch; shoppers; clients or neighborhood employees of a business.

In-house marketing will have a significant focus at Clucker's. Management will constantly find methods to promote the restaurant to our guests on a daily basis. Staff will be trained for and encouraged to promote suggestive selling techniques. Up-selling to our customers will be emphasized. Other In-house marketing will include: table tents; indoor signage; menu inserts; staff conveyance and table visits to further promote Clucker's. Clucker's will provide a better menu than its competitors at competitive prices. Clucker's Head Office has been able to secure lower prices by negotiating discounts from their vendors based on future growth projections.

OPERATING OVERVIEW

The Clucker's ability to successfully execute a quality menu and effectively manage the restaurant is critical to its overall success. Detailed operating procedures, standards, controls, and methods and processes have been developed and implemented at the restaurants. However, the successful day-to-day operation of the restaurants remains also dependent on the quality, ability, dedication and enthusiasm of the management team. Kitchen and store management will be the main point of contact responsible for the daily operation and performance of each location. Our Director of Operations will be responsible for the performance of all management at store level. Clucker's therefore will expend considerable effort to recruit, train, and motivate all employees.

OPERATIONAL STANDARDS

Clucker's' plan to build its success is to focus on achieving a 55-60% food, packaging and labour cost by efficiencies in all of its operations. Below are some of the operational standards that will be followed.



STAFFING & TRAINING

Efficient, attentive, and friendly guest service is integral to the Clucker's overall concept and brand identity. All our restaurants are managed by Head Office. Employees will be required to participate in a formal training program for their respective positions. Restaurant managers are also provided with detailed operations manuals covering food and beverage standards and the proper operation of a Clucker's restaurant. Clucker's Head Office has a comprehensive training program that will ensure these standards are met. The initial training period for management will consist of up to four weeks of intensive training in the proper use of the Clucker's system.

INVENTORY & SUPPLIES

Clucker's strives to obtain quality menu ingredients, raw materials and other supplies and services for its restaurant operations from reliable sources at competitive prices. Management continually researches and evaluates various ingredients and products in an effort to maintain high quality and to be responsive to changing consumer tastes. Practically all menu items are prepared on site from scratch. In order to maximize purchasing efficiencies and to provide for the freshest ingredients for its menu items while obtaining the lowest possible prices for the required quality and consistency, each restaurant determines the quantities of food and supplies required and orders these items from suppliers previously negotiated by the Franchisor.

SUPPORT

Franchisees will receive initial and on-going operational advice and marketing support on matters including opening, purchasing, marketing, advertising, accounting and operating procedures development.

SERVICE TERRITORY

Each Clucker's Restaurant will have a territory that will be approximately 5 km radius and/or contain approximately 10,000 potential customers. In this area the restaurant will provide delivery services during operating hours.

POS SYSTEM

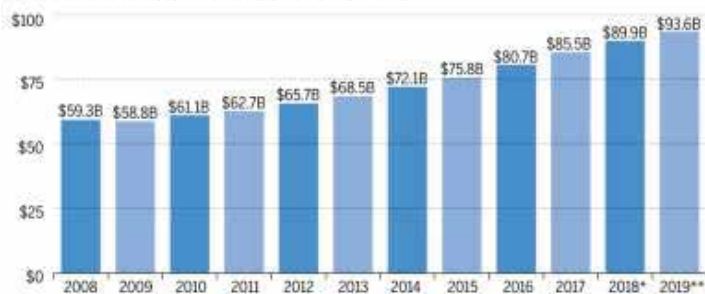
Clucker's maintains financial and accounting controls through the use of a sophisticated computerized electronic point-of-sale (POS) cash register system in each location. The POS system provides daily and weekly information with respect to sales, cash receipts, inventory, food and beverage costs, labour costs, and other controllable operating expenses. The responsibility of managing and controlling the financial aspect of the business will rest upon the franchisee managers / owners.

INTERESTING FACTS

THE BIG TAKEAWAY

Canadian restaurant business could become a \$100B industry in the next few years

TOTAL FOODSERVICE SALES IN DOLLARS BILLIONS

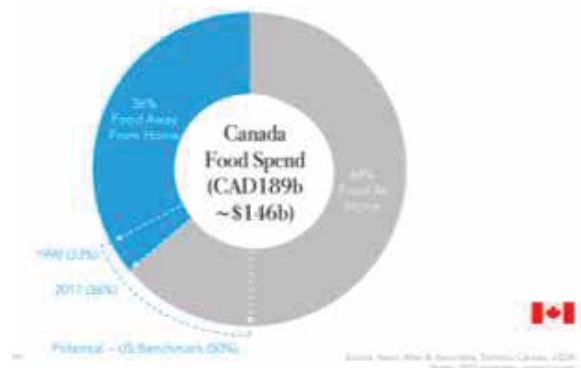


* preliminary, ** forecast

SOURCES: RESTAURANTS CANADA, STATISTICS CANADA

GIGI SUHARDI / NATIONAL POST

ROOM FOR RESTAURANT EXPANSION IN CANADA



WOOD OVEN CHICKEN

Served with Rice, Potatoes and House Salad

CHICKEN BROCHETTE	\$12.99
CHICKEN BROCHETTE (2Pcs)	\$15.99
QUARTER LEG	\$14.99
QUARTER BREAST	\$15.99
DOUBLE LEG	\$17.99
HALF CHICKEN	\$18.99
FULL CHICKEN	\$29.99
HALF CHICKEN (NO SIDES)	\$11.99
FULL CHICKEN (NO SIDES)	\$19.99



SALAD'S / BOWLS

ADD
CHICKEN
\$3.99

CAESAR SALAD	\$9.99
Lettuce, Tomato, Cucumber tossed with our signature Caesar Dressing and Croutons	
HOUSE SALAD	\$7.99
Lettuce, Cucumber, Tomato, Red Onion tossed with Maple and Apple Cider Dressing	
CLUCKER'S POWER BOWL	\$8.99
Rice, Lettuce, Corn, Lima Beans, Mixed Peppers, Red Onion, Olives, Cucumber, Tomato and Hummus.	

CLUCK'N  GOOD!

SAUCES

HOT & SWEET	\$0.99
PERI-PERI	\$0.99
HONEY & CHILLI	\$0.99
LEMON OLIVE OIL	\$0.99
TZAZIKI	\$0.99

SIDES

RICE	\$2.99
ROASTED POTATOES	\$3.99
CAESAR SALAD	\$5.99
HOUSE SALAD	\$4.99



DINNER FOR 2

QUARTER CHICKEN
RICE
POTATOES
DRINK

NOW YOU CAN ORDER ONLINE
CLUCKERSWOODOVEN.COM

WRAPS ON ITS OWN

CHICKEN CAESAR WRAP	\$6.99
Wood Oven Chicken with Lettuce, Tomato & Cucumber tossed in our signature Caesar Dressing	
SPICY CHICKEN CAESAR WRAP	\$7.99
Wood Oven Chicken Dressed with our in House Peri Peri Sauce with Lettuce, Tomato & Cucumber tossed in Caesar Dressing	
MEDITERRANEAN WRAP	\$7.99
Wood Oven Chicken with Lettuce, Cucumber, Onion, Olives tossed in our Signature Olive Oil Dressing	
CLUCKER'S WRAP	\$5.99
Wood Oven Chicken with Lettuce, Tomato, Cucumber, Mixed Peppers dressed with our Tzaziki Sauce	
VEGGIE WRAP	\$6.99
Hummus, Lima Beans, Corn, Cucumber, Tomato, Lettuce, Olives, Mixed Peppers tossed in our Signature Olive Oil Dressing	



@ cluckers_wood_oven

WRAP MEALS

ADD A
DRINK TO
YOUR
WRAP MEAL
FOR \$0.99

Comes with a Choice of Rice or Potatoes

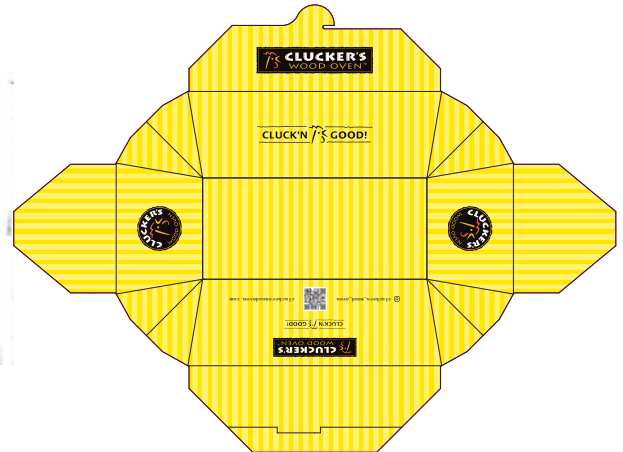
CHICKEN CAESAR WRAP MEAL	\$10.99
SPICY CHICKEN CAESAR WRAP MEAL	\$10.99
MEDITERRANEAN WRAP MEAL	\$12.99
CLUCKER'S WRAP MEAL	\$9.99
VEGGIE WRAP MEAL	\$11.99



BRANDING



Clear PET 16 oz cup





CLUCK'N  GOOD!

FRANCHISE CONTACT INFORMATION

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