



LET'S GET IN TOUCH!

REAL ESTATE SITE SUBMITTAL
REALESTATE@HOOTERS.COM

FRANCHISING INFORMATION
FRANCHISING@HOOTERS.COM
770-951-2040

MARK WHITTLE
SR. VP OF DEVELOPMENT
MWHITTLE@HOOTERS.COM

STEPHEN SWEETMAN
SR. DIRECTOR, DOMESTIC DEVELOPMENT
UNITED STATES
SSWEETMAN@HOOTERS.COM

ANDRE THOME
MARKET DEVELOPMENT DIRECTOR
EUROPE / RUSSIA / AFRICA
ATHOME@HOOTERS.COM

SATOSHI UEDA
MARKET DEVELOPMENT DIRECTOR
ASIA / AUSTRALIA
SUEDA@HOOTERS.COM

SYDNI LASHLEY
FRANCHISE LEAD GENERATION SPECIALIST
SLASHLEY@HOOTERS.COM



**Come inside and have a look
at an amazing franchise
opportunity.**



**FOR MORE INFO & TO APPLY VISIT
FRANCHISING.HOOTERS.COM**

Disclaimer: This brochure is for informational purposes only and not an offer to sell or a solicitation to buy a Hooters franchise. We offer franchises by prospectus only.

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BE PART OF A TRUE AMERICAN ORIGINAL.

Since being founded in Clearwater, FL in 1983, Hooters' brand of fun has endeared itself to millions of fans across the world. While everyone knows about our world-famous wings, juicy burgers and fresh seafood, the real secret to Hooters' success is the exceptional customer service. That level of service starts with a system-wide commitment to making our customers happy, and is ultimately delivered by the Hooters Girls. Perhaps you've heard of them. Much more than a waitress, the Hooters Girl is a globally-recognized icon who makes sure everyone is having a good time in a warm and inviting environment.

It's a recipe for success that has been going strong for over three decades. And with the launch of our new prototype building design in June 2013, along with continued menu enhancements and new product offerings, Hooters is paving the way for the next 30 years of success. Hooters' new restaurant design appeals to a broad range of customers with more contemporary seating and interior finishes, and a stronger focus on the bar and television experience. It's a fun, lively atmosphere where customers get a great meal and enjoy a beer while watching their favorite sporting event.

While the brand may be changing some things to prepare for the future, one thing will always remain the same: Hooters makes you happy.

WHY HOOTERS?

- Iconic brand with global appeal
- Uniquely differentiated guest experience
- Craveable, high quality and diverse menu, with full bar
- Exciting new and vibrant prototype design
- Compelling unit level economics
- Best in class franchise support including support for real estate site selection, design and construction, marketing and product development, training, supply chain, and operational and overall business planning.



FUN

IT'S IN OUR DNA.

FRANCHISEE QUALIFICATIONS

FINANCIAL REQUIREMENTS

- Minimum net worth of \$2,500,000
- Minimum liquidity of \$1,500,000

EXPERIENCE

- Minimum of 5 years of previous multi-unit restaurant experience – or – have an operational partner that meets this requirement.

FEES - DOMESTIC

- Franchise Fee: \$75,000
- Royalty: 5%
- National Advertising: 2.5%

FEES – INTERNATIONAL

Fees will vary by market.

HOOTERS HAS HEART

Underneath our fun-loving exterior lies a really big heart. Hooters takes pride in being part of the community and has donated millions of dollars to local and national charities alike. Whether it's the fight against breast cancer or sponsoring the local softball team, our entire family is dedicated to making a difference.

WHAT MAKES A GOOD HOOTERS LOCATION?

TRADE AREA DEMOGRAPHICS

- Minimum of 100,000-person population in the immediate trade area surrounding the site
- Daytime population of at least 15,000 in the immediate trade area
- Median income of \$50,000 and higher in the trade area

SIZE REQUIREMENTS

- Lot size (for free standing) 1.5 acres or larger unless parking can be shared with adjoining lots to obtain minimum of 80 parking stalls.
- Minimum building size of 5,500 square feet

SITE REQUIREMENTS

- Superior visibility of building's exterior and signage elements
- Great accessibility and strong traffic flow
- Superior strategic positioning of the site for the trade area with great retail synergy and late night activity generators

If you're interested in a Hooters franchise, call 770-951-2040 or visit franchising.hooters.com. If you have a site you would like to submit for consideration please email the site info to realestate@hooters.com.



GREAT FOOD



GOOD TIMES

