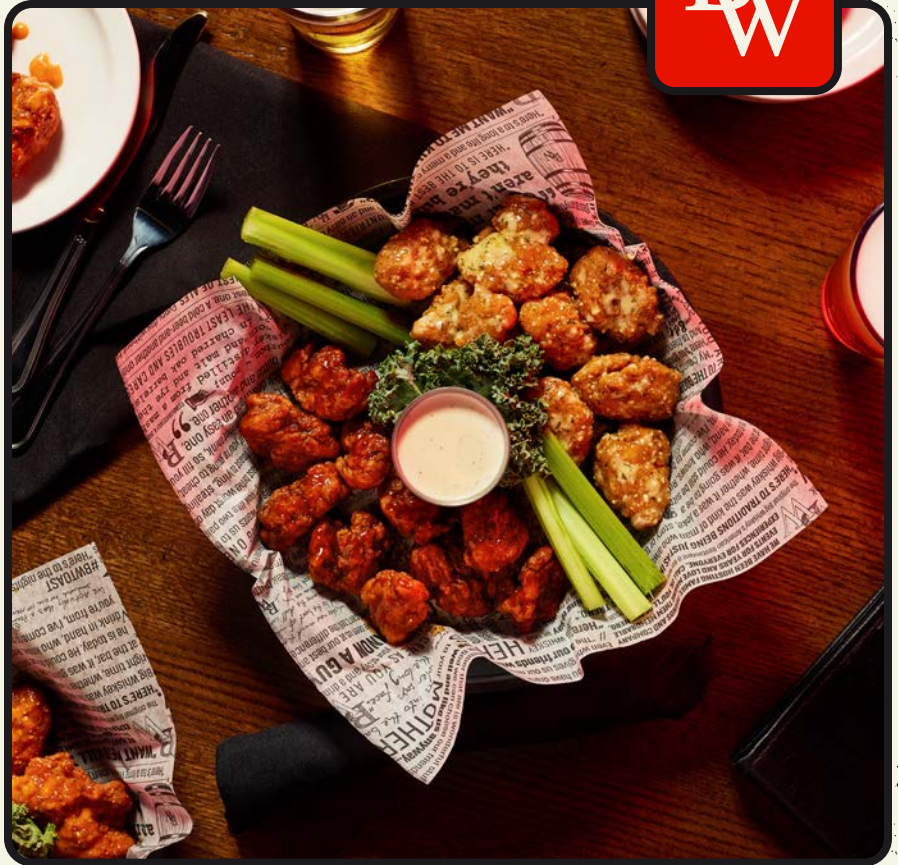


**BIG
WHISKEY'S**
AMERICAN RESTAURANT & BAR[®]

WINNING WITH A FSR CONCEPT IN SUBURBAN MARKETS

HOW BIG WHISKEY'S IS REDEFINING
FRANCHISE SUCCESS





HOW BIG WHISKEY'S IS REDEFINING FRANCHISE SUCCESS

Franchise success is often associated with large metro markets, but we're gonna let you in on a little secret. Big Whiskey's American Restaurant & Bar is proving that suburban markets hold untapped potential for Full-Service Restaurant (FSR) concepts. By strategically positioning itself in these areas, Big Whiskey's is capitalizing on lower operating costs, strong community engagement, and a proven franchising model that revitalizes local economies. **The proof is in the results.**

In 2024, Big Whiskey's Standard Unit AUV was over \$4M in suburban markets.

This white paper explores how Big Whiskey's has successfully identified and targeted the opportunities of suburban markets and how franchisees can leverage this model for long-term profitability.

THE OPPORTUNITY: SUBURBAN MARKETS AND FRANCHISING SUCCESS

Understanding the Market

Big Whiskey's has identified a key demographic for its franchise model:

- 1 Multi-unit restaurant franchisees with prior operational experience
- 2 Investors with a household income of **\$175K+**
- 3 Minimum **\$300K** cash on hand, credit score of **700+**, and a net worth of **\$1M+**
- 4 Target states include Alabama, Georgia, Louisiana, Mississippi, Oklahoma, Tennessee, Texas, and key suburban cities surrounding large markets such as Atlanta, Nashville, Tuscaloosa, Memphis, and Tulsa.



THE OPPORTUNITY: **SUBURBAN MARKETS AND FRANCHISING SUCCESS**

Why Suburban Markets?



Lower Costs

Lease rates and operational expenses are significantly lower than in major metropolitan areas.



Community Involvement

These markets foster deeper local engagement through volunteering, sponsorships, events, and partnerships.



Less Competition

Unlike saturated primary markets, secondary markets offer more room for an FSR to dominate the local dining scene.



Scalability & Growth

With strong grand openings and high per-capita sales, Big Whiskey's proves that these locations can generate impressive revenue.



Franchising with Big Whiskey's isn't just about opening a restaurant—it's about making a lasting impact.

INVESTING IN COMMUNITIES

THE BIG WHISKEY'S APPROACH

Second-Generation Franchise Model

Big Whiskey's takes a unique approach to site selection, revitalizing existing buildings to bring new energy to local economies.

KEY BENEFITS:

- ★ Reduced construction expenses compared to building from the ground up.
- ★ Faster time-to-market, allowing franchisees to open doors and generate revenue sooner.
- ★ Stronger community pride, as residents appreciate the transformation of once-empty spaces into vibrant dining destinations.

Case Study: THE POPLAR BLUFF EFFECT



When Big Whiskey's opened in Poplar Bluff, MO, it shattered sales expectations, achieving over

\$100,000

in sales within the first week.

This rapid success was driven by:

Community Buy-in

The local excitement surrounding the grand opening translated into immediate foot traffic and strong initial sales. Big Whiskey's quickly became like the Cheers of the city, gathering people from all over the area to eat and drink.

Existing Infrastructure

By leveraging a second-generation space, the franchisee reduced construction costs while maintaining a premium dining experience.

Sustained Engagement

Through support of Poplar Bluff School District to local sports sponsorship and local partnerships with area businesses.

Market Research

Poplar Bluff is a trade hub in Southeastern Missouri and a common stopover location for travelers in the area as it intersects four major highways. While it has a population of just 16,132, it serves as the primary destination for healthcare, education and industry for around 100,000 nearby residents.



COMMUNITY PARTNERSHIPS & LOCAL ENGAGEMENT

Big Whiskey's integrates itself into local communities through meaningful partnerships:



MADISON, AL

Partnered with the Boys and Girls Club of Northern Alabama, donating proceeds from grand opening weekend sales to empower local youth.

GREATER SPRINGFIELD, MO

Boys and Girls Club of Springfield, Community Giveback Nights, Project 360, Bright Futures Neosho, Project Graduations and local sports team sponsorships.



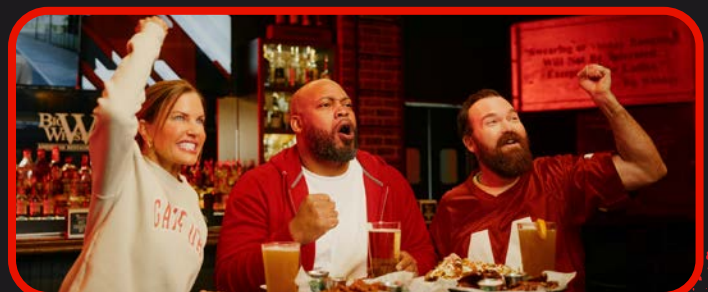
LEBANON, MO

Partnership with Life360, benefitting unhoused or underhoused teens in the area.



POPLAR BLUFF, MO

Supports local high school sports teams, hosting game-day events and community watch parties.



THE BUSINESS CASE: WHY FRANCHISEES SHOULD CONSIDER BIG WHISKEY'S

Financial & Operational Advantages



Lower Initial Investment

Startup costs with Big Whiskey's are about half as much as other major FSR concepts thanks to efforts like second generation restaurant construction.



Higher Ticket Averages

Big Whiskey's has 18% higher ticket averages than other FSRs and high profits easier to obtain.



Scalable Model

The success in secondary markets demonstrates that franchisees can achieve high ROI with the right strategy, with standard unit prototype builds averaging more than \$4M AUV in 2024.



Proven Systems & Support

Franchisees receive extensive training, operational support, and marketing assistance to ensure long-term success.

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HERE'S TO YOUR BIG WHISKEY'S
Opening Soon!

