



KINGRIBS FRANCHISE

PREMIUM FOOD EXPERIENCE
DELIVERED AT YOUR DOORSTEP!



INTRODUCTION

WELCOME TO KINGRIBS!

Start a new adventure with Kingribs! Together, we will make your dreams come true in the world of **slow-cooked veal spareribs** and **premium burgers**. We look forward to your **success story!**

PREMIUM FOOD EXPERIENCE DELIVERED AT YOUR DOORSTEP!

What started in **2016** with one location in **Berchem**, Kingribs is now a **niche concept** for premium takeaway. With 14 locations in Belgium, we aim for **4 to 6** new stores per **year**.

Our success? More stores, more customers, more ribs, thanks to our people. We are always looking for **new talent**: from delivery drivers and office staff to entrepreneurs who share our vision:

'Premium food experience delivered at your doorstep.'

GROWING TOGETHER TO 60 LOCATIONS

Our **ambitions** are big: within **10** years, we aim to open at least **60 locations** with existing and new franchisees. The development team, **young entrepreneurs** within Kingribs, plays a **key role** in finding locations, building stores, and **selecting** energetic **franchisees**. Maybe you are the final link in this success story!

CONTENT

OUR STORY

4

CORE VALUES

6

MISSION

7

VISION

8

THE KINGRIBS CONCEPT

10

OUR IMAGE

12

THE PATH TO SUCCESS

15

INVESTMENT

16

PROCESS

17

APPLICATION PROCESS AND TRAINING

18

EXPECTATIONS AND SUPPORT

19

PARTNERS

20



MECHELEN - In de Hoogstraat in Mechelen opende deze week de nieuwste vestiging van Kingribs. Je kan er onder meer terecht voor ribbetjes en hamburgers. Het is al de elfde vestiging van de keten, die vooral inzet op levering aan huis. "Maar we hebben ook enkele tafeltjes zodat je hier van onze gerechten kan genieten", zegt zaakvoerder Alladin Zeidan.

Stijn Van de Sande

Vrijdag 5 april 2024 om 08:20

NET OPEN. "We serveren de beste takeaway spareribs en hamburgers": Kingribs opent eerste West-Vlaamse vestiging in Kortrijk

Dat Kortrijkzanen echte Bourgondiërs zijn, is ook Kingribs-oprichter Alladin Zeidan (31) niet ontgaan. Hij kiest voor de Guldensporenstad om de eerste vestiging in West-Vlaanderen van zijn populaire keten te openen. Kingribs? Dat zijn 'slow cooked spareribs'. En nog veel meer dan dat. Om te watertanden. Speciaal voor de HLN-lezers pakt Kingribs met een actie uit in Kortrijk.

Peter Lanssens 08-08-23, 13:45 Laatste update: 08-08-23, 16:38

Ribbetjes veroveren het Waasland: KingRibs opent ook in Beveren de deuren



KINGRIBS

In 2015, **Alladin** saw an opportunity in the **premium takeaway market** for **slow-cooked ribs**. Together with his father Gasser and his wife Cheyen, he opened the **first** Kingribs in Berchem in 2016. The concept **grew** quickly through **innovation**.

In 2019, the **second** location was opened in Sint-Niklaas, with a refreshed look and menu, further boosting the popularity of Kingribs. The company continues to stand out through **entrepreneurship** and **customer-oriented innovation**.

KINGRIBS TIMELINE

What started in 2016 with one location in Berchem, has since grown into a **unique niche concept for premium takeaway**.

Currently, we have **14 locations** in Belgium and aim to open an average of **4 to 6** new stores **each year**.



PASSION

We are passionate about preparing flavorful dishes. Our love for good food and craftsmanship is reflected in every dish we make.



INNOVATION

We continuously innovate to improve our menus, discover new flavors, and surprise our customers with unique dishes.



TEAMWORK

Together, we work as a team to provide the best experience for our customers and drive the growth of our brand.



GROWTH OPPORTUNITIES

We believe in investing in our employees, with the goal of personal and professional growth for everyone within the company.



CORE VALUES

CUSTOMER SERVICE

We are always ready to help you. Whether it's a question about your order or an issue with delivery, we're here to ensure a satisfying experience.



RELIABILITY

With our own delivery service, you can count on timely and secure deliveries, every time. Your order is in good hands.



MISSION



AT KINGRIBS, **QUALITY** IS OUR TOP PRIORITY. OUR FOCUS ON THE **BEST MEAT** AND **FRESH INGREDIENTS** GUARANTEES A TOP-LEVEL TASTE EXPERIENCE. WE REMAIN TRUE TO OUR MISSION OF DELIVERING THE **HIGHEST QUALITY**, AND YOU CAN **TASTE** IT IN EVERY BITE.

KINGRIBS FACTS

BELGIUM STORES:	14
VEAL SPARERIBS PER YEAR:	91830,50 KG
BURGER BUNS PER YEAR:	150.000 BUNS
POTATOES PER YEAR:	93.580 KG

VISION

OUR **GOAL** IS TO CONTINUE EXPANDING TO **MULTIPLE LOCATIONS** IN BELGIUM AND THE NETHERLANDS IN THE COMING YEARS. WE AIM TO ACHIEVE THIS BY CONSTANTLY LISTENING TO OUR CUSTOMERS AND NOT STANDING STILL. OVER THE PAST YEARS, WE HAVE **EXPANDED** OUR MENU AND CONTINUE TO **INNOVATE**.





IT IS ALL ABOUT
THE MARINADE

THE KINGRIBS CONCEPT

KINGRIBS DELIVERY AND QUALITY

Kingribs delivers with its own staff, allowing us full control over the process, from preparation to delivery. This ensures the highest quality and freshness of our meals.

UNIQUE MARKET POSITION

We have carved out a unique place in the niche market of premium meals delivered to your home, with our greatest asset being our famous slow-cooked ribs.

HOMEMADE MARINADES

Our marinades are 100% homemade, based on a secret recipe that surprises customers time and time again.

SUCCESS AND GROWTH

With 14 stores in Belgium and growing brand recognition, we are the only chain in the Benelux offering premium, slow-cooked veal spareribs.

GOOD SERVICE
+ HIGH QUALITY
PRODUCTS



LOCATIONS

CURRENT LOCATIONS

BERCHEM
SCHOTEN
BOOM
BEVEREN-WAAS
DENDERMONDE
SINT-NIKLAAS

LEUVEN
GHENT
KORTRIJK
HASSELT
MECHELEN
BRUSSELS

NAMUR
LIER
AALST

WHERE WE ARE

DESIRED LOCATIONS IN BELGIUM

BRUSSELS II
BRUGES
GENK
WAREGEM

TURNHOUT
GEEL
ROESELARE
LA LOUVIÈRE

OSTEND
LIÈGE
MALDEGEM
CHARLEROI
MONS



DESIRED LOCATIONS IN THE NETHERLANDS

EINDHOVEN	ROOSENDAAL	THE HAGUE
AMILAND	BERGEN OP ZOOM	ZOETERMEER
BREDA	HEERLEN	DELFT
'S-HERTOGENBOSCH	MAASTRICHT	
DORDRECHT	VENLO	
ROTTERDAM	UTRECHT	

OUR IMAGE

Since 2016, the **appearance** of Kingribs stores has changed regularly. While the focus was initially solely on **delivery**, there is now also attention given to **takeout** and **dine-in**. This has resulted in a **refreshed image** and a new look for the stores.



ALL-STARS!



PREMIUM HALF RACK



PREMIUM FULL RACK



CHICKEN RIBS



DIP & SHARE
PREMIUM RIBS



SPICY CHICKEN CHEESE POTATOES



ONION CHEESE POTATOES



PEPPER BEEF CHEESE POTATOES



BACON CHEESE POTATOES



CHEESE BURGER



CHEEZY NACHO



SMOKEY BACON CHEESE



DOUBLE CHICKEN



**"OWNING A FRANCHISE IS LIKE
BEING IN BUSINESS FOR YOURSELF,
BUT NOT BY YOURSELF."**



KINGBIRD

THE ROAD TO SUCCESS!

You are part of the only chain in the Benelux that offers premium slow-cooked veal spareribs!

- Exclusive territory for your store
- Full support throughout the construction process
- Professional training to run a Kingribs location
- Assistance from our Quality Manager for quality management and cost structure
- Support with staff training, IT, and marketing

ARE YOU A TRUE KINGRIBS ENTREPRENEUR?

Kingribs takes the selection process for new franchisees very seriously. Our goal is to ensure the success of every franchisee within our system.

We are looking for a potential franchisee with the following qualities:

- Entrepreneurial mindset
- Passion for the product and concept
- Commitment and drive for success
- Minimum of €35,000 in personal equity (not from a loan and freely available)
- Team player
- Strong leadership and good administrative skills



INVESTMENT

It is important that the investment for the future Kingribs entrepreneur is clear.

The total investment consists of two parts:

- Own equity
- A portion that is financed (through the bank).

The **own equity must be at least €35,000**, self-contributed, and freely available. This amount cannot be financed by the bank or other lenders.

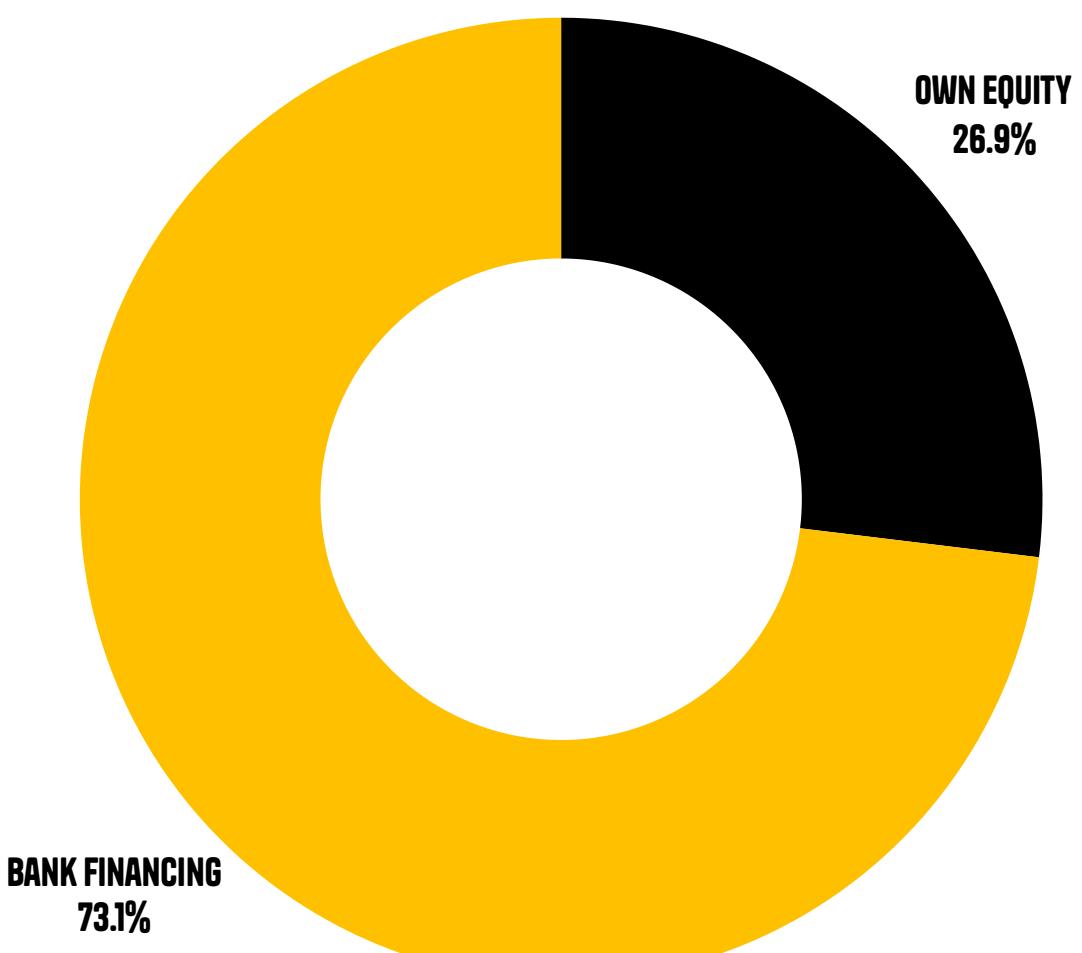
The **own equity** is used, among other things, for the **entry fee of €17,500**, which covers extensive construction guidance, personal training, and an opening marketing budget.

Additionally, **a loan** must be requested from **the bank**. The **total investment** amounts to **€130,000**. The **monthly franchise fee is 6% of the net turnover**.

THE TOTAL INVESTMENT OF €130,000 COVERS THE FOLLOWING COSTS:

- CONSTRUCTION COSTS
- STORE INVENTORY
- IT
- EQUIPMENT
- SCOOTERS / BICYCLES

ADDITIONALLY, THE INVESTMENT INCLUDES WORKING CAPITAL OF €10,000.



Please note:
The mentioned investment is an estimate based on a delivery-only location of 100 m². The final investment may vary depending on factors such as specific circumstances, location, size, and condition of the store.

THE PROCESS

HOW IT WORKS:



REGISTRATION PROCESS AND TRAINING

ARE YOU READY TO GET STARTED?

Fill out our **online form** on the website, and we will contact you as soon as possible to schedule an **introductory meeting**. During this meeting, you will get to **know Kingribs**, we will discuss your **motivation**, why you choose Kingribs, and why this **location**. Of course, there will also be time for all your questions.

REGISTRATION PROCESS

If we are both **enthusiastic** after the meeting, we will assess your **financial situation**. For this, we will ask you to provide a few documents and sign a **pre-contract**. Following this, there will be an **orientation day** at Kingribs, where you will experience the concept in **action**.

LOCATION SELECTION AND CONTRACT

After the orientation day, we schedule a **follow-up meeting**. During this meeting, we discuss your **background, ambition, and entrepreneurship**, and finalize the **financing plan** and **accounting**. After this conversation, we sign the **official contract**, schedule the **training**, confirm the **location**, and the construction can begin.



TRAINING

If the conversation phase is successful, a **training** session will be scheduled. This **in-store training** lasts a minimum of **20 days** but may be longer depending on your experience. The training is **intensive** and takes place at a **Kingribs location**, under the guidance of an **experienced franchisee**. Our **Quality Manager** provides personal support and conducts **evaluations** to assess your knowledge and skills.

SUPPORT

During the opening, our **Quality Manager** will be present during the first week to **assist** and provide **support**. You will receive help during the shifts, along with advice on **labor costs, staff scheduling, food costs, orders, deliveries, and more**.

After the opening, our **head office** remains always available to provide **ongoing support** to our franchise partners.

EXPECTATIONS

At Kingribs, you benefit from a **strong return** on investment with a low initial investment and **limited operating hours**. Due to the **top quality** of our products, we experience **above-average** spending per customer.

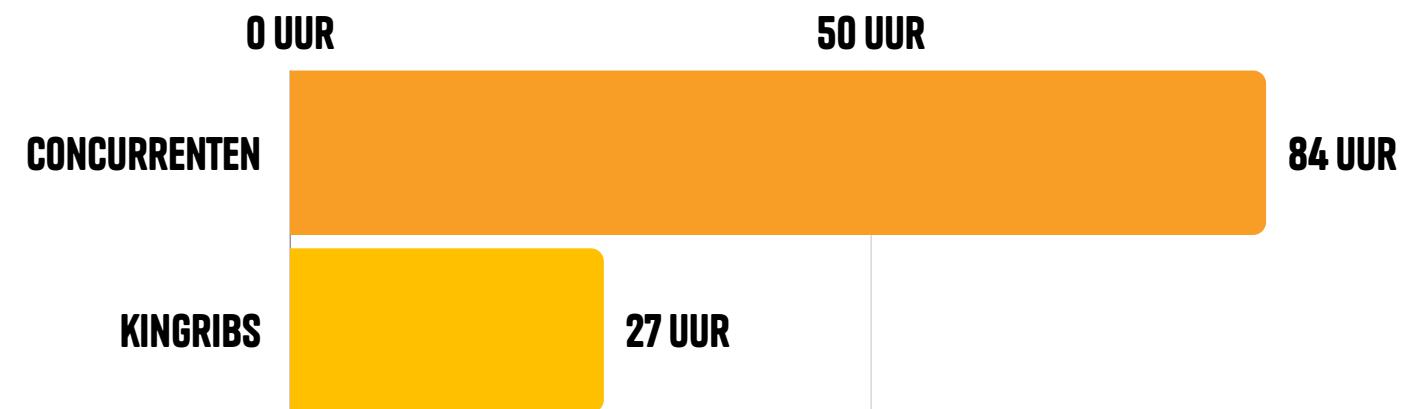
Our focus on quality is also reflected in the **excellent support** for our franchisees. We are always ready to **help** and **guide** you on your path to success. At **Kingribs**, we aim to **grow** and **thrive** together!

SUPPORT

At **Kingribs**, we provide **comprehensive support** to our franchisees, both during the preparation, the opening, and daily operations.

With **state-of-the-art automation** and **personal guidance**, we ensure that our franchisees can focus on **customer satisfaction**, **kitchen quality**, and **team management**. Kingribs handles the rest, allowing our franchisees to confidently and easily build a **successful** and **thriving** business.

OPERATING HOURS PER WEEK



AVERAGE SPENDING PER CUSTOMER



PARTNERS

What experienced Kingribs partners have to say



“

Before we started our Kingribs journey, Alladin invited us to his restaurant to **get to know him** and, of course, the food **itself**. Alladin had us try almost the entire menu because he is so proud of what Kingribs has to offer.

Immediately, **he passed on that passion to us.**

It's that very passion that we now aspire to pass on to our customers. We want to **surprise** them with **culinary delights** and turn every customer into a regular. It's a **unique concept**, one that people love and will soon be **known throughout the country**. We were fully supported by Alladin during the start-up phase, and the training was done in-house. This ensured we were **perfectly prepared** to begin our Kingribs journey. We hope that, in the future, we can welcome even more partners and work together to take Kingribs to new heights.

Mauro - Team Dendermonde

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"A STRONG PARTNER IS MORE IMPORTANT
THAN THE CONCEPT ITSELF."



Attadin Zeidan