

BIG
WHISKEY'S
AMERICAN RESTAURANT & BAR[®]

FRANCHISE OPPORTUNITIES

LET'S RAISE A GLASS TO

- ① **\$2,719,489 AVERAGE STANDARD UNIT VOLUME¹**
- ② **18% HIGHER TICKET AVERAGES THAN OTHER FSRS¹**
- ③ **LOWER INVESTMENT COSTS COMPARED TO OTHER FSRS²**



THE LEGEND OF **BIG WHISKEY**

Small town, middle America is where my grandfather ran a modest corner tavern for almost 30 years and where Big Whiskey's story begins. He had his regulars but none quite like the man who came to be known as "Big Whiskey".

Big Whiskey only came in a few times a week. He would belly up to the bar and say, "I'm only going to have one, so make it a big one." Thus, the legend of Big Whiskey was born. As my grandfather tells it, Big Whiskey was the kind of man who always had the right thing to say at the right time, whether it was a joke, story or toast. He was never around long and always left the other patrons longing to hear more.

I'm not sure where he is today. He could still be sitting in a tavern somewhere with his one drink in hand, captivating a crowd. I've come to believe that no matter who you are or where you're from, we've all learned a lesson or two from our own Big Whiskey.



Paul Sundy

Founder & Senior VP of Operations



WHO WE ARE

POUR A DRINK AND LET'S GET STARTED.

Big Whiskey's American Restaurant & Bar is gaining recognition among industry leaders exponentially as an elevated and approachable restaurant and bar for the modern family. Make the toast-worthy decision by being a part of a growing and emerging brand. With a combination of a diverse food and celebrated drink menu, you will be the go-to destination for every toast-worthy moment.

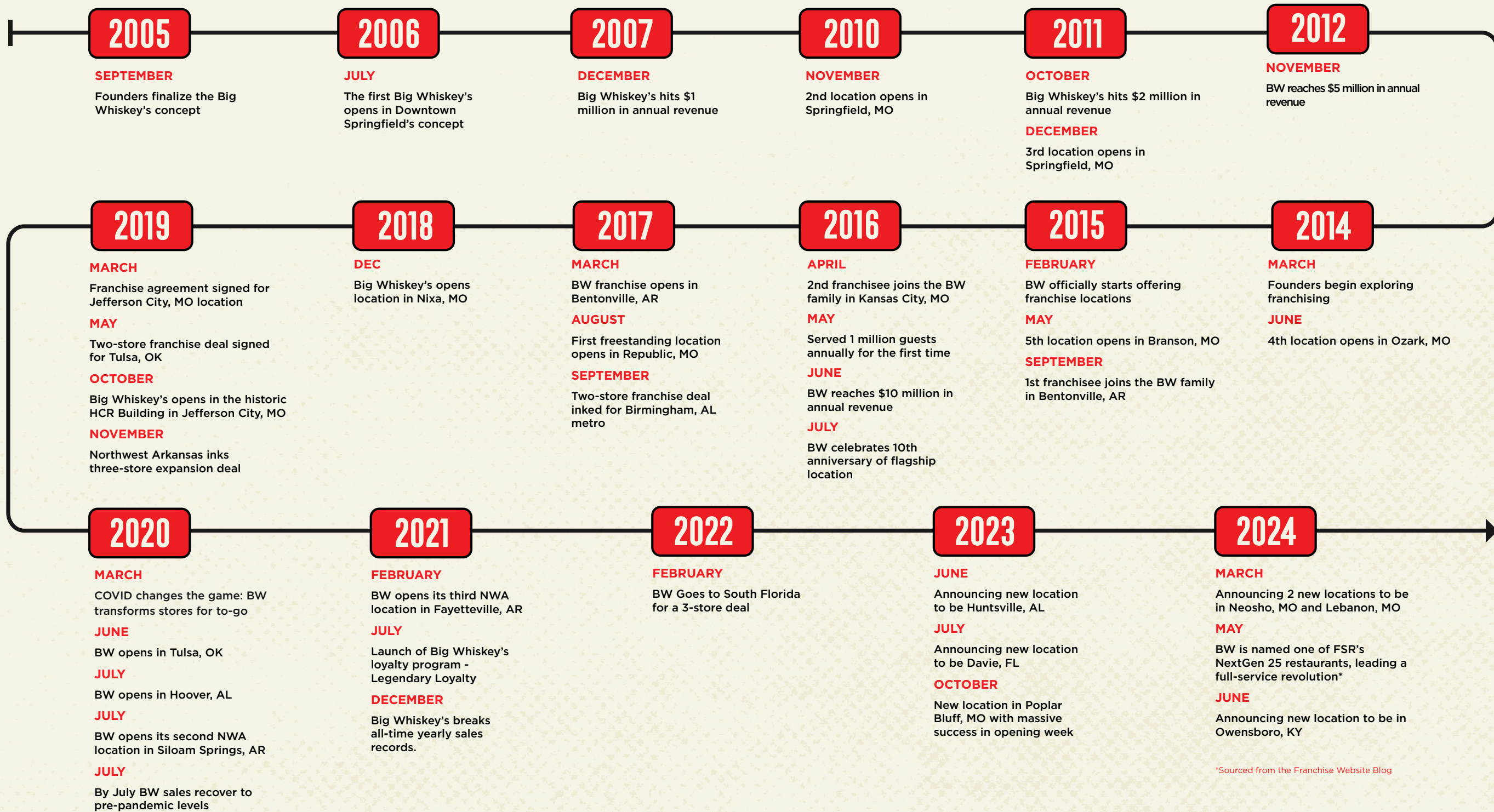
From the moment we opened our doors more than eighteen years ago in downtown Springfield, Missouri, our founders knew how to build a loyal customer base. By offering top quality, creative food and drinks at the right price, we've built a sustainable customer base who come back time and again for our fun, laid-back atmosphere and our rockstar service.

Today Big Whiskey's has sold 28 locations with several more in the queue.

THE ORIGINAL BIG WHISKEY'S LOCATION



JULY 2006
DOWNTOWN SPRINGFIELD, MO



*Sourced from the Franchise Website Blog



TIMELINE

DON'T JUST TAKE IT FROM US

“We’ve been working with Big Whiskey’s for many years as their primary food supplier. As they have grown, US foods has made a commitment to provide them with the highest quality foods at our most favorable pricing. We’re excited about continuing this relationship both with company-owned locations and the franchisees. Big Whiskey’s has a bright future and with our nationwide distribution network we’re positioned to partner with them to enhance their expansion.”



Andy Stein
US Foods Area
President Missouri

“I chose Big Whiskey’s for the overall look, the product and the experience that the brand delivers. It’s perfect for Florida. Additionally, the corporate team are an inspiring bunch. We need to work with passionate, creative and positive people, something we’ve found is lacking in other concepts we’ve researched and worked with in the past.

The final decision came down to the fact that we were put in contact with the Big Whiskey’s franchise group in Hoover. We had to see proof of concept, that one of these stores could do more than \$5M and the Hoover group achieved that in their first year, at half capacity during the pandemic. The proof is in the pudding that this concept works and will work in a region like ours in southeast Florida.”

Steve Swanson Franchise Owner

DON'T JUST TAKE IT FROM US

“You don’t need to be in a town of 150,000 people to make it work. Even if it was just ‘hey I live in a small town and I think it would do well here’ the answer is: it probably would. The top three reasons that I think opening a BW makes sense. The first one is the great cost of entry. The brand has made it to where we can open a restaurant as a cost that allows us to make a profit in a variety of markets. The second thing is the broad appeal. It is the kind of place that makes sense to go as an 18 year old and a 68 year old. And I think the last thing is the community focus. We reach out in the community and we are a part of the local football team, the rotary team, we are a part of the rodeo. We are a part of the community and I think that spirit of giving back makes it to where owning a BW isn’t just about making money, it’s also about making a difference and that to me is a huge thing”



Shane Miller Franchise Owner

“We see tremendous potential in Big Whiskey’s along with our personal values reflected in this growing brand. Big Whiskey’s finds a lot of pride in making an impact on communities by offering unique menu items, making charitable contributions, and volunteering their time to truly make a difference in its community. It has been a great experience working along side the Big Whiskey’s corporation on site selection and planning for these openings. We have been well supported by the Big Whiskey’s brand through each step of the process in opening our new franchises. We are proud to bring unique menu offerings and a toast-worthy appeal to Huntsville and Alabaster.”

Terry Sims Franchise Owner

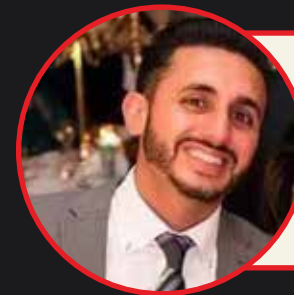
DON'T JUST TAKE IT FROM US

“I chose Big Whiskey’s over other brands for multiple reasons. After looking at all the competition, I think Big Whiskey’s is far better in all of the following aspects:

- Leadership has great vision, good work ethic and comprehensive understanding of what the brand needs to be successful.
- Food quality is superior to other competitors.
- Brand growth and the opportunities that come with being a younger brand.
- Innovation as the brand grows. The food, training and technology are cutting edge.
- Support at the corporate level.
- Food to LBW ratio is in great balance.
- Vendor relations provide a great competitive edge with pricing and service.

The key to our success has been implementing all of the tools that corporate makes available to us. Big Whiskey’s has a great training program which enabled us to hit the ground running and keep everyone engaged. Training can be done on paper or digitally which provides a lot of flexibility.

After building the first prototype for Big Whiskey’s, we have already identified our next site and plan on building our second ground up location very soon. Our Hoover location is already a landmark in our market and we are excited to keep the momentum going.”



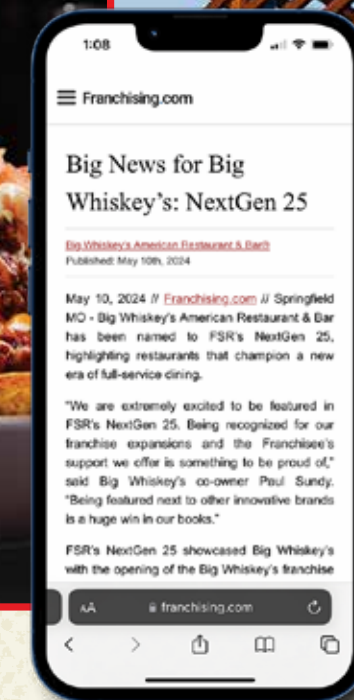
Amaan Porbandarwala

Co-Owner/Operator

Big Whiskey’s Hoover, AL

FSR'S 2024 NEXTGEN 25

We are proud to have been featured as a part of FSR's 2024 NextGen 25. We are proud of the strides we have taken to be recognized on a prestigious list alongside other thriving businesses. What truly sets us apart is our connection with our franchisee's from the start. We assist in site selection, innovative menu development, and marketing support. In 2023 we saw record-breaking sales per capita with the opening of the Big Whiskey's franchise location in Poplar Bluff, Missouri. This showed the benefits of opening a location in smaller communities and demonstrated the opportunity for opening in larger communities. Big Whiskey's brings diverse menu options, an inviting atmosphere, and charitable opportunities to each community. Our EBITDAR and check averages exceed market averages. To be featured as FSR's NextGen 25 is a remarkable opportunity.



BW X-FACTOR

WHAT SEPARATES US FROM OTHER CASUAL DINING RESTAURANTS?

A celebrated bar experience with best in class food. We don't sacrifice quality or portions to meet our bottom line, instead we have the tools and expertise to help you drive profitability all while maintaining an EBITDAR percentage that outperforms many of our competitors.

1

TOAST-WORTHY AMERICAN MENU

2

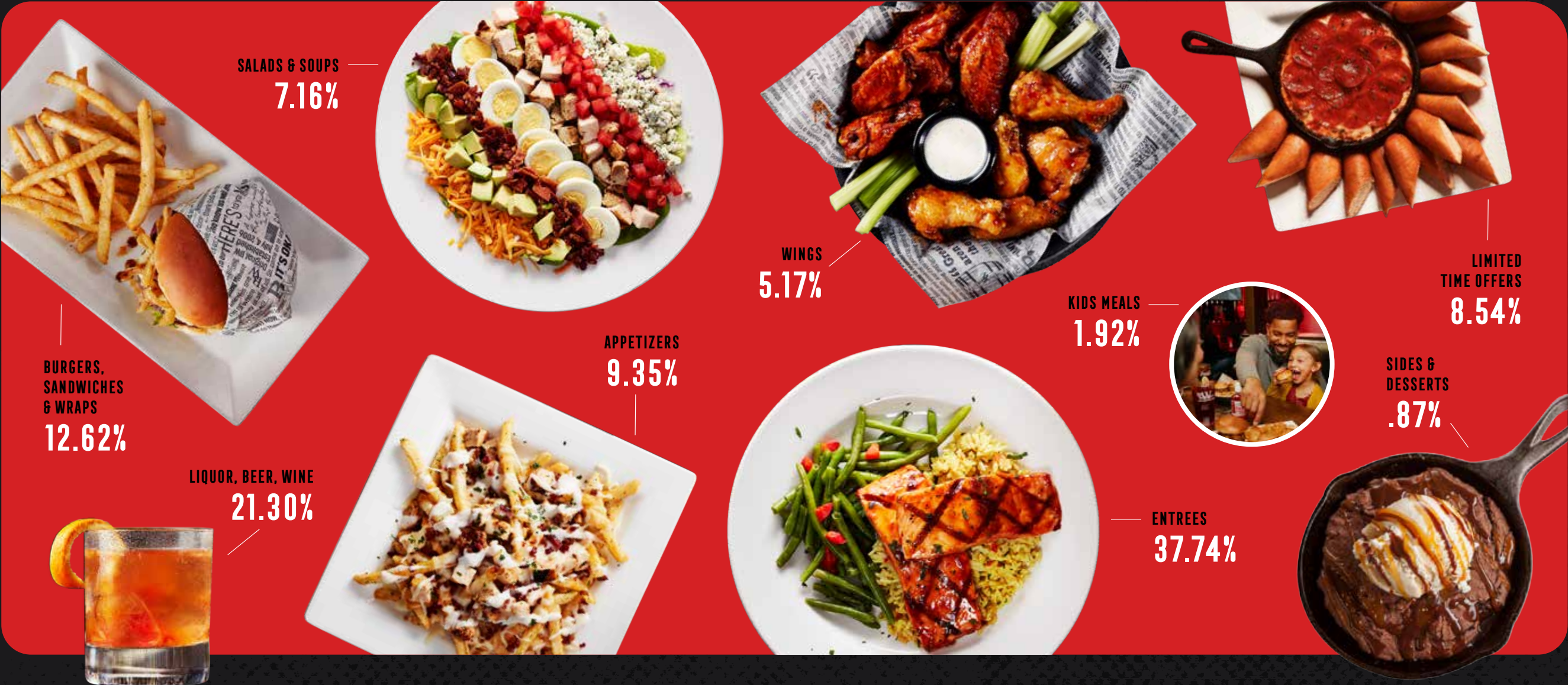
CELEBRATED BAR



1

TOAST-WORTHY AMERICAN MENU*

The Big Whiskey's menu features fan favorite appetizers, award-winning wings, hand-cut steaks, fresh salads, scratch-made pastas, craveable tacos, best-in-class burgers and much more.



*Gross Sales, Does not include discounts

2

CELEBRATED BAR

Big Whiskey's isn't the average restaurant bar. Big Whiskey's is a game day destination, a happy hour hot spot, a relaxing dinner and a laid back spot for brunch. With an extensive bar menu featuring over 100 whiskeys, 20 beers on tap and more than 20 original cocktails Big Whiskey's has the perfect drink to suit every guest.



WINE
4.4%*

BEER
34.6%*

LIQUOR
61%*

BW

21.30%*

SEGMENT AVERAGE²

10.2%

PERCENTAGE OF OVERALL SALES



HOW WE STACK UP

Thanks to longtime industry leading inventory and operations systems and an eye for detail Big Whiskey's is both an affordable franchise option and highly profitable. In many cost and revenue categories, Big Whiskey's exceeds the industry and segment averages.

**"HERE'S TO TRADITIONS
BEING JUST AS IMPORTANT
AS TRENDS"**

Big Whiskey



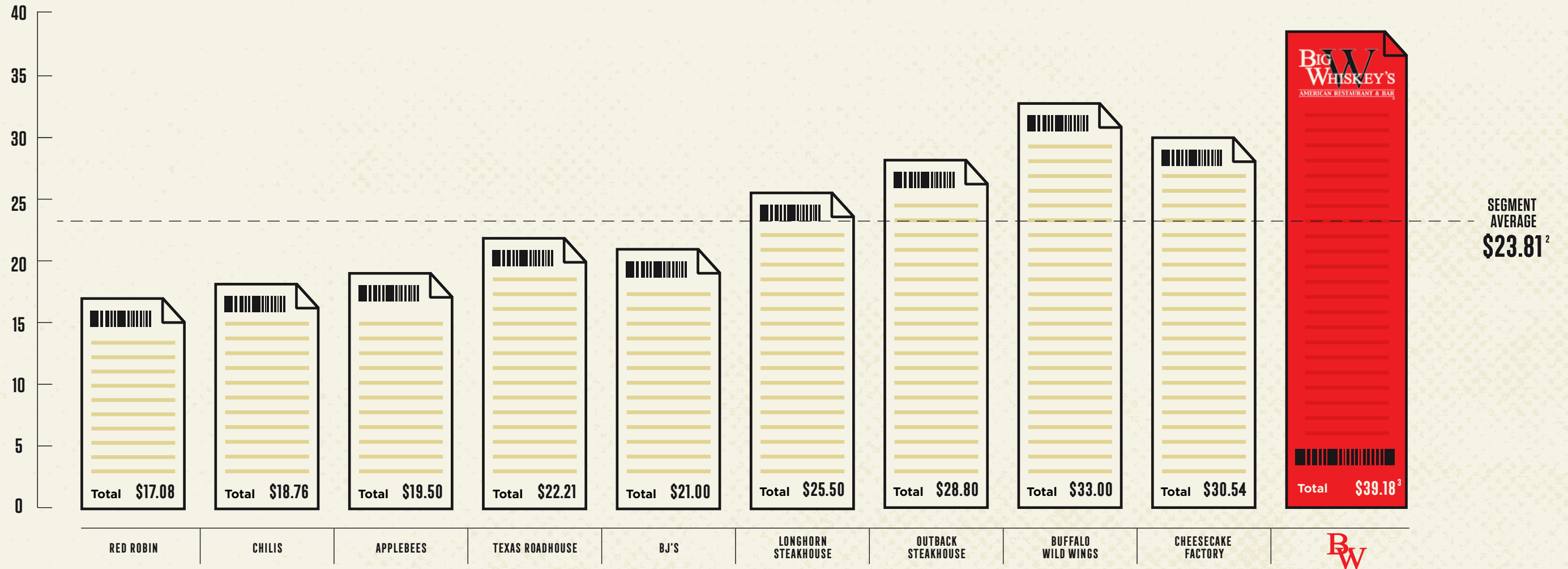
LOOK OUT FOR THIS ICON TO DISCOVER
OUR SECRET SAUCE!



AVERAGE TICKET

Why does our ticket average easily beat our competitors? **Our liquor, beer and wine sales are much higher than our competitors²** and our strong, well balanced menu mix, engineered for maximum sales encourages guests to order more high profit, popular items.

Big Whiskey's also stands above our competitors on daypart opportunities with a robust brunch, happy hour and late night, in addition to strong off-premise sales.



COST OF GOODS SOLD



Our COGS may be a touch higher than most of our competitors, but it's not without good reason. We know that quality products are the key to guests returning to us time and again.

With the challenges of the last few years, including recent inflation, we were never willing to yield to the trend of cutting menu items or substituting for lesser products. Through this, we worked very closely with our supplier to manage costs and stay ahead of increases on key products.

While our competitors² have been willing to sacrifice quality, while we simply are not. It's a long term approach that we know pays off.

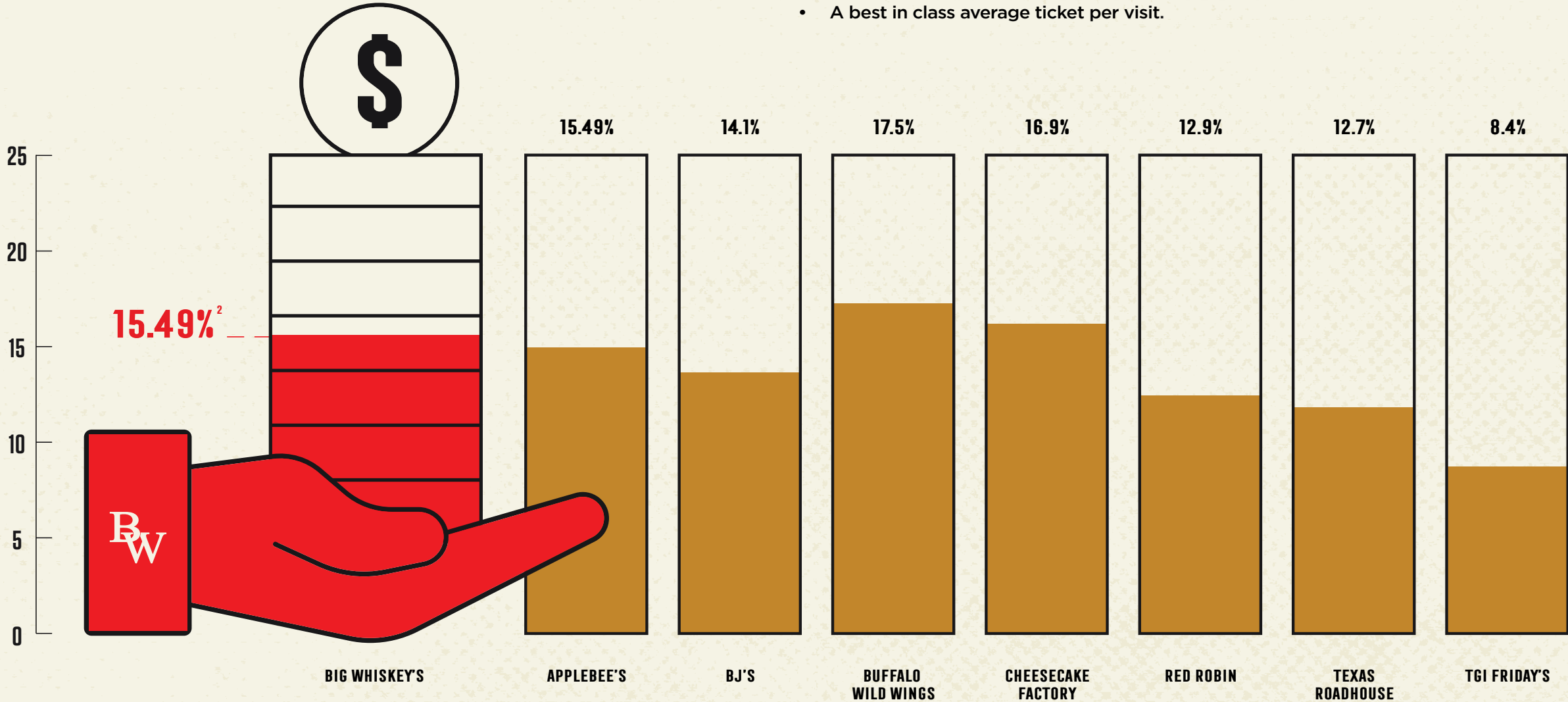


EBITDAR

Our EBITDAR (earnings before interest, taxes, depreciation, amortization and rent) stand tall above our competitors², in an industry that sees an EBITDAR percentage around 13.9%.

★ HOW DO WE ACHIEVE THIS?

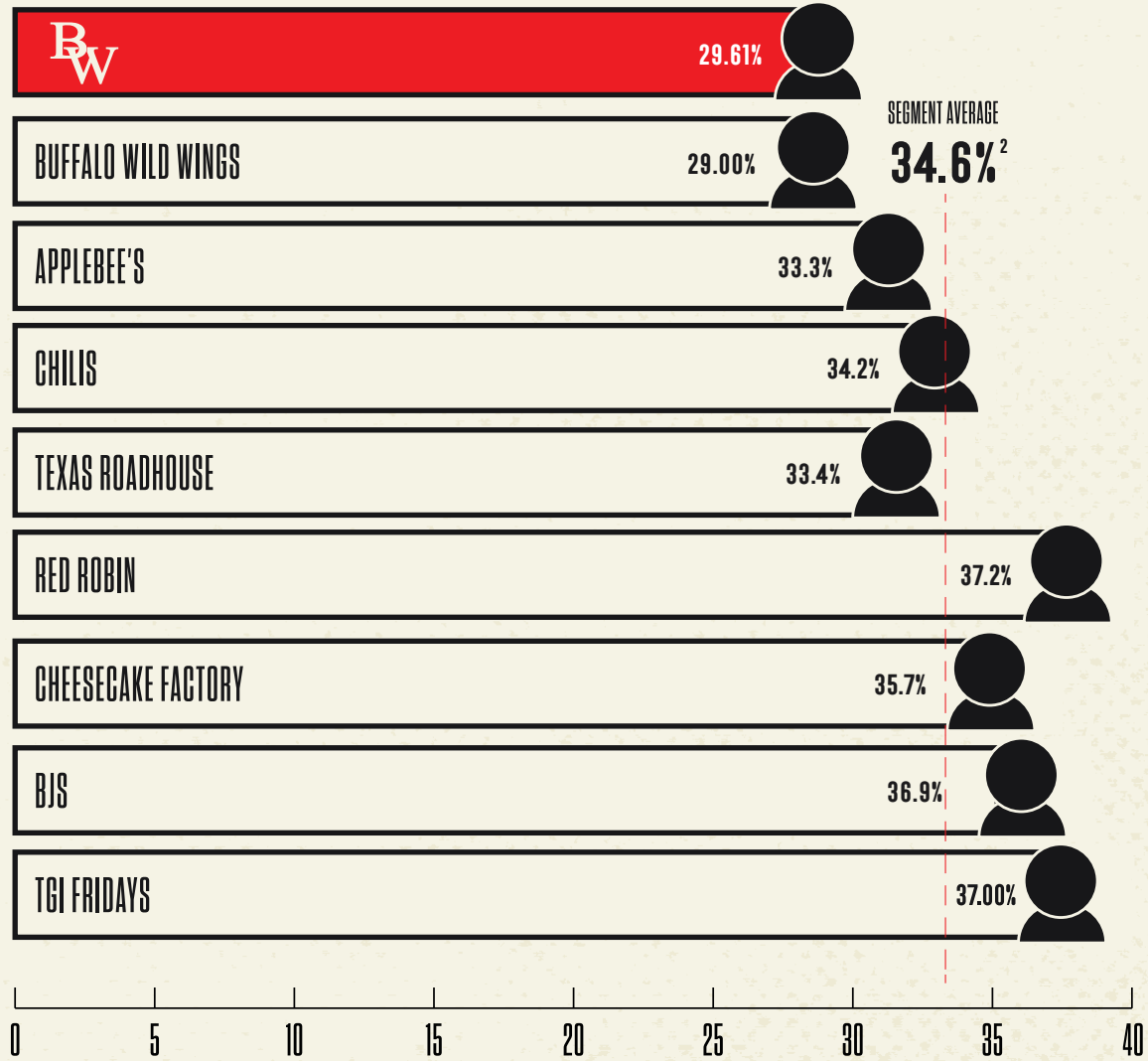
- Real time labor tracking.
- An efficient footprint in FOH and BOH that maximizes our revenue per square foot.
- A best in class average ticket per visit.



LABOR COST



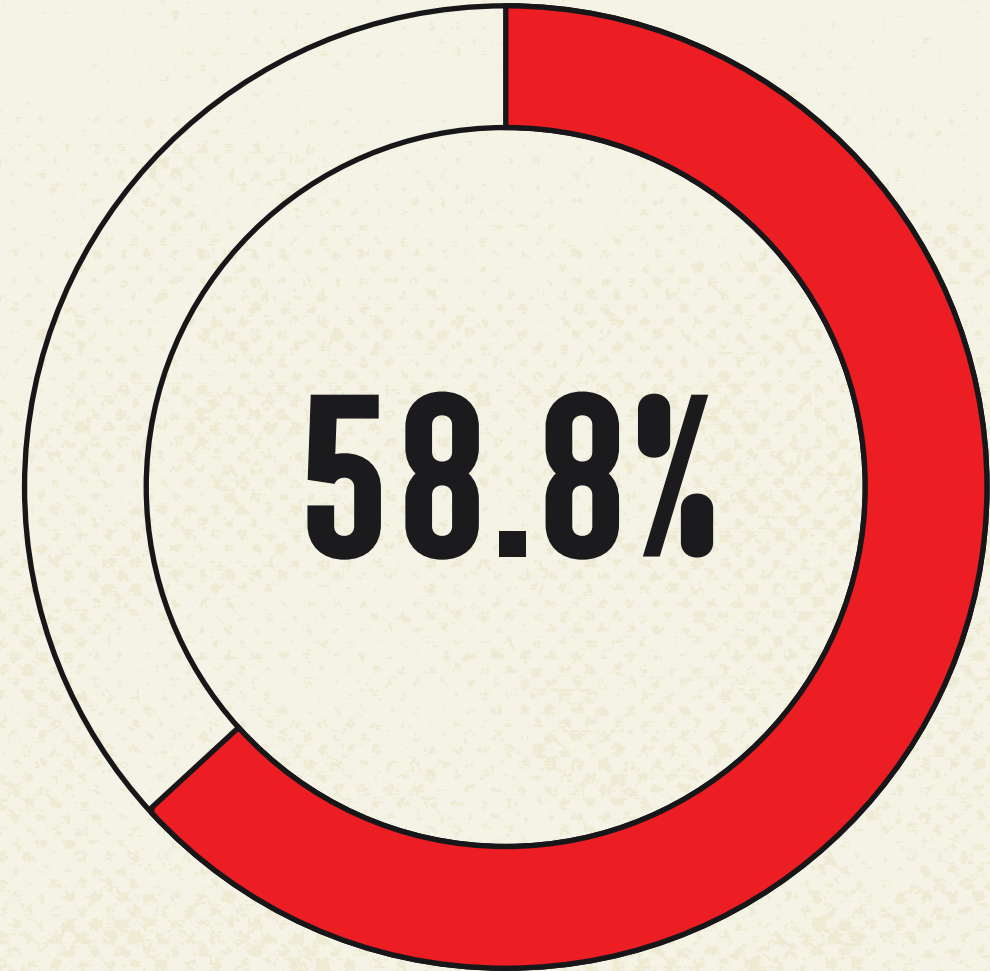
Real time labor tracking using our industry leading operations system makes managing labor simple. Perfecting your schedule and cutting staff at the right time while maintaining Big Whiskey's high service standards has never been easier.



BIG WHISKEY'S PRIME COST



Prime cost, a key indicator of your restaurant's overall health and profitability, hovers around 60-65% for the casual dining segment.



TO-GO OFFERINGS

At Big Whiskey's we offer the option for all of our menu items to be taken to go. We offer easy online ordering and pick up options for customers to enjoy our unique menu offerings when and where it is convenient for them. We have seen an increase in consumers utilizing third party delivery apps and ordering online through the website.

To-go sales account for over

10%

OF SALES

and continue to increase.



TO-GO OFFERINGS



WE'VE GOT YOUR BACK FROM DAY ONE.

A franchise network only succeeds when the franchisor is experienced, dedicated and selfless when it comes to the support of its partners. The Big Whiskey's team has your back starting on day one. Here's a little bit of what you can expect from us.

THE BW TEAM



Paul Sundy

FOUNDER, OWNER,
CO-CEO & COO



Jeremy Heslin

VP OF LEGAL &
ACCOUNTING



Matt Caetano

VP OF OPERATIONS



Austin Herschend

OWNER, CO-
CEO & CFO



Erin Detrick

ASSOCIATE VP
OF FRANCHISING



Andrea Breen

BRAND AND
MARKETING
MANAGER

COMPLETE TRAINING

→ GRAND OPENING TRAINING

Comprehensive training, seated and hands-on, is held at both a corporate location and on-site at your restaurant to ensure you and your staff are fully ready before your grand opening. You will continue to receive support throughout the opening and will be assigned a New Store Coordinator, a corporate trainer who aids in tying up loose ends to make certain your store meets our high quality standards before guests enter the building.

→ ONGOING TRAINING

We implemented a digital learning management system that includes a suite of training videos, presentations, tests and quizzes that are all accessible via smartphone. Managers can track staff progress in their assigned modules, making sure that precious labor dollars aren't spent on ineffective training tactics.

We are able to pinpoint specific trends and assign modules by store and position to keep tenured staff fresh on the Big Whiskey's way. Training is also frequently updated for LTOs and product and service updates.



OPERATIONS



→ 365 FRANCHISE SUPPORT

Our dedicated team is laser focused on your success. As a franchisee you will have an experienced operations professional at your fingertips whose primary mission is to help you run your store in the most profitable way possible.

Our franchisees receive a copy of our detailed reference guide including our signature recipes, kitchen prep step-by-step instructions, quality control guidelines, job descriptions and much more.

→ PURCHASING & SUPPLIER ASSISTANCE

Big Whiskey's will ensure that you are set up for success from day one with our suppliers, including assisting with your initial orders and deliveries. In our fifteen-plus years, we've built lock-step relationships with our purveyors. You'll have access to our key suppliers, like US Foods and Coca Cola, with excellent negotiated pricing and terms for essential products and supplies. What would this mean for you? You buy direct from our suppliers at Big Whiskey's preferred pricing with no markup from us.

→ DIGITAL QUALITY CONTROL

Knowing the status of your line and the quality of your product you're serving is vital to running a successful restaurant. We make it easy to perform routine line checks, logging and viewing the history and trends all in one app, making problems with your equipment easy to identify and remedy.

Additionally, we use the same system for our quarterly reviews, so the overall standards of your restaurant can be evaluated in one place.

→ ALL-IN-ONE STAFFING PLATFORM

Like most businesses we were not immune to the pressures that came with the staffing shortage of recent years. How we responded to it, however, was different. We onboarded an all-in-one hiring suite that posts our job listings across more than 60 job boards and allows for boosting in the same place.

We saw our staffing needs decrease by nearly 80% in the first 90 days and we continue to see success with maintaining very low staffing needs. As a franchisee you would have access to this same technology, making staffing for your grand opening and beyond easier than ever before.

OPERATIONS

→ INDUSTRY LEADING OFF-PREMISE ORDERING

In 2019 we implemented an industry-leading order and delivery system. We were ahead of the curve and has served us very well. Since we launched the system we have integrated our semi-custom app and loyalty program into the system.

While the ancillary benefits are great, the best feature of the system is the streamlining of third party platforms directly into the POS/KDS. Gone are the days of bartenders or hosts juggling multiple orders on multiple tablets. Orders go straight into the kitchen and appear on our expo tablet.



MARKETING

→ MARKETING GUIDANCE

Our dedicated team of marketing professionals will guide you through a grand opening marketing campaign, your grand opening event and will provide ongoing support, guidance and expertise.

We do require a contribution to a national marketing fund which our team allocates for local store marketing, asset development and much more.

→ BRAND GUIDELINES & ASSET LIBRARY

We developed a thorough brand guidelines book for your marketing coordinator to follow and execute our brand flawlessly. Your team will know how to write in our brand's tone, develop ads using approved fonts, colors and photos and target the exact right audience.

Our asset library is filled with stunning photography, ads, logos, menus, in-store promotional materials and much more.

→ LEGENDARY LOYALTY & BIG WHISKEY'S APP

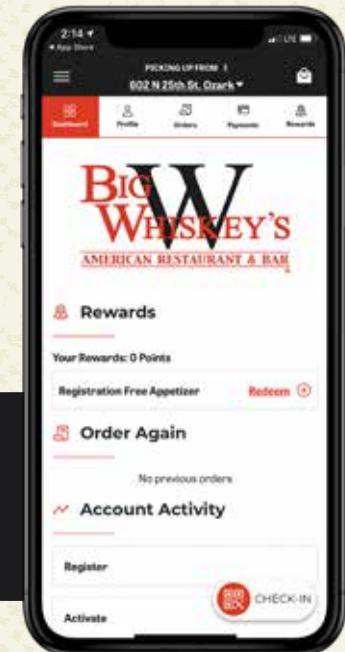
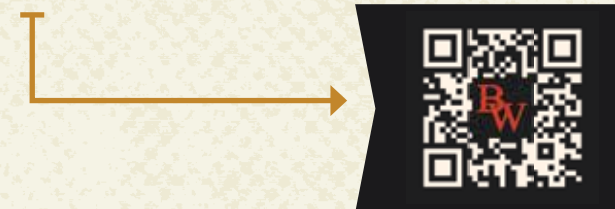
A long time coming, our Legendary Loyalty program provides a more interactive experience with our brand and offers real value to our guests. For us, it means that we have a direct marketing channel to our guests and we can drive more frequent and meaningful visits to our stores.

In its first year, the loyalty program saw a multi-six-figure sales lift, we've communicated to our guests more than 350,000 times and driven more than 260,000 visits in-store and online.

Our semi-custom app integrates with our loyalty program and our ordering and delivery system for a seamless guest experience. We've invested in all-new brand photography to build out an entire library of food and beverage photos that live beautifully within the app.

DOWNLOAD OUR APP

AND GET A FEEL FOR THE ENTIRE EXPERIENCE HERE:



THE TOAST-WORTHY DESTINATION

The Big Whiskey's formula of success extends beyond diverse food options, celebrated drinks, and outstanding service - it's built right into our restaurants. Big Whiskey's appeal begins at our uniquely modern but classically American exterior and continues right into our warm and welcoming interior. Guests enjoy a laid-back ambiance filled with comfortable booths, a large private dining space, TVs nearly everywhere, and our signature bar. At Big Whiskey's you'll find that our patios will become a favorite gathering place for your guests.

While most of our competitors focus heavily on one aspect of the restaurant experience, Big Whiskey's formula ensures that all of your guests have the toast-worthy dining experience they're looking for.

**THE COMMUNITY CAN CELEBRATE THEIR
BIG WINS AT YOUR BIG WHISKEY'S**



CHOOSING YOUR BIG WHISKEY'S LOCATION



Each Big Whiskey's has its own unique personality reflective of the community in which it resides. We assist Franchisee's in site selection and support in the buildout of these locations whether it is a new build or a retrofit to an existing location. We love seeing the Big Whiskey's brand come to life in each individual space.

Poplar Bluff is home to about 16,000 people, which makes it one of the smallest markets that Big Whiskey's has entered in its history. **Within a week of its grand opening, the store generated over \$100K in sales.** This was noted as our most successful grand opening to date. We look forward to the future successes of these new locations.

FROM THE GROUND UP

.....



THE BW BLUEPRINT

.....

The Big Whiskey's blueprint is highly adaptable and allows you to maximize your kitchen and dining spaces.

For example, our raised booth dining allows more flexibility and space for additional seats; meaning more sales opportunities.



SITE SELECTION & BUILD OUT ASSISTANCE

Our franchise team will provide experienced guidance in the selection of your Big Whiskey's site and we'll advise you throughout the design and building process, including prototypical architectural plans.



RETRO IS COOL TOO

.....

We're experts in retrofitting existing spaces, seamlessly transforming the structure into a Big Whiskey's you can be proud of. Retrofitted locations pull in a familiar element to each location bringing a sense of familiarity and uniqueness. These types of locations are often much more cost-efficient and just as successful. We have seen \$3 million in cost savings with retrofitted locations.



ARE YOU THE NEXT BIG WHISKEY'S FRANCHISE SUCCESS STORY?

**A FRANCHISOR IS ONLY AS
SUCCESSFUL AS THE NETWORK
OF ITS FRANCHISEES.**

**DO YOU MEET
THE FOLLOWING
REQUIREMENTS?**

Passionate and enthusiastic about the Big Whiskey's brand

Adaptable, detailed, highly motivated

Committed and willing to invest considerable time and effort to make your Big Whiskey's successful

Restaurant experience is preferred, but not mandatory

Minimum of \$300,000 liquid capital or access to funds to properly finance your operation

FRANCHISE PARTNER PROCESS

.....

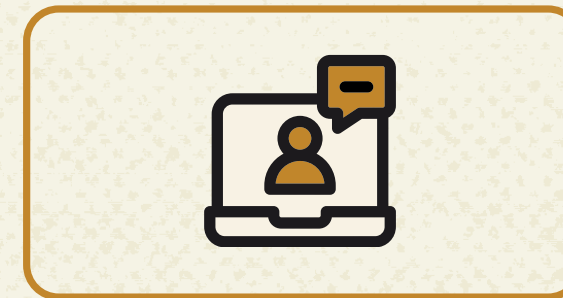
**INTRODUCTORY
PHONE CALL**



**COMPLETE FRANCHISE
APPLICATION**



**PHONE CALL WITH BW
FOUNDER, PAUL SUNDY**



**RECEIVE &
REVIEW FDD**



DISCOVERY DAY



**SIGN BW FRANCHISE
AGREEMENT**



**WELCOME TO THE
BW FAMILY**



REQUIREMENTS



Overview

Founded: 2006

Headquarters: Ozark, MO

Company Units: 7

Franchise Units: 7

Leadership: Paul Sundy, Austin Hersched, Matt Caetano, Jeremy Heslin, Erin Detrick, Andrea Breen

Industry Segment: Casual Dining, themed casual dining

Primary Competitors: Buffalo Wild Wings, Chili's, Texas Roadhouse, Applebee's

Industry Affiliations: IFA

Average Ticket: \$39.18

Details

Menu Items: New American; craft burgers, hand-cut steaks, unique tacos, quesadillas, wraps, scratch made pastas, sandwiches, seafood, , fresh salads, kids' meals and desserts

Featured Beverages: 20+ beers on tap, 100+ whiskeys, full bar with 30+ signature cocktails, whiskey flights, Coke products, iced tea, flavored teas, and coffee

Store Features: Bar, dining room, patio and private room seating, 20+ TVs

Open Hours: Lunch: 11:00 AM-2:00 PM, Happy Hour: 3:00 PM-6:00 PM, Dinner: 6:00 PM-9:00 PM, Late Night: 10:00-Close, Weekend Brunch: 10:00 AM-2:00 PM

Daypart Mix: Lunch 24%, Happy Hour 19%, Dinner 49%, Late Night 8%

Menu Mix*: **Entrees:** 37.74%, **Appetizers:** 9.35%, **Burgers, Sandwiches & Wraps:** 12.62%, **Soups & Salads:** 7.16%, **Wings:** 5.17%, **Kids' Meals:** 1.92%, **Sides & Desserts:** .87%, **LTO:** 8.54%

Numbers

EBITDAR: 15.49%

Labor: 29.61%

COGS: 29.20%

Prime Cost: 58.8%

Square Footage: 4,000-7,000

Investment Cost: \$1.5M to \$5M

Franchise Fee: \$50,000

Royalty: 5% net sales

National Marketing Fund: 1% of gross sales

¹ All stores open for 12 months in 2023 excluding BW1.

² Restaurant Research Databook 2023-2024

³ All stores open for 12 months in 2023.

*Menu Mix numbers are gross sales

A man with a beard and short hair, wearing a blue plaid shirt over a grey t-shirt, is smiling and holding a glass of whiskey with a lemon slice. The background is a blurred bar setting with warm lighting. The text 'HERE'S' is overlaid on the left side of the image in a large, red, outlined font.

HERE'S

**TO YOUR BIG WHISKEY'S
OPENING SOON!**

CHEERS!

BIG
W
WHISKEY'S

AMERICAN RESTAURANT & BAR
®

CORPORATE OFFICE

Operations & Marketing

4101 N. State Highway NN, STE 105 | Ozark, MO 65721

417-581-5007

info@bigwhiskeys.com

FRANCHISE OFFICE

4101 N. State Highway NN, STE 105 | Ozark, MO 65721

417-851-5004

www.bigwhiskeysfranchise.com