

WOODY'S *Bar-B-Q*[®]

FRANCHISE OPPORTUNITY



ACHIEVE YOUR OWN SLICE OF
HOG HEAVEN!

THE WOODY'S BAR-B-Q FRANCHISE STORY

HOW WE MADE OUR DREAM YOURS

Like most great stories, our story began with a dream... The “Woody” in Woody’s Bar-B-Q is co-founder Woody Mills who – along with partner, Yolanda Mills-Mawman – dreamed of owning their own restaurant one day. In 1980, this passionate pair took a dog-eared collection of recipes that Woody’s mom had lovingly penned herself and opened their own restaurant in Jacksonville, Florida. That original Woody’s Bar-B-Q location (which still stands today) has since grown to include a thriving network of locations throughout the Sunshine State and beyond – each with its own special family at the helm and distinctive hometown atmosphere. Ever since our debut nearly 40 years ago, Woody’s Bar-B-Q has been setting the “Bar” higher on Classic Southern Barbecue. We’re dedicated to being the best barbecue restaurant in every town where we hang our shingle – and it shows in the food we serve, the service we deliver and the relationships we build with our surrounding communities.



At Woody’s Bar-B-Q, we not only take the art of barbecue quite seriously; we’re also seriously dedicated to helping aspiring entrepreneurs pursue their dreams. Not long after we discovered that we were on to something extraordinary, we decided we couldn’t keep that recipe of success all to ourselves. We sold our first franchise in 1989 and have never looked back. As a Woody’s Bar-B-Q franchisee, you’ll benefit from four decades of growth of the Woody’s Bar-B-Q brand, as well as three decades of evolution of our franchise system. Woody, Yolanda and an equally passionate second generation are all still involved in the day-to-day operations of the corporate office and several Woody’s Bar-B-Q locations. As a family-owned concept, we find it so rewarding to help other families pursue their dreams and individual paths to success. We welcome the opportunity to add YOU to our growing family of franchisees. Become a valued part of our story!



WHY WOODY'S BAR-B-Q?

WOODY'S BAR-B-Q MISSION STATEMENT

To serve our guests the freshest, highest-quality food possible while providing friendly service in a sparkling clean environment.

WOODY'S CORPORATE CULTURE

To put people first and strive to create a family atmosphere where our franchisees and employees can thrive both personally and professionally. To have a positive influence in the lives of our franchisees, employees, vendors and guests and to be faithful stewards of all that is entrusted to us.

ACHIEVING SUCCESS WITH WOODY'S BAR-B-Q

The caliber of the individual who operates a local franchised Woody's Bar-B-Q restaurant will ensure success in their local community and uphold the standards of the Woody's Bar-B-Q brand as the first priority. At Woody's Bar-B-Q, we believe that a successful franchisee will possess attributes and qualities that closely relate to our Mission Statement and corporate culture. Since 1989, we've learned that the most successful franchisees possess:

- Strong Character
- Desire to Serve Others
- Willingness to Put People First
- Dedication to Community
- Vision & Entrepreneurial Spirit
- Solid Work Ethic
- Passion for the Woody's Brand, Our Patrons and Our Product
- Total Commitment to Following the Woody's Franchise System



OUR FOOD MAKES ALL THE DIFFERENCE

At Woody's Bar-B-Q, we take the art of barbecue quite seriously. That's why every day for nearly four decades, we've been seasoning our Bar-B-Q meats with specialty spices and slow-smoking them for hours on end to deliver that signature fall-off-the-bone tenderness and melt-in-your-mouth smoky flavor to every patron, every time. Rather than cut corners, we regularly hand-carve perfectly prepared slabs of ribs, beef brisket, barbecue chicken, grilled prime rib, smoked pork and more featuring our iconic smoke ring with just the right amount of crispy charred bark. When it comes to our secret recipe sauces, we let the patron do the choosing by serving most of our meats

without sauce. They can select flavor – from sweet to tangy to spicy, as well as the amount to suit their own unique sense of taste. This is just one of the many things that sets us apart.

We take pride in every item on our menu, from our slow-smoked meats and sauces to our extensive collection of comfort food sides. In addition to great barbecue, we're also building quite a reputation for our delicious starters, specialty sandwiches, burgers and home-style dinners, as well as our healthier option of salads and wraps.

**PERFECTION TAKES TIME.
THE SECRET...**

PATIENCE.



40 YEARS OF PERFECTION: OUR SIGNATURE DISH

While we strive for perfection in every item we serve from our menu, one item is a real standout – **Woody's Signature Baby Back Ribs**. Ever since our launch in 1980, we've been using a special recipe and unique process that make our baby backs a clear fan favorite. From the tenderloin area where the meat is more tender, top loin ribs (aka baby backs) were the inspiration for the term "eating high off the hog."

RECIPE FOR SUCCESS

Just as we select the finest ingredients and slow-smoke our meats for hours in each of our existing restaurants, we take an inordinate amount of care selecting and training franchisees to grow our Woody's Bar-B-Q family. We never forget our humble beginnings at our first location, and are eager to pass on our recipe to success to each new franchisee.



A CIRCLE OF SUPPORT: CONTINUOUS AND UNBROKEN

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Founded in 1980 as a family-owned-and-operated restaurant, we have a deep understanding of what a tremendous step it is to invest in and open your own restaurant. That's why we've done our best to simplify the process with a proven support system to help you avoid the pitfalls you might incur working independently. While Woody's Bar-B-Q franchisees own and operate their own business, you will never work alone. As a Woody's Bar-B-Q franchisee, you'll become part of a family that truly cares for, supports, and encourages one another every step along the way.

REAL ESTATE SUPPORT

Woody's Real Estate Team utilizes a sophisticated demographic modeling process to help you determine the best location for your new Woody's Bar-B-Q restaurant. In determining the optimal site, we take into account area demographics, traffic patterns, employment centers and other vital market characteristics.

RESTAURANT DEVELOPMENT

Immediately upon joining the Woody's Bar-B-Q franchise family, you'll partner with our talented restaurant development team to create your blueprint for a successful franchise. They'll serve as mentors, helping you navigate everything from business plan development, financing assistance and real estate to municipal approvals, construction and – finally – your Grand Opening.



A CIRCLE OF SUPPORT: CONTINUOUS AND UNBROKEN

FRANCHISE TRAINING

Prior to the opening of your store, you will be required to attend and successfully complete Woody's Bar-B-Q intensive 6-week franchise training program. Representing more support than the industry standard, this program is designed to educate you in all aspects of restaurant operations and provide you with invaluable, proprietary tools to achieve success. Whether our franchise owners have previous training in restaurants, business or both, they will receive exclusive hands-on training specific to understanding and fully utilizing our culture, business systems and curriculum.

MARKETING AND ADVERTISING SUPPORT

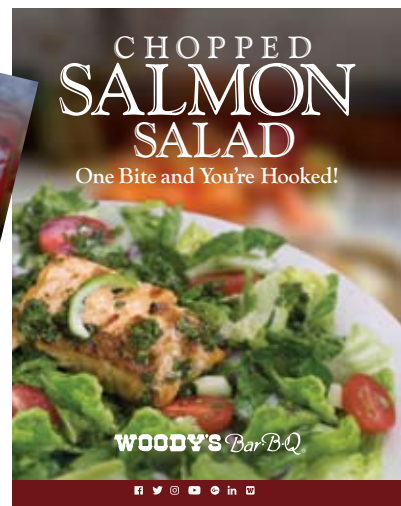
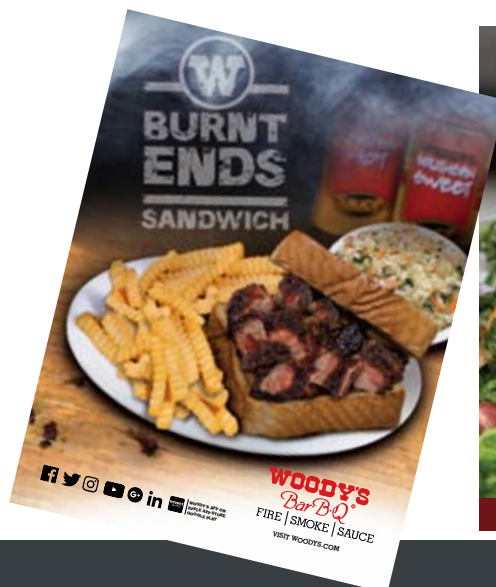
Given our long-standing history of success, Woody's Bar-B-Q understands the importance of effectively marketing and advertising in order to create brand recognition – whether on the national stage or right there in your hometown. Because what works in one area may not work in another, the support staff at Woody's Bar-B-Q works closely with each franchisee to offer innovative advertising and marketing tools and expertise, enabling you to stand out from the crowd, reach your target audience and maximize your business potential.

FRANCHISE SUPPORT TEAM

Both before and after you open, we'll be there to mentor you on an ongoing basis. Available to you for any challenge you may encounter – from restaurant operations, business growth and development to human resource training and building customer loyalty, your Franchise Support Team will be there for you.



APP
APPLE APP STORE
GOOGLE PLAY



FREQUENTLY ASKED QUESTIONS:

How much are royalties and advertising contributions for a Woody's Bar-B-Q franchise?

Woody's Bar-B-Q royalty is 5% of the gross sales of the business. The Advertising Fee is 2% of gross sales, which is used for the design and production of system-wide advertising and targeted marketing campaigns.

How do I find the ideal location site for my new restaurant?

Woody's Bar-B-Q guides you every step of the way, from securing a quality location to hosting a successful opening of your new business. Woody's real estate team will utilize a sophisticated demographic modeling process to identify sites, as well as perform competitive analysis and demographics to assess the surrounding market.

How big is the typical Woody's Bar-B-Q?

Our restaurants range in size from 2500-3000 SF. Some are free-standing, while many are located in well-performing strip centers. The size of your restaurant will depend not only on your plans, but also on the availability in your local market.

What type of training will I receive?

Prior to the opening of your new Woody's Bar-B-Q location, you will be required to attend and successfully complete Woody's Bar-B-Q intensive 4-week franchise training program. This program is designed to educate each new franchisee in all aspects of restaurant operations and provide them with the tools to achieve success. Before the big day arrives, you will receive Store Opening training from our Corporate Training Team for 6 days prior to and 4 days following the opening of your new location.

What is the term of my franchise agreement?

The initial term is for a period of 10 years, after which you can renew in 10-year increments pursuant to the Franchise Agreement and lease availability.

Do I have free range to treat the Woody's Bar-B-Q brand as my own personal brand?

The key to building a successful franchise brand is establishing uniformity and consistency. Woody's Bar-B-Q is well known for the quality of our food. The conditions in the franchise agreement have been created to maintain these high standards. Any deterioration of the standards will only damage the image and reputation of all Woody's Bar-B-Q restaurants.

Do I need restaurant experience to open a Woody's Bar-B-Q?

Experience is helpful, but not necessary. It is more important that you demonstrate a strong work ethic and remain committed to following our proven system without deviating from it. Our Franchise Support Team will train you on everything you need to know to successfully operate your business.

How much profit can I expect to make?

The amount you could make is impossible to determine and is a function based on many variables such as: retail sales, sales margins, cost of goods sold, location, fixed cost, variable cost, operating cost, financing cost and other factors. We encourage you to contact our existing franchisees to conduct your due diligence research.

What form of continuing operational support guidance will I receive?

Woody's Bar-B-Q will provide you with our confidential Operations Manual which covers in detail the many facets of restaurant operations. Updates to this manual will be sent to you as they are implemented. Periodically, your location will be visited by our field representatives to insure smooth operations, as well as offer counsel and advice to you and your staff. In our commitment to provide superior support to our franchisees, our Franchise Support Department is just a phone call away to answer any questions that may arise.

STEPS TO SUCCESS

STEP 1

GET STARTED:

Complete and return Franchise Application

STEP 2

DISCUSS WOODY'S FRANCHISE OPPORTUNITY:

Assessment and exploration of mutually beneficial goals

STEP 3

DUE DILIGENCE PROCESS BEGINS:

Review and understand the FDD
Continue dialogue with Woody's representative
Meet with external advisors

STEP 4

COMPLETE DUE DILIGENCE PROCESS:

Sign franchise agreement
Introduction to real estate team
Create business plan
Start working on securing funding

STEP 5

REAL ESTATE AND SITE SELECTION:

Discuss available opportunities with real estate team
Identify sites, perform competitive analysis and demographics
Lease signing
Architectural design
Municipal approvals
Construction process begins

STEP 6

TRAINING MARKETING AND BEYOND:

Training program begins
Launch pre-opening marketing plan
Construction is complete
Corporate training team arrives
Opening
Ongoing support continues

REAL ESTATE AND DEVELOPMENT

Woody's Bar-B-Q exclusive real estate brokers are always searching for the best possible real estate locations. We are seeking landlords, builders and developers to provide quality locations for our franchisees.

POTENTIAL SITE CRITERIA AND AREA DEMOGRAPHICS

Woody's Bar-B-Q sites must be conveniently located in neighborhoods or lifestyle centers that accommodate everyday activities. We also seek a good mix of businesses within the trade radius to promote our catering business. These may include high-volume or upscale grocery stores, specialty an convenient retail, and similar national Fast-Casual restaurants concepts.

WOODY'S SITE REQUIREMENTS INCLUDE, BUT ARE NOT LIMITED TO:

- End-cap, free standing, or multi-tenant out parcel building.
- Excellent visibility to main roads.
- Easy access at peak hours from thoroughfare.
- Four to six spaces designated 'Short term' for Take-Outs Guests.
- Take home flexibility with a separate take away entry and registers for easy access and use.
- Above average median income relative to the Metropolitan Statistical Area.
- Easy ingress/egress, with traffic signal, left turn-in, left turn-out preferred; convenient and ample parking adjacent to restaurant (at least 50-60 spaces in the immediate area).

“Our business depends on finding the best possible locations for our franchisees. Each prospective site goes through a series of detailed assessments to ensure that they match our ideal profile.”

*Woody Mills,
Co-Founder & CEO*





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