

BURGERWISCONSIN



FRANCHISEE INFORMATION PACK

*An introduction to becoming a Burger Wisconsin franchisee
and operating your own QSR business.*

Hello!

Thank you for your inquiry about Burger Wisconsin. The franchise information in this booklet will explain more about this new business opportunity to help you to decide whether you think a Burger Wisconsin restaurant is the right business venture for you.

Burger Wisconsin opened its doors in the Wellington suburb of Wadestown in 1989, and the brand has been a proudly New Zealand owned and operated franchise ever since, now with 24 stores across the country. The businesses are based on local franchisees, working in their local communities, to deliver fresh gourmet burgers to loyal customers.

Burger Wisconsin is a mature and strong franchise operation, and its stores have traded very profitably. From the beginning, the founders recognised and delivered several core philosophies which remain the same today:

- The best, freshest and tastiest gourmet burgers
- Informal, fast and efficient service
- A strong local community connection

What has evolved over time is the quality of support systems provided by the business, to continuously improve effectiveness and efficiencies of running a QSR franchise business.

Not only will franchisees be backed by a highly experienced support office team, but they will also have access to a complete manual set which encapsulates years of proven experience of running this brand. A fully integrated point-of-sale and back-office system allows you to run and manage your business with ease.

“I’ve always loved the idea of running a restaurant, and I knew that I had a lot of good, transferable skills but I did not have the confidence to start up a new restaurant from scratch. A franchise business seemed like the logical choice for me with all of the support that goes with it”.

Dan Hirschfeld - Franchisee

Franchisee Support Structure

The brand name and all intellectual property of the Burger Wisconsin franchise system is owned by Mariposa Restaurant Holdings Ltd through its subsidiary the American Burger Company as the Franchisor.

Mariposa Restaurant Holdings Ltd currently provides management support services to all company-owned restaurants and is the Franchise Support Office for both the Burger Wisconsin and Mexicali franchise networks.

The Franchise Support Office has an experienced and qualified team supporting you in areas such as operations, training, marketing, accounts and finance.



The Franchisee Offer

The Burger Wisconsin franchise offer includes guidelines and support for a fully fitted out restaurant in an agreed territory, plus access to all of the Franchisor's knowledge and experience of running a successful fast-casual restaurant.

In addition to the capital cost of the restaurant, payment of the Franchise Premium provides you with access to all intellectual property (IP) of the Burger Wisconsin franchise system for the term of your Franchise Agreement.

The term of the Franchise Agreement may vary, usually to coincide with the term of the lease for the premises, for example 5, 6 or 8 years.

Tangible IP available to you includes, but is not limited to:

- Rights to use the trademark
- Exclusive rights for the territory surrounding your restaurant
- Full and comprehensive initial training to operate your Burger Wisconsin business
- Access to the Franchise Manual set and fully documented Standard Operating Procedures
- An insight-led menu, supported by full recipes for all food and beverages
- Marketing support & local area marketing assets to reach your local target audience
- Established suppliers and bulk buying rates negotiated by the Franchisor

Other establishment expertise and support will include the Franchisor's knowledge and experience in:

- Site location and assessment
- Consent approvals
- Lease negotiations
- Restaurant design and fit-out specification
- Equipment specification and commissioning
- Project management of construction and fit-out
- Pre-launch planning and promotions
- Opening week guidance and assistance

The Franchise Support Office provides ongoing assistance including:

- Planning advice and approval of your Annual Business plan and Local Area Marketing plan
- Regular field visits
- On-going business development advice
- Supply chain management
- New product development and menu innovation
- Planning and administration of the group's marketing activities

You can trust our credible supply chain partners to deliver the goods



Your Burger Wisconsin Store

Burger Wisconsin is New Zealand's original gourmet burger brand, established in 1989. The Burger Wisconsin brand strives to provide outstanding quality, service, cleanliness, and value to its customers.

In order to achieve our mission, we strive to meet our customers' expectations by:

- Always welcoming and serving them with a smile
- Having all products available and freshly prepared
- Keeping it simple and easy
- Serving them quickly
- Serving our customers in a clean and comfortable environment

Having proven our concept, and developed considerable expertise and comprehensive operating systems, our franchise system has become a nationwide brand. We've strengthened our supplier partnerships, site criteria, operations and policies, financing options, insurance, marketing and distribution with the result being a very attractive and exciting opportunity for our new franchise partners.

As a potential Burger Wisconsin franchisee, you will:

- Be considering an existing restaurant, or a site already identified by Burger Wisconsin, or;
- Have identified a potential site or premises that you believe would be suitable for Burger Wisconsin, or;
- Have expressed your interest in opening a Burger Wisconsin in a particular territory, without yet having a specific site in mind

The broad criteria include:

- Suitable demographics of the catchment area for sustained business
- Appropriate zoning to conduct the business
- Visibility, accessibility and profile of the site
- Evaluation of surrounding businesses
- Size and suitability for purpose of premises
- Lease terms and cost ratio of rent to projected sales



The benefits of being part of a franchise brand

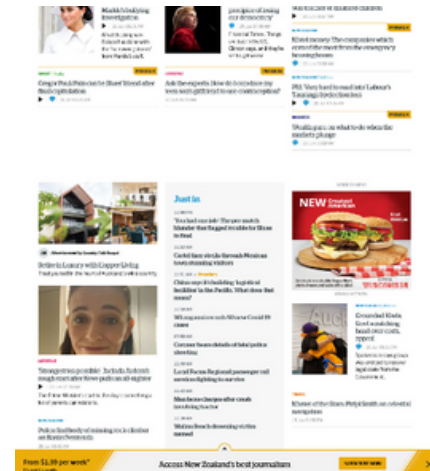
At Burger Wisconsin it's always been about the food, and we communicate our brand story, values and unique selling proposition nationally via a variety of advertising mediums both above and below the line. Burger Wisconsin is a trusted QSR brand which has been around for more than 30 years.

Recent NZ research shows that the Burger Wisconsin brand is highly valued for offering top quality food, fresh premium ingredients and good menu variety. Burger Wisconsin is marketed with the above values and promoted as "your local neighbourhood gourmet burger joint".

A marketing fee contribution (see next page) creates a brand Ad Fund which is centrally managed to drive national brand awareness, maintain and grow market share, increase guest count and support revenue sales. To remain competitive within our industry, we utilise some of the fund to commission market research, upgrade technology systems to continually improve brand experience and develop insight-led new products and menus to be relevant and on-trend. Support and collateral is also provided for stores staff recruitment.

Multiple times a year there will be national brand and promotional campaigns which include a combination of:

- Out of home digital billboards
- Targeted radio 30" or 15" ads
- Street furniture (bus shelters)
- Sponsorship
- Online digital advertising (e.g. nzherald.com)
- Organic and paid geo-targeted social ads
- Social media influencers
- EDM's and push marketing
- Google ads and SEO marketing
- Stores are also supported with marketing collateral to utilise in their stores to drive purchase and increase average spend.



Shredding for Summer - Jan 2024



Smoky Wisconsin - Sept 22

Getting Prepared

Burger Wisconsin is a seven-day-a-week business. We currently cater to lunch, dinner and late evening with customers able to purchase in-store, online via the website or the BW App, or on a variety of third party delivery partners.

To help manage staffing and trading, we have developed scheduling and rostering systems which share the work load and responsibilities, and help to keep overall costs of labour within our operating KPIs.

Every employee within Burger Wisconsin learns the business from the ground-up. Our comprehensive staff recruitment and progressive training programme makes sure the right people are employed, are thoroughly inducted into the Burger Wisconsin service culture, and that they progress through the ranks, learning step by step and becoming ever increasingly valuable members of staff. The training progression includes Food Handling certification, Induction and Orientation, Crew Member training, Shift Manager training, Food Preparation procedures & skills, Food Production management, Duty Manager training, Assistant Manager training.

As a new franchisee, you will be put through the same training programme, so you will learn every aspect of operating the restaurant from food service to safe food handling. In addition, you will receive detailed training in managing every aspect of the business as part of the Burger Wisconsin franchise system. You will learn to use outputs from our POS system and a financial dashboard to monitor each day's sales, plan food purchases, manage inventories and schedule staff rosters.

Following formal training, as a franchisee you will have access to a set of manuals including business management and franchise system procedures; standard operating procedures (SOPs); restaurant opening manual; staff recruitment and training manual.

KEY FACTS AT A GLANCE	
<i>Typical restaurant size</i>	50 – 100 m ²
<i>Indicative capital cost (subject to individual site)</i>	\$100,000 - \$150,000
<i>Franchise Grant Fee (subject to term)</i>	\$24k - \$30k
<i>Current turnover range</i>	\$350,000 - \$650,000
<i>Staff numbers (FTE including part-time)</i>	5 – 10

What are we looking for in a franchisee?

We aren't looking for a lot of franchisees; just the best ones we can find to operate successful restaurants. We're excited to be expanding our franchise opportunity, but our approach will be selective. Finding the right people to join us as franchised Burger Wisconsin restaurant owners is critical, and that's why we have prepared a very specific profile of the ideal franchisee.

As you will be committing both your time and a considerable investment in your franchise, it is in your best interests as well as ours to make the right decision.

It's beneficial in this type of business to have of the following qualities and skills:

- A passion for food, a pride in serving quality food and enjoy fast-paced environments
- Demonstrate a good level of leadership, resilience, be motivational and interested in developing peoples skill sets
- Determination and a drive to succeed - restaurant environments often entail long hours and high pressure
- Enjoy customer service, have excellent interpersonal skills and a positive, friendly manner
- Experience within a hospitality environment is ideal but not essential
- A level of business acumen, computer skills and IT literacy
- A good level of numeracy, oral and written communication skills

Some important non-negotiable mandatories include:

- You must be able to legally work and own a business in New Zealand
- You must have a clean police record
- You must have access to sufficient capital to fund your business

As the franchise business owner and manager, you need to be motivated and ambitious to make your own store succeed but also be comfortable and accepting of working within the brand guidelines and operating procedures of a franchise system.

“The comprehensive operational processes in place enabled me to run my business efficiently, and provided the tools and training to up-skill my team to work effectively together”

Andre Chappell - Franchisee



Your role and obligations as a Franchisee

As a franchisee, your Burger Wisconsin restaurant will be your own independent business and your responsibility, but it is important for you to realise that it is not yours to run as you want. You must understand and accept that as a franchisee, you do have to follow the systems and procedures outlined by the Franchisor, in the best interests of other operators in group, as well as your own.

Your key objective of course is to own and operate a successful and profitable restaurant within the franchise system.

Here are some of the key obligations you will have in this role:

- Complete initial training to acceptable Franchisor standards prior to commencement
- Complete all pre-commencement activities prior to trading, as specified in the franchise agreement and franchisee manual
- Conduct the business to franchise system policies, procedures and standards
- Maintain the manuals set (on loan only, to be returned on termination of franchise)
- Recruit, train and manage your own staff
- Promote your Burger Wisconsin business within your local area
- Participate in and support all national promotions and marketing initiatives
- Effectively manage key relationships, including staff, customers, suppliers and Franchisor
- Submit annual Business Plans for Franchisor approval, and execute accordingly
- Submit annual Local Area Marketing Plans for Franchisor approval, and execute accordingly
- Maintain customer service delivery standards
- Ensure own accounting and administration documentation is accurate and current
- Pay all accounts (including all fees to American Burger Company) within payment terms
- Provide feedback to the Franchisor
- Cooperate with and contribute to all other members of the franchise system
- Observe all legal, health and safety requirements and industry standard.



Our role and obligations as a Franchisor

Roles and obligations are not one-sided within the Burger Wisconsin franchise system. Like you, we too at the franchise support office have key roles to perform, and obligations to meet for our franchisees. It is in our interests to help you succeed - and it is in everyone's interests that the entire group is consistent and well-performing.

Here are some of our key undertakings to support you and all other franchisees:

- Define and manage the demarcation of franchisee territories
- Recruit only quality franchisees, meeting the requirements of the ideal franchisee profile
- Locate, or assist franchisees to locate, premises suitable for the conduct of the business consistent with the characteristics of the catchment area
- Arrange full fit out and provision of equipment to turn-key state of preparedness
- Assistance with franchisee development of the pre-commencement plan
- Initial training, on-going franchise network management, coaching and communications
- Ongoing training where necessary in respect to new products and services or franchisee/employee needs
- Provide the systems and services specified in the manuals
- Ongoing strategic planning and development and improvement of the franchise system and manuals
- Organisation of an annual franchise conference to discuss matters of mutual interest
- Ongoing financial, marketing, operational, business and other advice relevant to the franchise system
- Provide comprehensive performance appraisal to improve the performance of the franchise businesses. Including appraisals of business plans and providing feedback on KPI targets
- New product development, menu updates and promotional products
- Manage suppliers and negotiate group deals wherever potential buying advantages or benefits can be identified
- Co-ordination of national marketing and promotional activities, administration and responsibility for the group marketing fund and the provision of specific marketing initiatives and advice
- Provision of group marketing plans so franchisees can plan and link local promotions to national strategy
- Design of branded promotional materials and organisation of their supply to franchisees
- Provide market information and results of any customer research
- Ensure that quality people with the right skills are selected for the head office support roles
- Resolve any franchisee disputes
- Maintain legal protection of the intellectual property including trademarks
- Take effective action to remedy substandard performance of any franchisee or any behaviour that may bring the Burger Wisconsin name into disrepute
- Comply with all necessary legislation and relevant codes including the Franchise Association Code of Practice

Is a Franchise business right for you?

Now that you have read the information in this booklet, are you ready to proceed further with your application and explore the Burger Wisconsin franchise opportunity in more detail?

Firstly, take time to consider if a franchise is indeed the right business for you.

As a potential franchise owner, you must realise that you will be neither a partner, nor involved in a joint venture with us. We will give you ongoing assistance, but you will have an entirely independently owned and operated business. It is your business, but you are required to follow our proven systems, not only in your interests, but also in the interests of all other franchisees, to ensure consistency in delivery of the brand and service to customers. You must be comfortable about operating under the guidelines as set out in the Franchise Agreement and the Franchise Manuals.

You must also realise that we are not responsible for your success. We will put you through a robust recruitment process to ensure you meet our selection criteria. You will also receive comprehensive training and considerable assistance in setting up and managing your business. Finally, you must be totally committed to providing the highest standards of customer service.

Ultimately it is your business, and your success will depend on your own commitment and drive and how well you manage it. The Burger Wisconsin franchise system will give you many opportunities and advantages, but it is over to you to maximise them.

Next Steps:

As a next step we would like you to complete an application with any additional information you might like to provide. This will help us assess your suitability against the criteria we have established for Burger Wisconsin franchisees.

If we then decide to proceed with your application we will need to start sharing more commercially sensitive information with you which we require you to keep confidential, as per the Confidentiality Covenant you signed earlier.

Ready to get grilling?



We hope this document provided an insight into what it means to be part of the Burger Wisconsin business.

To speak further with our Business Manager, please contact our support office on (09) 973 4559 or email franchising@mrhltd.com.

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