



Investment Profile

Woody's BBQ franchises vary in investment due to various factors. These include the size and type of location. For example will your location have a drive-thru? Will you have a full bar or no bar? You may also qualify to establish a line of credit or financing with a local or national financial institution for a large portion of your investment.

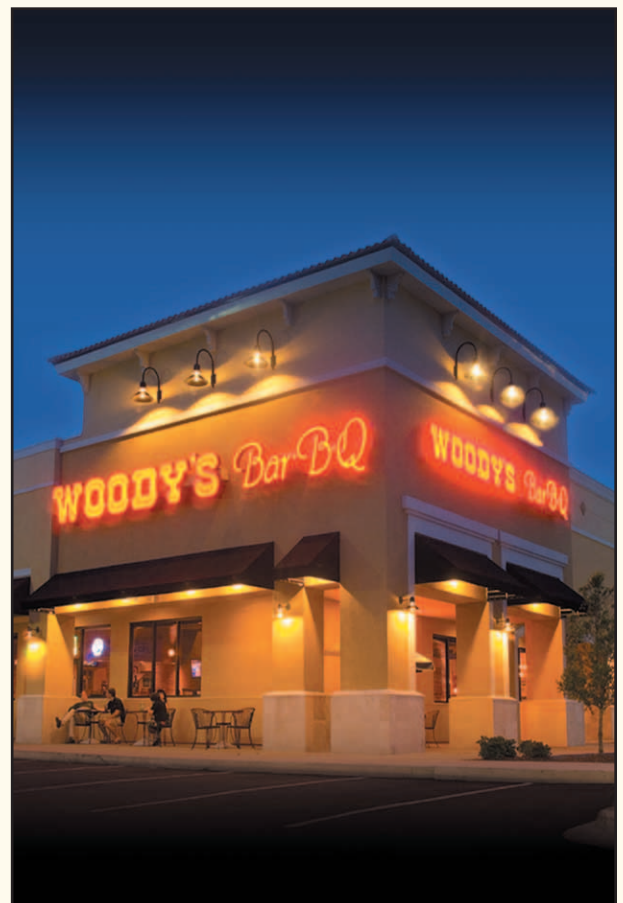
Typically a Woody's franchise costs far less than comparable restaurant franchises. The reason for this is simple. We have designed a franchise opportunity whereby our locations are easier and less expensive to build than our competitors. Everything from our equipment costs to staffing has been streamlined since we first began business in 1980.

Streamlined doesn't mean we cut corners . . . we won't!!

We will train you in all aspects of operating your franchise business and provide you with dynamic opening advertising assistance and customer generation techniques. Our toll-free support line means you always have someone to talk to. Continued training from Woody's support staff helps you in keeping on top of your business for continued growth.

The total cost to open a Woody's Bar-B-Q franchise can be as low as \$300,000. In comparison some of our BBQ competitors can cost upwards of \$2 million dollars. When you compare Woody's to other franchises you may be looking at it won't be hard to agree that, dollar-for-dollar Woody's outperforms our competitors.

Please take a minute and complete the "Confidential Information Form". When we receive the form we will immediately send you our "Uniform Franchise Offering Circular". The "UFOC" will include a listing of our locations. Please make sure you speak to some of our franchise owners. I know you will agree that they are, in fact, our best franchise sales persons.





The Franchise Program

How Woody's Helps You Succeed

The training and assistance Woody's Bar-B-Q provides its franchisees covers everything from washing dishes to restaurant management. We'll teach you food purchasing and preparation, the "do's and don'ts" of customer service, and how to hire, train and manage your employees. Franchise Advisory Committees and Regional Marketing Groups are an important part of your growth as a Woody's franchise owner. And that's just what we'll do to help you succeed.

Our team will also work with you on your grand opening plans and your marketing and advertising programs, ensure that you have everything you need in the way of menus, table tent cards and in-store promotional materials. We'll provide you with operating and marketing manuals. A Woody's team will be on hand during your initial start-up. After you're in full swing, a Woody's franchise service representative will visit you on a regular basis, and you can call for guidance any time the need arises. Whenever you need assistance, for as long as you are a franchise owner, Woody's will be there to support you.

We've worked hard to find the best support tools for our franchise owners. Modern computer reporting and Point of Sale Systems provide real time information. Everything from inventory control, sales and cost breakdown, to staffing is readily at your fingertips. When it comes to how your business is doing you won't have to guess or spend hours with stacks of paper. Most of what you need is a simple "click away"



The Franchise Power

The Bar-B-Q segment is hotter than ever. We serve the type of food that doesn't go out of style. Good old fashioned cooking at a great price. Of course, like any modern franchise company we modify our menu as the need arises.

When Woody Mills and his partner Yolanda opened their first restaurant with a handful of dog-eared recipes and a passion for Bar-B-Q, franchising was the last thing on their minds. But good things began to happen. People who visited Woody's told their friends, and the friends told their friends. Pretty soon, there was a second Woody's and then a third, and by the late 1980's they had a solid franchising opportunity on their hands. Woody's Bar-B-Q restaurants were created in the tradition of the South's great hometown Bar-B-Q shacks. Everything we serve is a Woody's original, using only the finest cuts of meat and the freshest vegetables.

Consistency in everything we do contributes to the success of Woody's Bar-B-Q. That means consistency in the preparation of the food we serve. Consistency in the cordial way we treat our customers. Consistency in the way we manage our business, in the aggressiveness of our marketing and promotion and in the way we reinvest our earnings to ensure future growth. Most importantly, there is consistency in the way we train and support our franchise owners.

Encouraging this consistency are the founders of Woody's Bar-B-Q, who are still on the job today, seeking new ways to make Woody's even better. Keeping our customers happy is a big part of what Woody's is all about. When customers asked Woody's to cater their special events, we responded with a highly successful catering service, an offering that continues to grow and increase sales today. When America started to become more health conscious, Woody's added low calorie, low carb, and special diet items to the menu.

Woody's restaurant footprints and store units are designed for a lower cost entry, with great potential for an attractive sales to investment ratio. Franchise stores are easily located in strip centers or conversions, rather than requiring free-standing, out parcel stores.



The Company

History

In 1980, Woody Mills and his partner Yolanda set out to create a Bar-B-Q restaurant where the meat melted in you mouth, the coleslaw was so fresh you'd think it was mixed at your table, and the authentic Bar-B-Q flavored beans were the best you'd ever had. So with their passion for Bar-B-Q and a dog-eared collection of recipes, they went on to create a dining experience in the tradition of the South's great hometown Bar-B-Q shacks. It's the kind of Bar-B-Q you and your family can call, well, your Bar-B-Q.

What We Are About

Whether you're sitting down to a rack of our meat-fallin'-off-the-bone Signature Baby Back Ribs, or settlin' in to tackle a slab of our special recipe Spare Ribs, you'll find that Woody's couldn't be any further from the big-chain restaurants. Every Woody's is special with it's own hometown atmosphere and every Woody's serves up only the best. We use the finest cuts of pork and beef and the freshest vegetables. And everything we serve is a Woody's original, from our secret-recipe Bar-B-Q sauces and freshly prepared side dishes right down to our famous, moist and tender, slow-smoked Bar-B-Q dinners.

Come On In

We invite you to visit a Woody's near you. One taste of our famous Bar-B-Q and there'll be no going back. But we are sure you'll keep coming back, again and again. It's no wonder everyone says, "That's My Bar-B-Q!"
