



# *Wing 'n it*

RESTAURANTS

*THE GREAT TASTE OF ADVENTURE!*



## CONCEPT

**Flight has fascinated humanity since the Wright Brothers first discovered it. Soaring above the clouds in a man-made machine shifted the impossible to possible creating new adventures across the world. We at Wing 'n it offer a glimpse into the extraordinary world of aviation from our decor, to aviation-themed menus, to our service all inspired by the great taste of adventure.**

Stepping into a Wing 'n it restaurant transports guests to a world of fun, variety and comfort. Our family focused restaurants ensure that our guests experience is balanced with appropriate lighting and music volume, kids menus, comfortable seating, affordable pricing, food variety, beverage options and fast service. Televisions are plentiful for the sports enthusiasts while a mix of classic rock, and new and old country music keeps the mood light and fun.

From the decor to service to food, our family-focused guest experience is our number one priority.

### **Convert Your Restaurant to an Iconic Brand**

Our team will put together an affordable package to convert your existing restaurant to an outstanding Wing 'n it — we will help you re-build your dream at a fraction of the cost.

***Together we can do so much more!***



# DESIGN



**Comfort and flow are the focus of our restaurant designs. The exterior signs showcase our logo with backlit lighting that is easily visible from a distance during all hours. Our windows are wrapped with frosted logo coverings to allow natural light into the restaurant while providing privacy for our diners. Our interior colour and signature decor are the same across all locations ensuring familiarity.**

The restaurants are fitted with sections for 2 seat and 4 seat tables that can be grouped together for larger parties. 4-6 seat hand crafted booths provide a more intimate area while a long bench with 4 seat tables can also be grouped together for the larger parties of 10+. Numerous HD televisions are placed strategically so every guest has a great view. Our back bar is hand-crafted mill work beautifully designed to showcase our full like of spirits and wine. High top 2 and 4 seat tables surround the bar with plenty of room left between tables for comfortable service and accessibility.



## MENU



**Our menu is perfectly balanced for the guest as well as the business owner. For the guest we offer an array of appetizers, salads and entrees including ribs, sandwiches, burgers, wraps and desserts. Our shareable artisan flatbreads are hand pressed and offered with a variety of toppings.**

Our proprietary wings are second to none. We produce the highest quality wing; moist and fresh, perfected by our unique preparation process. Top brand sauces and ingredients ensure the highest quality in flavour options. We regularly introduce new menu options while staying faithful to guest favourites.

For the business owner the menu is created with a competitive food cost. Food portioning and crossover of ingredients helps to maximize profit and minimize food wastage. Low cost items are balanced with higher cost items that are a larger contribution to margin. Fresh ingredients and ideas with attention to high quality uphold Wing 'n it as a trend setter.



## SITE SELECTION



**The process of site selection and approval is a joint decision. We believe in working together with our franchisees on finding locations. While we are constantly in contact with top landlords across Canada to expand into great locations, we wait to share those locations with prospective franchisees until they are at the point of signing a franchise agreement. We want to ensure the location is available at the time you are prepared to commit to the Wing 'n it brand.**

Site selection is a crucial key to Wing 'n it success. It is essential to know the current state of market we are looking at. We ensure there is no drastic change in plans that could affect our long term commitment.

We work closely with the franchisee to evaluate the market that is the top choice. After taking all of this into account we then present the site information to you.



## MARKETING



**Wing 'n it locations contribute 1% of their gross revenue to the over-all company's advertising fund. This money is used to help manage and create all chain wide promotions. We focus on community minded marketing tools that reach our target market through mediums like radio, social media (i.e Facebook and Instagram) and television. We also assist our franchisees with local store marketing efforts.**

New promotions are launched quarterly focusing on new menu items and featured beverages designed to increase sales and our customer base. Implementing initiatives keep the needs of our guests fulfilled while enhancing franchisee profitability.

## OPERATIONAL SUPPORT AND TRAINING



**As a franchisee, success depends on your desire to learn, a dedication to grow, a passion for success and perseverance during challenging situations. These qualities will guarantee a continual strengthening of skills as an operator. Every franchisee accepted into the chain must be ready to commit to the training program of learning every aspect of the company. Feeling comfortable and capable of every task certifies that as an owner you know your business best, your operations are up to Wing 'n it standards and your future employees will be trained properly.**

Our training includes helping a franchisee host a job fair attracting potential employees and performing on-site interviews over 2-3 days. Our orientation covers all Wing 'n it policies and procedures for new hires. This is followed by an intensive 2 week theoretical and practical training for both front and back of house. We also teach franchisees the business side of the restaurant industry including how to keep costs low, attract more business and manage employees.

Before opening we schedule a family and friends night to put new skills into practice. An unadvertised soft opening is the last step giving employees one more week of practical training before the pressure of weekend business. After opening we provide ongoing support in any area. Regular analysis of sales and visits from our corporate office helps to identify areas to strengthen and coaching follows.

## INVESTMENT CRITERIA

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### Invest with Confidence!

- **Low cost - Low Investment**
- **Proven Concept with 18+ Units and Expanding**
- **Low Marketing Fees**
- **4% Royalties with Opening Incentives**
- **Size: 2,000 - 3,500 sq.ft.**
- **Conversion Cost: \$250k - \$325k**
- **Full Training — Front and back of the house**
- **We will assist you with the pre- and post-opening of your franchise!**



**For Franchise Opportunities:**



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