

# Discover Wienerschnitzel



# TOP SELLERS

CHILI DOG  
CHILI  
CHEESE  
DOG

CHILI  
CHEESE FRIE  
CORN DOG  
SHAKE



## Welcome to the World's Most Wanted Wiener!

OPPORTUNITY KNOCKS. As a prominent franchise of over 50 years, Wienerschnitzel OWNS the hot dog category and we want to share our business success with you. We are the World's Largest Hot Dog Chain and drive loyal customer following through a high quality, unique menu, with branding and execution that is envious by competitors.

We are Americana – edgy, fun and growing our next-generation restaurants today.

With an all new store design and system-wide increase in same store sales average, we invite you to learn more about our awesome brand!

Every great business success story has a beginning. May this exploration process serve as one of yours!



## Our History. Then and now.

THE ARCHITECTURE OF SUCCESS. The first generation Wienerschnitzel "A-Frame" building was an instant classic, with not only a signature red roof and unforgettable design, but also as a monumental step forward in quick-serve concepts. Yes, the original "drive-thru" service was conceived – literally through the center of our restaurant (brilliant, of course!). The original A-Frame strategy also included a narrow building design that could be built on a cost-effective, smaller parcel of land.

While demand for good real estate has not changed, today we keep lineage to the iconic A-frame with a sleek new restaurant design that is cost-efficient and undeniably impressive on every level.

As we embark on the next generation of growth, we are committed to expanding our network of Wienerschnitzel restaurants to NEW franchise owners, with a compelling new building designed to drive profits.

The Next Generation is Here and Now.



## Delicious Opportunities.

THE FOOD IS FUNDAMENTAL. We are known for our world famous Chili Cheese Dogs, Chili Cheese Fries, Corn Dogs and delicious Soft-Serve ice cream. Our menu is robust with flavor, but simple and always stay true to who we are and what our guests want. Think about your success: You don't invest in a cult-like following, hot dog empire... that also sells gimmicky foods.

Our food is what sets us apart from all other restaurants. We specialize in products that guests seek out to satisfy their cravings. It's a simple

menu. But it consists of incredible tasting, unique items that you can only get at Wienerschnitzel.

Desert comes FREE! Taster Freez, as a delicious soft-serve ice cream satisfies any sweet tooth after a Wienerschnitzel meal. Our desert menu includes a simple execution and delicious presentation of; Sundaes, Dipped Cones, Shakes, Parfaits, a Banana Split and Freezees too.

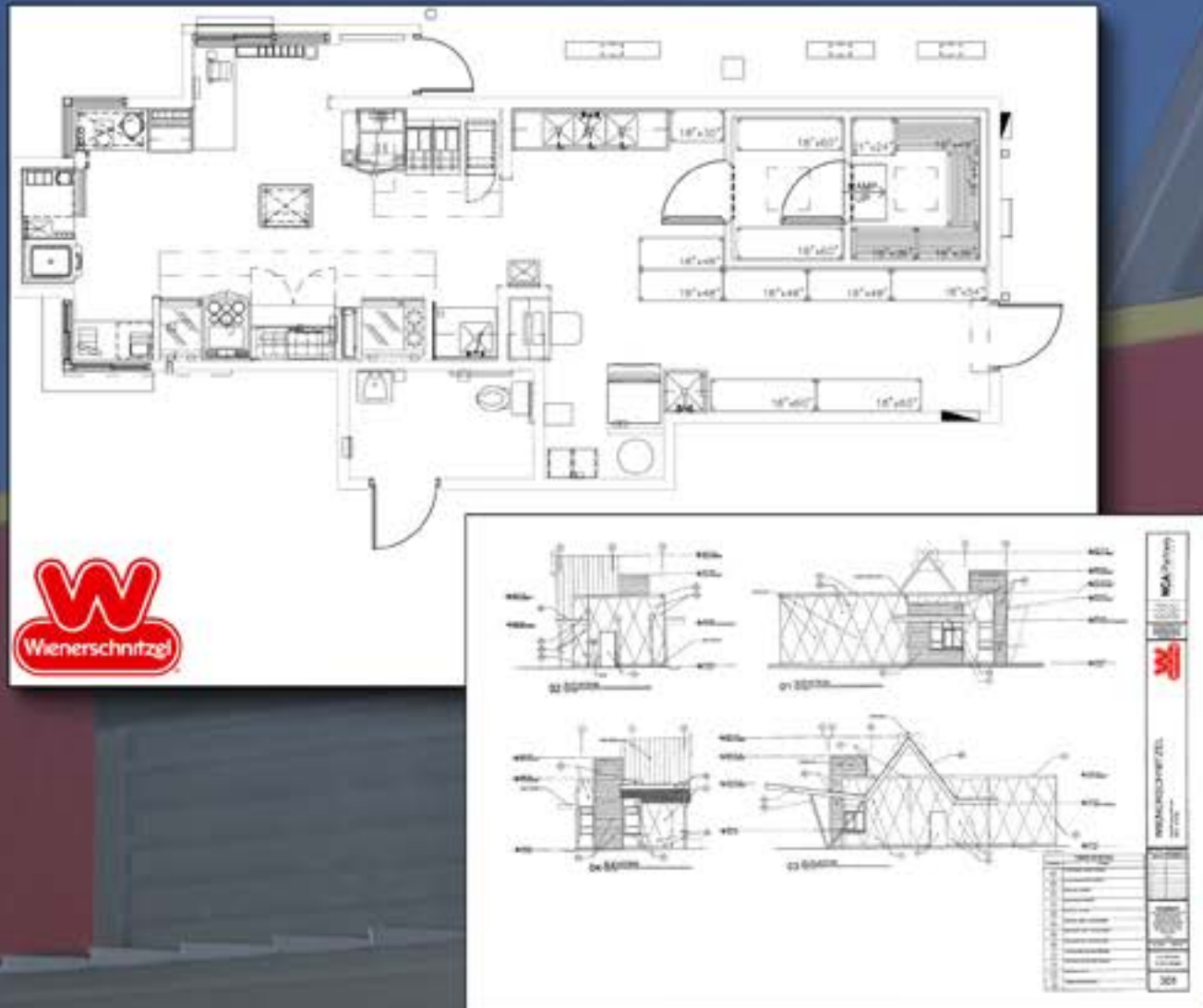
The Taster Freez license and menu is included free with every Wienerschnitzel restaurant.

THE ARCHITECTURE OF SUCCESS. The new "Heritage" Wienerschnitzel restaurant is a unique product of ideas and collaboration with our franchise partners. The sleek design is memorable and efficient, with more real estate options where competitors typically will not go.

Unlike any restaurant design — STAND OUT in a crowd

- Historic Wienerschnitzel "A-Frame" inspired design, with a fast-casual look
- Small, free-standing building ranges from: 730' sq. ft., to 1,200' sq. ft.
- Efficient floor plan for speed of service and less labor
- Walk-up order, delivery window, shaded patio (or inside dining on 1,200' sq. ft. model)
- Smaller parcel of land, as low as 10,000 sq. ft. to build, with drive-thru
- Low cost of construction and equipment — estimated total between \$500,000 - \$750,000 (please see Franchise Disclosure Document for more information)

# Market Growth & International Opportunities.



## Reasons to Take a Closer Look.

### WIENER HIGHLIGHTS

- NEW cost-effective, and highly compelling restaurant design
- Small real estate footprint requirements = lower cost of entry
- Simple operations
- Low food costs
- Outstanding products, quality and taste
- New Marketing and Visionary team driving new waves of loyal customers
- Broad customer base derived from core menu offerings and innovative monthly LTOs
- World-class, hands-on training
- Over 200 years combined Operations team experience to support you
- Franchise includes Taster Freez as a simple, and scrumptious soft-serve dessert
- The Wiener Schnitzel mascot, "The Delicious One," cannot be beat!
- Highly experienced leadership team and strong company financials
- Family owned and operated since 1961

THE WORLD AWAITS. With new international deals signed in Guam and Panama, we are very intent on opening more new Wiener Schnitzel markets abroad. Target markets for new Master Development growth include: Central and South America, South Korea, and select Asian and Middle East countries.

NEW domestic market, and select Non-Traditional location opportunities are available for experienced and existing multi-unit foodservice operators. If you fit this category and are seeking to diversify your restaurant portfolio with development exclusivity within the territory, let's discuss. We are actively pursuing qualified multi-unit operators to open new U.S. cities, specifically in Southern & Midwestern states with attractive development terms.

Single and multi-units also available in most existing markets:

AZ, CA, CO, IA, NM, NV, OR, TX, UT, WA

**We are focused on growing with successful franchise partners for the long-term, together. We believe in our systems and value our relationships so much so, that your franchise award includes a refund contingency of the initial franchise fee if we do not successfully approve a suitable real estate location together within 12 months of executing your franchise agreement.**

(U.S. only, terms and conditions apply)

“After 40 years in the industry, I can honestly say Wienerschnitzel continues to be a premium brand among all other QSR concepts. The quality and uniqueness of the product makes Wienerschnitzel the best in its class and offers the most value for your investment.”

**Farouk Diab** - Owner, 19 stores (CA, NV)

*Winner, 'MVP - Spirit of Franchising' Award  
Multi-Unit Franchisee Magazine, 2015*



For more franchise information, please visit our website at: [www.wienerschnitzel.com](http://www.wienerschnitzel.com)  
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