

THE GLOBAL FRANCHISE GROUP BOOK OF BRANDS



At Global Franchise Group, we are proud to represent brands that have developed a reputation for quality over the years. Whether customers are looking for a sweet treat to enjoy while shopping or to pick up dinner for their family, they can count on these GFG brands to fulfill their needs. This guide will give you all the information you need to know about our brands, including Great American Cookies, Pretzelmaker, Marble Slab Creamery, Hot Dog on a Stick, and Round Table Pizza. Whether you want to know more about the history of these brands, which franchise option is best for you, our menu offerings, or the training and support we offer, this guide covers each of our brands from A to Z.

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Great American Cookies is a beloved staple in shopping malls, shopping centers, airports, college campuses and in other venues across the United States. Our classic cookie recipes are renowned for both their novelty (we are the creators of the original Cookie Cake!) and for their quality (we pride ourselves on using only the best ingredients). We've been baking cookies since 1977, and are proud of our legacy of quality cookies, cookie cakes and brownies for our customers.

We are also proud of our legacy as a great company to franchise with, as evidenced by our #1 ranking in Entrepreneur Magazine⁴. This award is a testament to both the quality of our products and the amazing service customers have come to expect from Great American Cookies. We've held onto that #1 status for not just one, but six years in a row.

TRADITIONAL OPPORTUNITIES

At Great American Cookies, our traditional franchises are important pillars of our business. Many of our customers recognize our brand from our locations in shopping malls, college campuses and airports throughout the country. Franchisees who opt to open a traditional franchise will appreciate the steady foot traffic that goes along with running a business in a commercial center. Shoppers love being able to stop by a Great American Cookies location for a quick but delicious snack that they can easily take along while they shop. This foot traffic brings with it a variety of customers, helping our traditional franchise locations to develop customers across many different demographics. We reach people from all walks of life through our specific marketing campaigns that speak directly to them, maximizing the benefits of foot traffic by traditional locations.





NON-TRADITIONAL OPPORTUNITIES

Of course, shopping malls aren't the only prime locations for a quick service dessert franchise. Any location that gets a lot of foot traffic (such as college campuses, military bases, airports or theme parks) is a great place to consider opening a non-traditional franchise. These franchises derive success from their ability to attract captive audiences who are at the venue for another purpose and convert them into Great American Cookies customers. Each non-traditional franchise location is unique with its own customer base, giving them the opportunity to create an individual customer experience.

Our decades of experience along with our grab-n-go products have equipped us with the knowledge and flexibility to build up a non-traditional franchise in many different sized venues and spaces. We are prepared to help your location grow and thrive through providing flexibility when it comes to our menu offerings. We know that not every location needs to offer the full Great American Cookies menu, and we can help you tailor your location's offerings to the needs of your customer base, saving you valuable time and money.



If you are ready to bring Great American Cookies to the world outside of the shopping mall, there are many different locations in every community that would work perfectly with our brand. Consider the following:



Airports



College campuses



Entertainment venues



Travel destinations



Large office spaces



Travel plazas



Community centers



LICENSE OPPORTUNITIES

Licensing with Great American Cookies comes with several distinct benefits. We know that many brands are vying to license with your company, so we do our best to stay competitive in this space.

In addition, we offer considerable support to our licensees. Our training and support programs will help you get your team ready and working up to our high standards. We have programs in place to prepare your employees on everything from baking cookies to operations policies to operating your equipment.

Contact us to learn more about the ways we can support your licensed franchise!





MULTI-UNIT OPPORTUNITIES

If you're ready to go from running a single franchise to building a cookie empire, multi-unit franchising may be for you. Running multiple Great American Cookies franchises takes a unique set of skills and resources, but the advantages can be great.

We believe that our multi-unit franchise owners need to possess five key skills:

1. The dedication to manage the complicated logistics of multiple stores
2. The passion to thrive on challenges you encounter
3. The discernment to identify the best staff
4. The delegation of crucial responsibilities
5. The patience to build up your empire over time.

Franchisees who are equipped with these skills and are ready to put them into practice might have what it takes to build up two or more Great American Cookies locations.

Running multiple locations also requires greater liquidity. The cost of running two stores can be greater than running only one. That being said, some discounts may be available to franchisees

who operate more than one Great American Cookies location. Global Franchise Group values franchise owners who operate multiple units because their experience is a benefit to our brand.

Although it takes a lot to run multiple Great American Cookies locations, the potential benefits are significant. In addition to the opportunity to earn revenue in two locations, there are distinct advantages from an operations standpoint. For instance, running multiple franchises allows more opportunity for employee growth. A single franchise has limited opportunities for employee advancement, but running multiple locations allows you to offer your employees more options.

Another benefit to running multiple locations is the opportunity to share resources. For instance, if one franchise runs out of some essential supplies, they can borrow more from another franchise. In this way, both franchises get mutual benefits and support.

Finally, owning multiple units means more opportunity for diversification. You may reach different types of customers if you have different types of locations. For instance, a suburban franchise in a shopping center may attract more customers looking for cookie cakes to celebrate events, while a location in a mall may attract more customers looking for a quick snack. Multi-unit franchising allows for the opportunity to reach multiple customer demographics.



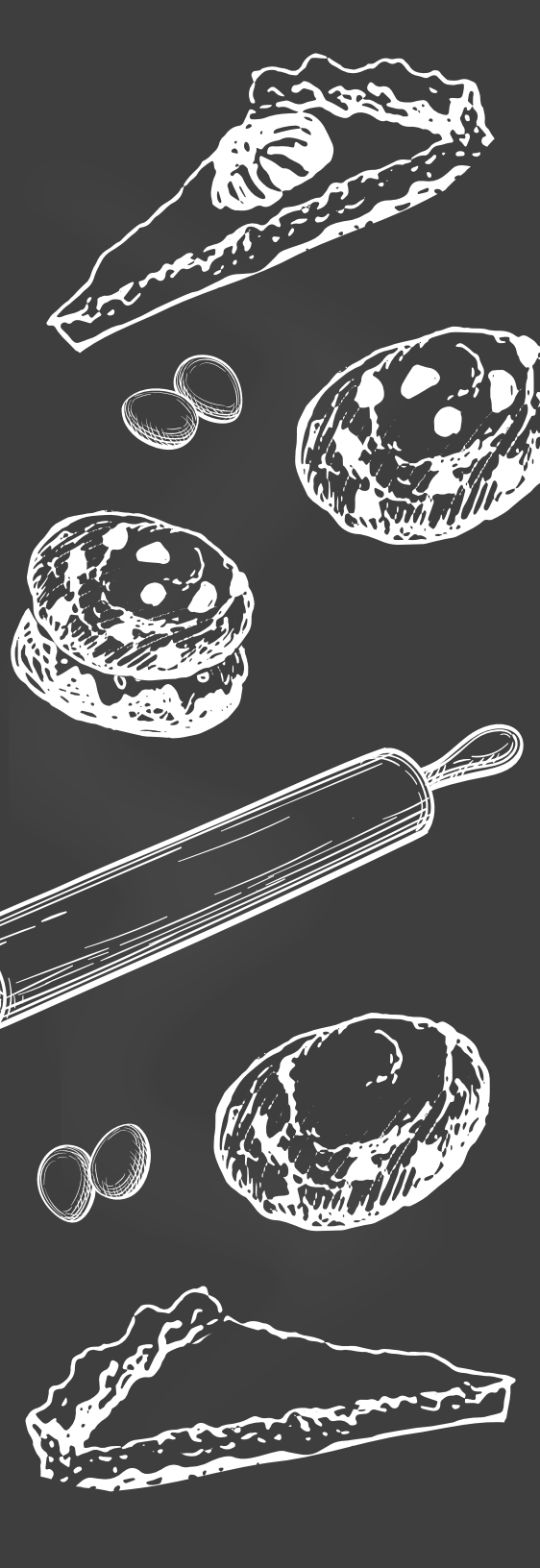
CO-BRANDING

If you're intrigued by our multi-unit franchise opportunities, another option for you to consider is co-branding. Opening two GFG brand franchises that work well together in the same location can help you to build both businesses even stronger. What works better than ice cream and cookies? Customers who come in for an ice cream will be introduced to your cookie selection and vice versa, helping your co-branded location to get twice the exposure of a single-brand location.

Co-branding can save franchisees valuable time and money. In addition to the discounts on franchise fees GFG offers when you open more than one franchise, offering two brands in the same location can cut down on costs. While franchisees should expect to purchase the requisite equipment for each brand (e.g. ice cream freezers, cookie ovens) they can share other resources such as seating space, utilities costs, napkins, and so forth.

When you decide to co-brand with GFG, you can count on our experts to help ensure your store gets started strong. Along with our standard training and support programs, we can help co-branded locations by helping them select a great location, organizing the layout of their stores, and more.





Menu

At Great American Cookies, we are extremely proud of our menu. Our classic and creative recipes are made from only the best ingredients, and have been for over 30 years. This is a list of our current offerings — can you envision ways it could be used to sweeten up your community?



COOKIE CAKES

Our cookie cakes are hand-decorated and made from our classic chocolate chip cookie recipe. Baked fresh in our stores each day, we can design a cookie cake for any event. Whether a customer is looking to celebrate a holiday, show appreciation, congratulate someone on an achievement, or just show someone they care, our cookie cakes are the right choice for the occasion.

A few of our most popular design inspirations include:

- Birthdays
- Christmas
- I Love You
- Halloween
- Graduation
- New Baby
- Many more



GOURMET COOKIES

Make your day sweeter with a batch of our gourmet cookies! Flavors include:

- Chewy Pecan Supreme
- Double Fudge
- White Chunk Macadamia
- Chewy Chocolate Supreme
- Sugar
- Snickerdoodle
- Peanut Butter Supreme
- Original Chocolate Chip
- Domino
- Birthday Cake Cookie



DOUBLE DOOZIES

Twice as nice! Double Doozies® are made with our delectable icing sandwiched between your favorite cookies. Our popular flavors include:

- Double Doozie with Fudge Icing and M&M's Chocolate Candies
- Peanut Butter Double Doozie with Fudge Icing
- Double Doozie with Vanilla Icing and M&M's Chocolate Candies
- Sugar Double Doozie



DECADENT BROWNIES

You can't go wrong with our freshly baked brownies. Our delectable brownies come in these amazing flavors:

- Cheesecake Brownie
- Fudge Brownie
- Red Velvet Brownie

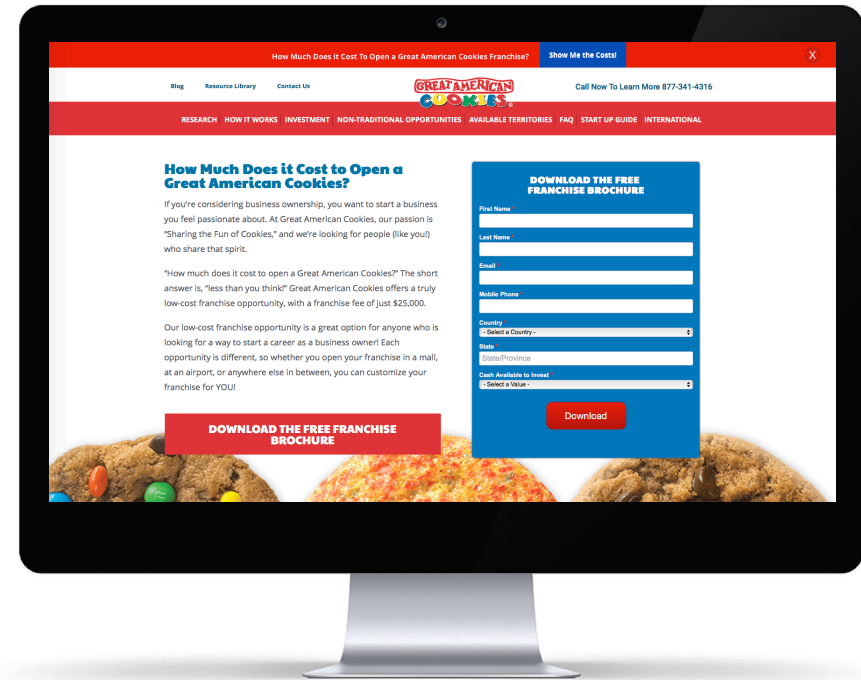


VALUE OF THE BRAND

Global Franchise Group offers industry-leading training to all of our franchisees. After you sign your franchise agreement, you will attend training at GFG University in Atlanta, Georgia. At GFG University, you will learn the skills needed to run your business, from back office training to bookkeeping to how to pat out Cookie Cakes. Once your Great American Cookies location opens, your training will continue with corporate personnel on site in order to provide hands-on training to you and your employees.

As you move forward with your business, you can continue to call on corporate personnel and field consultants to address questions or concerns you may have as you grow. One of the benefits of working with a franchise is taking advantage of the resources and experience of the larger brand, and at Global Franchise group, we have the resources to help you plan everything from lease identification to build-out.

Check Us Out Online!



If you're ready to learn more about opening up your own Great American Cookies franchise, give us a call at [877-639-2361](tel:877-639-2361), or visit us at www.greatamericancookiesfranchise.com today!



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Famous for our innovative “twists” on the classic pretzel, such as the Pretzel Dog® and Pretzel Bites®, Pretzelmaker has been rolling fresh pretzels and delighting our customers since 1991. We pride ourselves on using only the freshest ingredients to make our pretzels from scratch. We are so committed to this ideal that we make sure customers can see our employees making pretzels in each of our stores.

TRADITIONAL OPPORTUNITIES

Pretzelmaker locations are well-known for our locations in shopping malls, where shoppers can count on us as a reliable source for quick and delicious snacks to eat on-the-go. Since 1991, our mall locations have been a pillar of our business and franchise owners who are looking to open a traditional location can look forward to reliable foot traffic and a customer base that is familiar with our brand. Shopping malls attract many different customers, so our franchise owners can also look forward to reaching a diverse clientele.





NON-TRADITIONAL OPPORTUNITIES

PretzelMaker is excited to support our franchisees who wish to expand into locations outside of shopping malls and shopping centers. We believe that PretzelMaker is particularly well-suited to non-traditional locations for several reasons.

First, our brand is well established, and customers will be excited to see PretzelMaker locations in new places. The smell of pretzels baking will be an asset in any location and will help to attract customers who may be in the non-traditional location for another purpose.

Second, the physical requirements for building a PretzelMaker are flexible, and our kitchens can fit into many different spaces. For instance, sports venues often require food vendors to share kitchen space, and our model is easily able to accommodate this obligation.

Third, PretzelMaker's innovative and evolving menu is well-suited to meals at any time of day. Whether you need to attract workers on a lunch break or commuters grabbing a quick breakfast, our menu items are well-suited to any time of day.



Fourth, our products offer grab-n-go functionality and portability. This is extremely important for high foot traffic areas where customers are on the move such as stadiums, theme parks, airports and other high-trafficked venues.

One of the benefits of opening a non-traditional location is that you will have a unique customer base. Any non-traditional franchise should be located in a spot with lots of foot traffic, such as near a college campus or military base. Getting to know your unique customer base will mean more opportunities to reach out to them. Just think of the ways PretzelMaker could enrich the lives of customers like these:



Travelers



Commuters



Entertainment Seekers



Students



FRESH TWIST

One exciting new development at Pretzelmaker is our Fresh Twist concept. At our Fresh Twist locations, customers can look forward to enjoying our classic fresh hand-rolled pretzel dough in exciting new ways. A few of these new recipes include flatbread pretzel pizzas, Cinnamon Toast Pretzel Stix, and egg and cheese pretzel rolls. With breakfast and late-night menu options like these, Fresh Twist locations allow Pretzelmaker to be competitive in a whole new arena. Developed with non-traditional locations in mind, Fresh Twist locations would be great additions to college campuses or travel hubs. With all of the same great support and resources as our regular Pretzelmaker locations, Fresh Twist locations are an exciting new option for our franchisees.





LICENSE OPPORTUNITIES

Licensing with Pretzelmaker comes with a number of advantages.

In addition to offering license deals, we offer considerable support to our licensees. Our training and support programs will help to get you and your staff up to speed on everything you need to know to run your Pretzelmaker location.

Contact us to learn more about the ways we can support your licensed franchise!



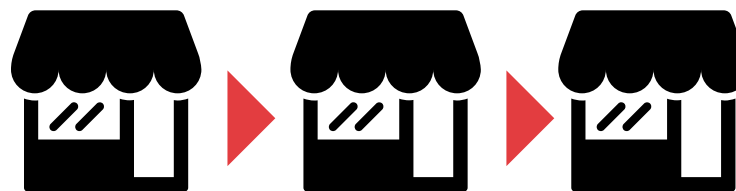


MULTI-UNIT OPPORTUNITIES

If you already own a Pretzelmaker franchise and love the experience, why not open a second? Pretzelmaker is dedicated to making multi-unit opportunities as easy and accessible as possible. While running two or more franchises can come with challenges, the benefits are great. Multi-unit franchise owners can look forward to simpler training of staff, sharing staff across stores, and adapting marketing strategies to multiple stores. Your experience running a single unit can make opening additional locations less scary than when you opened your first.

Running multiple locations requires greater liquidity. The cost of running two stores can be significantly larger than running only one. That being said, some discounts may be available to franchisees who operate more than one Pretzelmaker location.

We believe that our multi-unit franchise owners need to possess five key skills:



1. The dedication to manage the complicated logistics of multiple stores
2. The passion to thrive on challenges you encounter
3. The discernment to identify the best staff
4. The ability to delegate crucial responsibilities
5. The patience to build up your empire over time.

Franchisees who are equipped with these skills and are ready to put them into practice might have what it takes to build up two or more Pretzelmaker locations.

One of the benefits of opening a Pretzelmaker is our affiliation with Global Franchise Group (GFG), and our sister brands such as Great American Cookies, Marble Slab Creamery, Round Table Pizza and Hot Dog on a Stick. If you're ready to expand your quick service empire, reach out to us about scaling your business by franchising a new brand. Your experience running a Pretzelmaker will make branching out into these new brands easier than ever.



Menu

PRETZELS

Salt and butter are key to making our famous pretzels so delicious, but we didn't stop there. We are proud to offer a variety of pretzels including:

- Salted Pretzel
- Parmesan Pretzel
- Ranch Pretzel
- Garlic Pretzel
- Cinnamon Sugar Pretzel
- Jalapeño Pretzel
- Cinnamon Raisin Pretzel
- Almond Crunch Pretzel
- Everything Pretzel
- Pepperoni Pretzel Roll





PRETZEL BITES

Our Pretzel Bites are one of our proudest innovations. All of the full-sized taste of a regular Pretzelmaker pretzel, these bite-sized snacks are seasoned to perfection and are the perfect snack-on-the-go.

Pretzel bites are available in a number of our classic tastes:

- Salted Pretzel Bites
- Cinnamon Sugar Pretzel Bites
- Parmesan Pretzel Bites
- Mozzarella Stuffed Bites
- Ranch Pretzel Bites
- Sweet n' Salty Bites
- Garlic Pretzel Bites



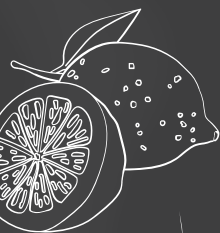
PRETZEL DOGS

We took two of your favorites and rolled them together into the perfect combination. A tasty 100% Angus Beef hot dog is surrounded by our famous pretzel dough in this unique treat. Varieties include the Pretzel Dog, Jalapeño Pretzel Dog, and Mini Pretzel Dogs.

SAUCES

Whatever you're in the mood for, we have a sauce for it at Pretzelmaker. Customers can choose virtually limitless flavor combinations by mixing and matching tasty sauces with our pretzels. Our sauces include:

- Cheddar Cheese
- Cream Cheese
- Pizza
- Caramel
- Mustard
- Icing
- Honey Mustard
- Nacho Cheese



BLENDING DRINKS

Blended to perfection, our creamy, frozen drinks are a sweet addition to our menu. Varieties include:

- Strawberry
- Orange
- Banana
- Mango
- Mocha
- Cappuccino
- Lemon
- Pomegranate
- Specialty Blended Drinks



LEMONADE

At Pretzelmaker, our lemonade offerings are as innovative as our pretzels. We are proud to offer several distinct flavors that complement our pretzels. Our delicious flavors are:

- Original Lemonade
- Strawberry Lemonade
- Raspberry Lemonade
- Limeade
- Cherry Limeade
- Frozen Lemonade



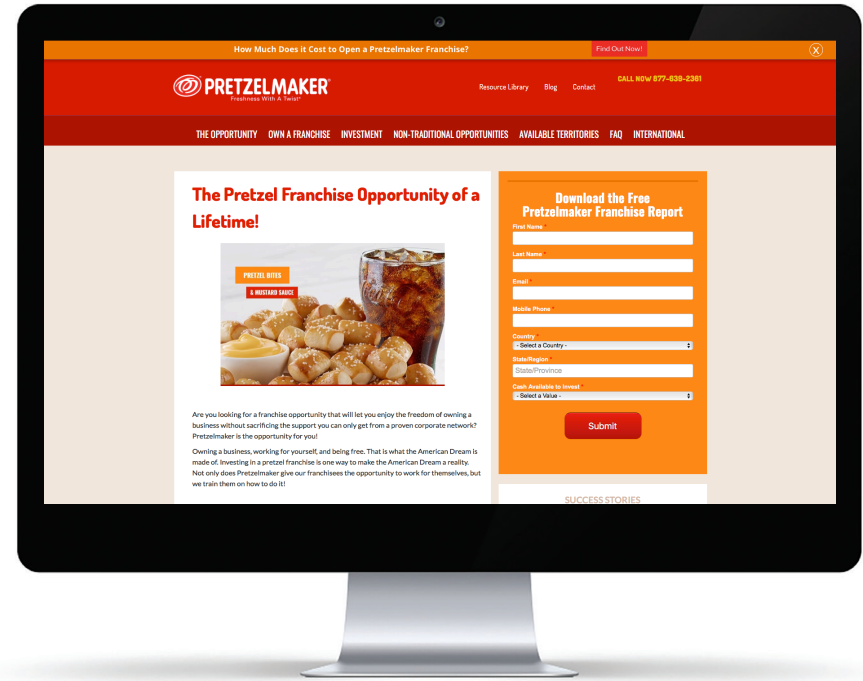


VALUE OF THE BRAND

Global Franchise Group offers industry-leading training to all of our franchisees. After you sign your franchise agreement, you will attend training at GFG University in Atlanta, Georgia. At GFG University, you will learn all the skills you need to run your business, from back office training to bookkeeping to HR management. Once your Pretzelmaker location opens, your training will continue with corporate personnel on site in order to provide hands-on training to you and your employees.

As you move forward with your business, you can continue to call on corporate personnel and field consultants to address questions or concerns you may have as you grow. One of the benefits of working with a franchise is taking advantage of the resources and experience of the larger brand, and at Global Franchise group, we have the resources to help you plan everything from new store design to product marketing opportunities.

Check Us Out Online!



If you'd like to learn more about opening your own Pretzelmaker franchise, give us a call today at **877-639-2361**, or visit us at **www.pretzelmakerfranchise.com** today!



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Since 1983, Marble Slab Creamery has specialized in making fresh, artisanal ice cream in small batches in-store. Starting with fresh, local ingredients, we hand-craft our ice cream in small batches in every store. After that, we let our customers take over by choosing their own flavors, mix-ins, and cones. Whether our customers are looking to buy themselves a treat, cater an event, or purchase one of our delicious cakes for an event, Marble Slab Creamery prides itself on the quality and freshness our customers can expect in every order.

TRADITIONAL OPPORTUNITIES

Traditional Marble Slab Creamery locations are in shopping malls and shopping centers, where our colorful displays and ice cream artistry catch the eye of passing shoppers. Our traditional franchise owners enjoy the built-in foot traffic and diverse customer base that go along with being located in a busy shopping area. For many families, stopping by to enjoy a scoop of ice cream while they take a break from shopping is a fun tradition. Customers recognize our presence in shopping malls and shopping centers, and traditional franchise owners can take advantage of this recognition as they promote their businesses.



NON-TRADITIONAL OPPORTUNITIES

If you're interested in opening a non-traditional Marble Slab Creamery franchise, you probably have an interest in bringing our brand to areas of high foot-traffic and captured audiences. Americans love ice cream, and love to access it in more spaces in their communities. Non-traditional franchises are ideal for any space that enjoys a high volume of foot traffic.

At Marble Slab Creamery, we believe our brand is particularly well-suited for non-traditional franchising for several reasons. First, our fantastic product is in-demand outside of shopping malls and local community shopping centers. Whether it's enjoying an ice cream cone at a summer sporting event, or enjoying a cup or cone before your next flight, there are many occasions for our customers to enjoy our ice cream outside of the mall. Second, the requirements of setting up a Marble Slab Creamery are flexible based on the location they are serving. You would be surprised how even a shared kitchen prep space can be utilized as a creamery location. This flexibility opens up many possibilities for franchisees, including vendor areas at entertainment venues. Finally, our product can easily be enjoyed

on-the-go, making it a good choice for travelers walking through an airport, college students walking home from class, or a mother looking to buy a quick treat for her child.

Non-traditional franchises also have the opportunity to tailor themselves to the unique customer bases they will serve. Consider all of the ways these spaces could be improved, and all of the customers who could be served, if a Marble Slab Creamery opened up close by:

-  Airports
-  Theme Parks
-  Boardwalks
-  Amusement Parks
-  Bowling Alleys
-  Train Stations
-  College Campuses
-  Movie Theaters

Can you envision other great locations for non-traditional franchises?



LICENSE OPPORTUNITIES

Licensing with Marble Slab Creamery comes with a number of advantages. Reach out to us to learn more about becoming a licensee.

In addition to our fresh made-in-store ice cream, we offer considerable support to our licensees. Our training and support programs will help to get you and your staff up to speed on everything you need to know to start making and selling our delicious ice cream. Whether it's managing your operations, making handmade ice cream, or how to chill your slab, we are enthusiastic about sharing our experience and knowledge with our franchisees.





MULTI-UNIT OPPORTUNITIES

If you already own a Marble Slab Creamery and love it, why stop there? While running two or more franchises can come with challenges, the benefits are great. Multi-unit franchise owners can look forward to simpler training of staff, sharing staff across stores, and adapting marketing strategies to multiple stores. Your experience running a single unit can assist you when you open your second.

Running multiple locations requires greater liquidity. The cost of running two stores can be significantly larger than running only one. That being said, some discounts may be available to franchisees who operate more than one Marble Slab Creamery location. Global Franchise Group values franchise owners who operate multiple units because their experience is a benefit to our brand.



We believe that our multi-unit franchise owners need to possess five key skills:

- The dedication to manage the complicated logistics of multiple stores
- The passion to thrive on challenges you encounter
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- The delegation of crucial responsibilities
- The patience to build up your empire over time.

Franchisees who are equipped with these skills and are ready to put them into practice might have what it takes to build up two or more Marble Slab Creamery locations.

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CO-BRANDING

If you're intrigued by our multi-unit franchise opportunities, another option for you to consider is co-branding. Opening two GFG brand franchises that work well together in the same location can help you to build both businesses even stronger. What works better than ice cream and cookies? Customers who come in for an ice cream will be introduced to your cookie selection and vice versa, helping your co-branded location to get twice the exposure of a single-brand location.

Co-branding can save franchisees valuable time and money. In addition to the discounts on franchise fees GFG offers when you open more than one franchise, offering two brands in the same location can cut down on costs. While franchisees should expect to purchase the requisite equipment for each brand (e.g. ice cream freezers, cookie ovens) they can share other resources such as seating space, utilities costs, napkins, and so forth.

When you decide to co-brand with GFG, you can count on our experts to help ensure your store gets started strong. Along with our standard training and support programs, we can help co-branded locations by helping them select a great location, organizing the layout of their stores, and more.





Menu

ICE CREAM

Our ice cream is made daily in small batches using only the finest and freshest ingredients. No matter which of our dozens of flavors you choose to order, you're sure to discover something great.

Some of our offerings have included:

- Amaretto
- Apple N Spice
- Banana
- Banana Pudding
- Banana Rum
- Birthday Cake
- Black Cherry
- Black Walnut
- Blueberry
- Bubblegum (Pink and Strawberry)
- Butter Pecan
- Cappuccino
- Honey
- Lemon Custard
- Chocolate Amaretto
- Praline
- Raspberry
- Many more!





SORBET

If you're in the mood for something lighter, try one of our sorbets! Flavors include:

- Lime
- Raspberry
- Limoncello
- Red Orange
- Mango
- Watermelon
- Pink Grapefruit



LOW FAT YOGURT

For something light on fat but big on taste, try one of our Low Fat Yogurt selections:

- Birthday Cake
- Vanilla
- Chocolate
- Forest Berry
- Strawberry

SIGNATURE SUNDAES

If you're in the mood for something classic, our smile-worthy sundaes are just the thing. Choose from a classic banana split or fudge brownie, or go for a Marble Slab original strawberry shortcake sundae.

UNLIMITED MIX-INS

Customers at Marble Slab can enjoy unlimited mix-ins to truly customize their ice cream. There are dozens to choose from, but a few customer favorites include:

- Pop Rocks
- Snickers
- Reese's Pieces
- Cookie Dough
- Oreo Cookies
- Rainbow Sprinkles
- Fruity Pebbles
- Caramel Topping
- Brownies
- Butterfinger



CAKES AND CUPCAKES

Make your customers' special occasion a day to remember with one of our Premium Ice Cream Cakes. Every cake starts out with our handcrafted ice cream. From there, the rest is up to them as they decide on flavors, mix-ins, and a design. We offer cakes for any occasion. Be sure to check out our famous cake designs:



- Sprinkle
- Classic Cookies
- Visit to the Candy Shoppe
- Maggie's Mud
- Sweetheart
- Many more!



SHAKES AND SMOOTHIES

Our hand-made ice cream makes the best shakes and smoothies around. Some of our decadent shake flavors include:

- Coffee
- Cotton Candy
- Strawberry
- Cookies 'N Cream
- Snickers®
- Strawberry Smoothie
- Strawberry/Banana Smoothie
- Raspberry Smoothie



TO-GO

Now your customers can take the gourmet ice cream experience home with them with these grab-and-go items that are ready to store in a freezer and enjoy whenever they'd like. They may include:

- Quarts
- Oreo Cookie Slabwiches
- Ice Cream Pies (Pumpkin Pie, Butter Pecan Pie, and Key Lime Pie)
- Ice Cream Pizzas (Supreme, Chocolate Lovers, Plain & Simple)

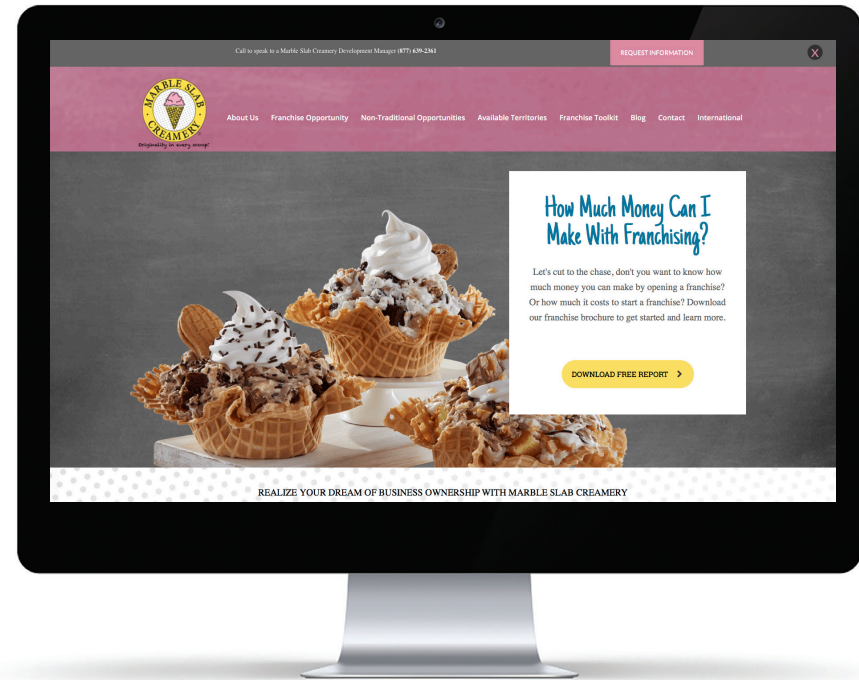


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- » Value of the Brand



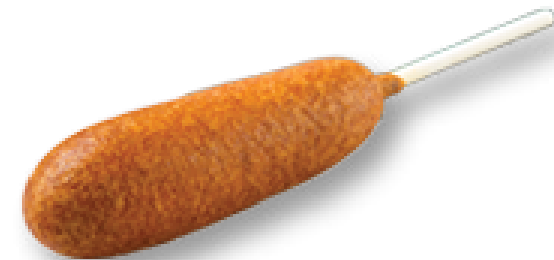
At Hot Dog on a Stick, our heritage is as unique as our iconic uniforms. Founded in 1946 on a beach in sunny Santa Monica, California, our original red food stand continues to supply vacationers, surfers, and movie stars alike with our classic favorites. Our most iconic menu item remains our namesake: the Hot Dog on a Stick that was born when our founder David Barham perfected the treat with a little help from his mother's cornbread recipe. Before long, Dave had taken to the highway to share his creation at county fairs nationwide, and soon new Hot Dog on a Stick locations began to crop up in malls and boardwalks across America.

At Hot Dog on a Stick, we are proud of our California roots, and we strive to maintain the same quality and fun in our menu today that Dave dreamed up back in 1946. This dedication is evident in everything from our famous red, white, blue, and yellow striped uniforms, to the lemonade that we still stomp by hand.



TRADITIONAL OPPORTUNITIES

Although Hot Dog on a Stick is not exactly a conventional brand, we do offer some exciting traditional franchising opportunities. If you've ever seen one of our mall locations, you know that we bring something unique to the shopping experience. When shoppers walk by our restaurants, they are drawn in by the bright colors, fun uniforms, and high-quality fast food. Our customers love that they can easily eat a Hot Dog on a Stick as they walk, making it one of the most hassle-free foods they can enjoy at the mall. Our traditional franchise owners enjoy the steady foot traffic and diverse demographics that they have access to in a shopping center. Customers can easily recognize our brand, and new franchise owners can take advantage of that recognition as they build a presence in their locations.





NON-TRADITIONAL OPPORTUNITIES

Hot Dog on a Stick is excited to support our franchisees who wish to expand into locations outside of shopping malls and shopping centers. After all, our roots are back on a beachfront snack shack! We believe that Hot Dog on a Stick is particularly well-suited to non-traditional locations for several reasons.

First, our brand is well established, and customers will be excited to see Hot Dog on a Stick locations in new places. Our freshly-churned lemonade and savory snacks will help to attract customers who may be in the vicinity for another purpose. Second, our popular menu can satisfy anyone who is looking for either a quick snack or for a full meal. Thus, non-traditional franchise owners can take advantage of a range of customers at their location. Finally, Hot Dog on a Stick is expanding. With the help of Global Franchise Group, Hot Dog on a Stick is making its way into new territories across the country. Non-traditional franchise owners have the opportunity to introduce our unique menu into their communities.

One of the benefits of opening a non-traditional location is that you will have a unique customer base.



Any non-traditional franchise should be located in a spot with lots of foot traffic, such as theme parks, amusement parks and boardwalks. Just think of the ways Hot Dog on a Stick could enrich the lives of customers like these:



Families enjoying a day at their favorite theme park



Beach-goers wanting to drink a refreshing hand-stomped lemonade while soaking up the sun



Travelers at airports or train stations look for a quick bite while they await their next flight



LICENSE OPPORTUNITIES

Licensing with Hot Dog on a Stick comes with a host of benefits for licensees. We know you have your choice of brands to license with, so we are proud to offer license deals at Hot Dog on a Stick.

We offer considerable support to our licensees. We are proud of our thorough training and support programs, such as the pre-opening support teams we keep on the road to help new franchises get ready to open. We also help new licensees by providing support for marketing initiatives and new product innovation.

Before and after your grand-opening, all our licensees will have access to resources such as our marketing team, ongoing branding, tech support, and consultations with field representatives to keep them going strong. At Global Franchise Group, we want to make sure that running one of our franchises is as fun as the innovative products they serve.





MULTI-UNIT OPPORTUNITIES

If you already own a Hot Dog on a Stick franchise and are loving it, why not open a second location? Scaling up your business is easier than ever when you partner with a company like Global Franchise Group. With our experience in the industry along with the other brands we partner with (such as Marble Slab Creamery, Pretzelmaker, and Great American Cookies) we can help you open a second Hot Dog on a Stick, or diversify by opening up a franchise with a different brand.

Running multiple locations requires greater liquidity. The cost of running two stores can be significantly larger than running only one. That being said, some discounts may be available to franchisees who operate more than one Hot Dog on a Stick location.



We believe that our multi-unit franchise owners need to possess five key skills:

1. The dedication to manage the complicated logistics of multiple stores
2. The passion to thrive on challenges you encounter
3. The discernment to identify the best staff
4. The delegation of crucial responsibilities
5. The patience to build up your empire over time

Franchisees who are equipped with these skills and are ready to put them into practice might have what it takes to build up two or more Hot Dog on a Stick locations.

If you're already running a franchise with one of our brands, your experience will help you when it comes to opening a second location. Other traits that will help you in this process include organization, passion for the business, an ability to see the big picture, and long-term perspective.



Menu

At Hot Dog on a Stick, our menu may be small, but it has been honed and perfected since 1946. These favorites have delighted our customers for decades, making Hot Dog on a Stick a family favorite for generations.

HOT DOG ON A STICK

The centerpiece of our menu, this treat is made to order. Customers can choose a Nathan's All-Beef Hot Dog, a turkey dog, or a veggie dog. Dipped in our top-secret Party Batter and cooked on the spot, customers love this timeless favorite.

CHEESE ON A STICK

Like grilled cheese on a stick only better, customers can choose between American cheese or Jack cheese, which is then cooked to golden perfection in our Party Batter.



HAND-STOMPED LEMONADE

If you're looking for the best lemonade in the world, look no further. Always handmade with the freshest ingredients (like Ventura lemons and cane sugar), we offer our lemonade in several sweet and tart flavors, including:

- Original
- Cherry
- Lime
- Lite

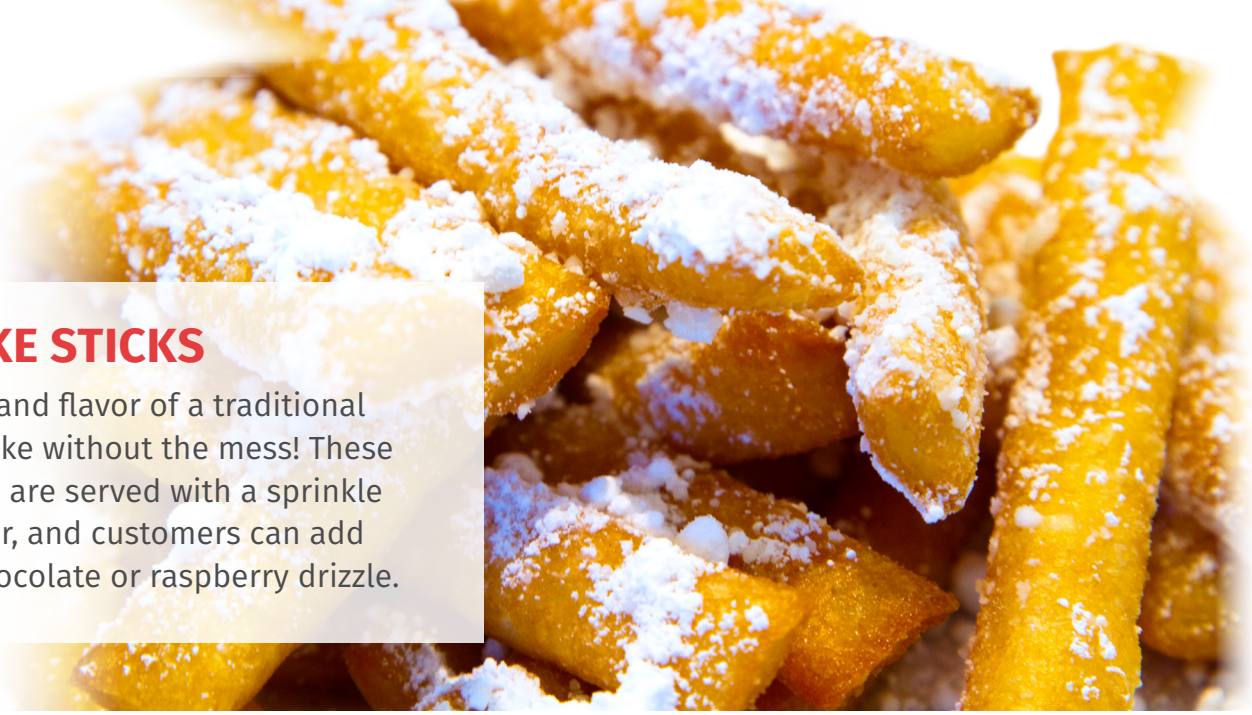
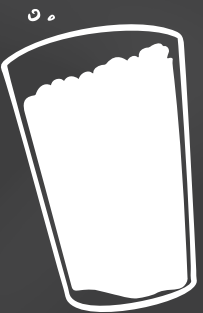
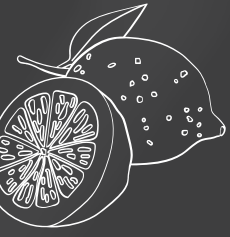
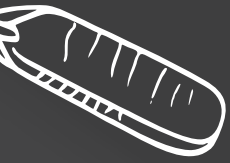
Check in with us throughout the year, we are always proud to offer seasonal flavors as well.



FRIES

Our fries are made from extra fancy potatoes and are cooked in a cottonseed/canola oil blend that we developed to create the perfect fry. Like all of our food menu, these fries are cooked to a golden perfection.





FUNNEL CAKE STICKS

Get all of the fun and flavor of a traditional carnival funnel cake without the mess! These funnel cake sticks are served with a sprinkle of powdered sugar, and customers can add their choice of chocolate or raspberry drizzle.



PARTY PACK

For those customers looking to cater a party, our Party Pack is the way to go. With 25 sticks and a gallon of our fresh hand-stomped lemonade, this party pack is sure to please all of your guests.

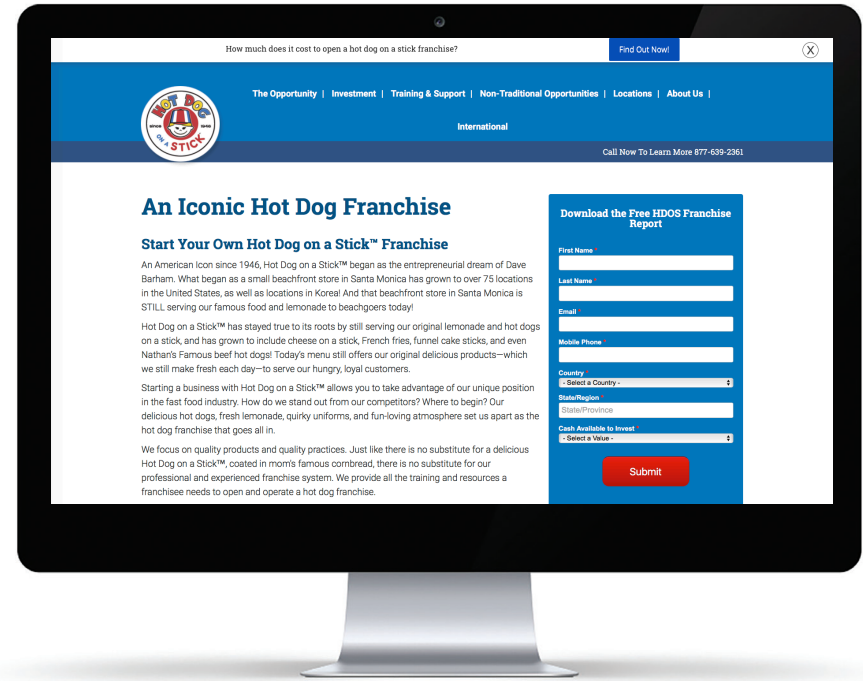


VALUE OF THE BRAND

Global Franchise Group offers industry-leading training to all of our franchisees. After you sign your franchise agreement, you will attend training at GFG University in Atlanta, Georgia. At GFG University, you will learn all the skills you need to run your business, from back office training to bookkeeping to HR management. Once your Hot Dog on a Stick location opens, your training will continue with corporate personnel on site in order to provide hands-on training to you and your employees.

As you move forward with your business, you can continue to call on corporate personnel and field consultants to address questions or concerns you may have as you grow. One of the benefits of working with a franchise is taking advantage of the resources and experience of the larger brand, and at Global Franchise Group, we have the resources to help you plan everything from lease identification to build-out.

Check Us Out Online!



This is an exciting time to be in the restaurant industry, and we are looking forward to helping you break into it as well. Give us a call at **877-639-2361** or visit our website at **www.hotdogonastickfranchise.com** today!



- » Delivery and Carry-out Opportunities
- » Traditional Dine-in Concept
- » Clubhouse
- » License Opportunities
- » Multi-Unit Opportunities
- » Menu
- » Value of the Brand



Ever since our first store opened in 1959 in Menlo Park, California, Round Table has emphasized quality above all else. We are proud to say that we have avoided the “\$10 pizza wars” because we have refused to sacrifice the quality of our product. Our vegetables and meats are always hand-sliced, our dough is always made from scratch, and we use only real cheeses in our three-cheese blend of whole-milk mozzarella, smoked provolone, and aged cheddar. As a result, Round Table has a reputation as a quality pizzeria that generations of families have enjoyed.





DELIVERY AND CARRY-OUT OPPORTUNITIES

If you have between 800 and 1,400 square feet, we can build a Round Table delivery and carry-out only location. With just enough space for a streamlined kitchen, this option is perfect for communities who are looking for a quick meal option without the dine-in experience.

TRADITIONAL DINE-IN CONCEPT

Our traditional dine-in restaurants aren't just places to eat, they are community hubs. With large dining areas and arcades for the kids, these are the perfect places for families to spend an evening. Our banquet rooms can be reserved for special events, and are favorites for school sports teams and business meetings alike. Our salad bar, lunch buffet, artisan flatbreads, and selection of local wines and craft beers invite customers to visit Round Table for more than just the pizza.

CLUBHOUSE

Round Table Clubhouses are the perfect destination for casual dining. Expanding on our traditional dine-in concept, Clubhouses feature a menu bolstered with pub favorites such as craft beers on tap, burgers, and appetizers. Arcade games and big-screen TVs throughout the Clubhouse invite guests to relax and hang out, while the larger size allows the restaurant to serve more customers and increase revenue.





TRADITIONAL OPPORTUNITIES

If you're interested in opening a non-traditional Round Table Pizza franchise, you probably have an interest in bringing our brand to areas of high foot-traffic and captured audiences. People of all ages enjoy pizza, and love to access it in more spaces in their communities. Non-traditional franchises are ideal for any space that enjoys a high volume of foot traffic.

At Round Table Pizza, we believe our brand is particularly well-suited for non-traditional franchising for several reasons. First, our fantastic product is in-demand outside in an array of venues. Whether it's enjoying a slice at a summer sporting event, or enjoying some wings before your next flight, there are many occasions for our customers to enjoy our pizza products away from home. Second, the requirements of setting up a non-traditional Round Table Pizza are flexible based on the location they are serving. You would be surprised how even a shared kitchen prep space can be utilized as a perfect place to make pizza.

This flexibility opens up many possibilities for franchisees, including vendor areas at entertainment



venues. Finally, our product can easily be enjoyed on-the-go, making it a good choice for travelers walking through an airport, college students walking home from class, or a mother looking to buy a quick treat for her child.

Non-traditional franchises also have the opportunity to tailor themselves to the unique customer bases they will serve. Consider all of the ways these spaces could be improved, and all of the customers who could be served, if a Round Table Pizza opened up close by.



LICENSE OPPORTUNITIES

Licensees of Round Table Pizza can expect to take advantage of a range of benefits. We know you have your choice of brands to license with, and we are always looking for seasoned operators to license our concepts.

We offer considerable support to our licensees. We help new franchises by providing construction, operational and marketing support teams who know our business inside and out, and who have the experience to get your location ready to go as efficiently as possible.

After you open, all of our franchisees will have access to resources such as marketing teams, ongoing branding, tech support, and consultations with field representatives to keep them going strong. At Global Franchise Group, we want to make sure that running one of our franchises is as fun as the innovative products they serve.

Contact us today to learn more about the ways we can support your licensed franchise!

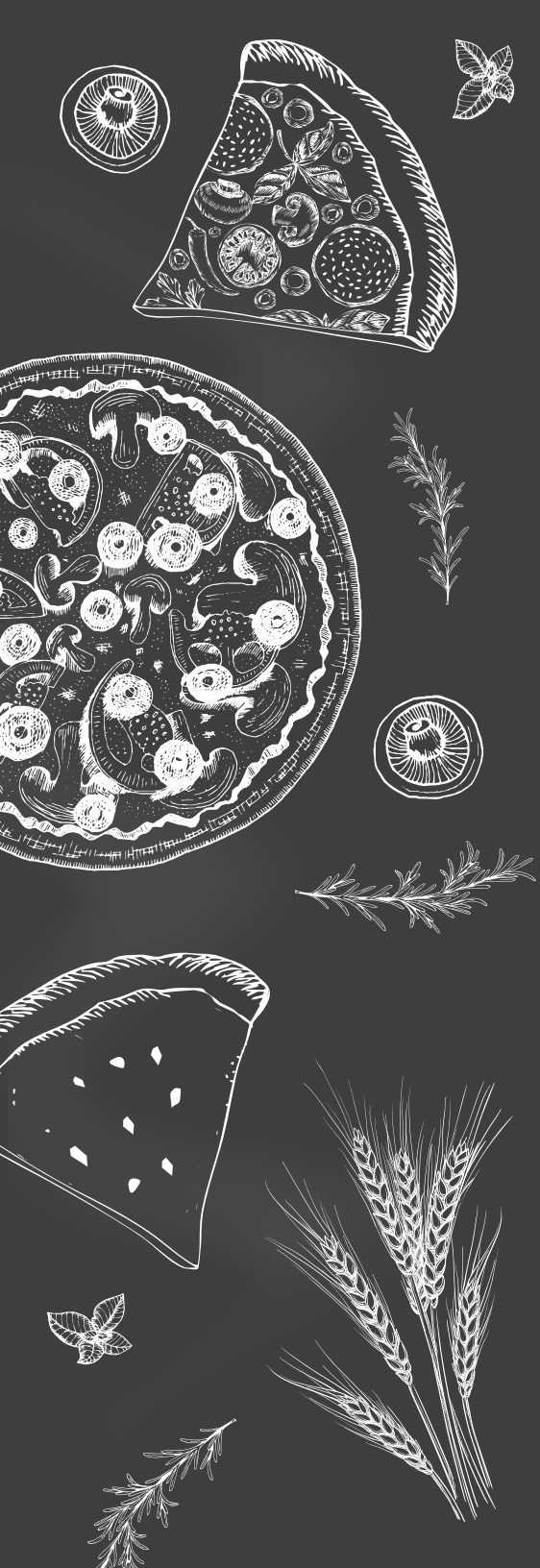


MULTI-UNIT OPPORTUNITIES

If you already own a Round Table Pizza franchise and are loving it, why stop there? Scaling up your business is easier than ever when you partner with a company like Global Franchise Group. With our experience in the industry along with the other brands we partner with (such as Marble Slab Creamery, Hot Dog on a Stick, Pretzelmaker, and Great American Cookies) we can help you open a second Round Table Pizza, or diversify by opening up a franchise with a different brand.

If you're already running a franchise with one of our brands, your experience will help you when it comes to opening a second location. Other traits that will help you in this process include organization, passion for the business, an ability to see the big picture, and long-term perspective.





Menu



PREMIUM SPECIALTY PIZZAS

Our Premium Specialty Pizzas are the crown jewels of our menu. Made with the same care, fresh ingredients, and attention to quality as they were in 1959, these recipes have delighted generations of customers. Each of these pizzas is available in Personal 6.5", Small 9.5", Medium 12", Large 14", and Extra Large 16" sizes. Our current Premium Specialty Pizza offerings include:

- **A Legendary Combination:** Pepperoni, Italian sausage, salami, linguica, mushrooms, green peppers, onions, black olives on zesty red sauce (shrimp* & anchovies* may be available upon request at some locations).
- **Four Marvelous Meats:** An Absolute Meat Fest! Italian sausage, pepperoni, salami, linguica on zesty red sauce.
- **Guinevere's Garden Delight:** Tomatoes, mushrooms, green peppers, onions, black olives on zesty red sauce.
- **Chicken & Garlic Gourmet:** Grilled white meat chicken, garlic, mushrooms, tomatoes, red & green onions, Italian herb seasoning.
- **Maui Zau:** Tender ham, crisp bacon, juicy pineapple, tomatoes, red & green onions. Available on Polynesian or zesty red sauce.
- **Gourmet Veggie:** Artichoke hearts, zucchini, spinach, mushrooms, tomatoes, garlic, red & green onions on our Creamy Garlic Sauce.



- Italian Garlic Supreme: Pepperoni, Italian sausage, tomatoes, mushrooms, green onions, and lots of garlic on our Creamy Garlic Sauce.
- Ulti-Meat: Primo pepperoni, linguica, bacon, Italian sausage on zesty red sauce.
- Wombo Combo: Primo pepperoni, Italian sausage, linguica, bacon, mushrooms, tomatoes, artichoke hearts, green onions on zesty red sauce.

- BBQ Chicken Pizza: Grilled white meat chicken, bacon, cheddar, tomatoes, red & green onions, and our sweet & tangy BBQ sauce.
- Hawaiian: Tender ham & juicy pineapple on zesty red sauce



CREATE YOUR OWN PIZZA

Create your own Masterpiece! Start by selecting one of our hand-made crusts rolled daily in our restaurants; next pick a sauce and choose from over 20 toppings including premium meats and freshly sliced veggies. All of our pizzas include generous amounts of toppings, and our three cheese blend of Aged Cheddar, Provolone, and Whole Milk Mozzarella is never frozen.



APPETIZERS

- **Garlic Parmesan Twists:** Garlic Parmesan Twists are rolled fresh daily and baked to perfection with fresh garlic and parmesan cheese.
- **Classic Wings:** Six wing flavors from mild to wild! Our classic bone-in wings are tossed in your choice of five flavorful sauces, including Mild Buffalo, Medium Buffalo, Spicy Buffalo, BBQ, or Polynesian.
- **Boneless Wings:** Six wing flavors from mild to wild! Our boneless wings are tossed in your choice of five flavorful sauces, including Mild Buffalo, Medium Buffalo, Spicy Buffalo, BBQ, or Polynesian.



SALADS

Fresh mixed green salad with mushrooms, tomatoes, cucumbers, carrots, and our own garlic parmesan croutons with your choice of dressing. If you're dining in, be sure to check out our salad bar!

BEVERAGES

Our beverage offerings include soda, juice, 2% milk, beer, and wine. Selections may vary by store.

CHICKEN OR HAM CLUB SANDWICH

Choose from roasted chicken or juicy ham. Each includes crisp bacon, red onions, a blend of three cheeses, lettuce, Roma tomatoes and our Creamy Ranch Sauce.

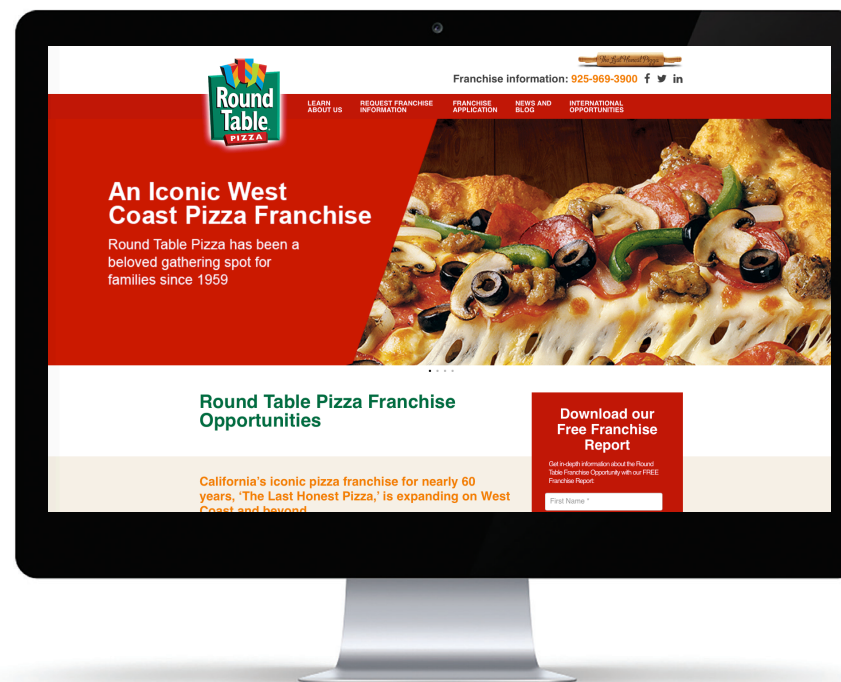


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Check Us Out Online!



If you're ready to learn more about opening your own Round Table Pizza franchise, give us a call today at **925-969-3900** or visit our website at **www.roundtablepizzafranchise.com**.



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