



**WINGS *and* RINGS®**

## SITE CRITERIA

- Endcap Site with Valet Pick-up Lane and covered, outdoor seating area preferred
- Size: 4,500-5,000 sq ft
- Excellent visibility and access (ingress/egress)
- Traffic Counts of 20,000+ preferred on main access street(s)
- Strong population density with Target Median Income of 50k+
- Positive Co-Tenant Mix (National Retailers, Groceries, Theaters, Malls, etc.)
- Adequate Parking available (1 parking spot for each 2 seats)
- Signage available for front & side of building (prefer at least 8 ft in diameter)
- Ability to incorporate architectural branding elements
- "Going Home" side of street preferred
- Store front 80 ft wide preferred
- Availability of liquor license and 7-day per week liquor sales
- "Growing Area" vs. shrinking population



For more information, please contact:

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[ownwingsandrings.com](http://ownwingsandrings.com)



**WINGS *and* RINGS®**

## THE *Club-Level*

SPORTS RESTAURANT  
*and* BAR FRANCHISE





# FREQUENTLY ASKED QUESTIONS

## WHY WINGS *and* RINGS?

Because it's a fun business environment, a great potential investment opportunity with lots of Development Area available, and the food is outstanding! Plus, we have a Development Incentive Program with NO FRANCHISE FEE (typically \$40k) and NO ROYALTY for the 1st six months of operation. Wings and Rings is THE "Club-Level" Sports Restaurant and Bar with Craveworthy Wings and Rings, My Place Service and a Club-Level Ambiance, which encourages social connection for our guests. Whether it's enjoying a bit of banter, catching up over the game, finding new craft beer favorites or celebrating a big win, Wings and Rings is the place where everyone can kick back, enjoy life, and champion everyday moments. Importantly, we have options for Dine-In, Valet Pick-Up (Drive-Up Lanes or Curbside), Delivery and Catering for Wings and Rings, and so much more. As our growth continues around the globe, we are Changing The Game in our category. Our legacy dates back to 1984, while we never stop on the road of Continuous Improvement!

## HOW MUCH IS THE INVESTMENT?

The initial investment ranges from \$1,449,700 to \$1,948,700, including fees and working capital during the start-up phase.

## WHAT ARE YOUR FINANCIAL REQUIREMENTS AND FEES?

We look for a minimum net worth of \$1.5 Million and \$500,00 in available liquid capital. Our Franchise Fee is \$40,000 per location. The royalty is 5% of Net Sales and the total Marketing requirement is 3% of Net Sales (2% Marketing Fund; 1% Local Store Marketing). Please see our Development Incentive Program for more details.

## WHAT ELSE DO YOU LOOK FOR IN A FRANCHISEE?

In addition to financial requirements, we look for a passion for our brand and business model, business experience (franchising experience is a plus), a collaborative business approach, and continuous learners.

## WHAT DOES FRANCHISE SUPPORT LOOK LIKE?

First, we look at the Franchisees' businesses from the Franchisee's perspective, not just the Franchisor's perspective. We listen to our Franchisees and incorporate feedback into our strategy and our business. We have a Weekly Call, attended by all Franchisees, Quarterly Franchisee Webcasts, Franchise Conventions and a Franchise Advisory Council. We also offer world-class training and support for all areas of your business (Real Estate, Construction, Operations, Purchasing, Marketing, IT, etc)

## HOW DO I GET STARTED?

You just did! The next steps in the process include: completing the Request For Consideration form; an exchange of information about you and Wings and Rings; a visit to our HQ to meet our experienced Leadership Team; and Franchise Review Board approval. Let's get ready for action! For much more information, please visit: [ownwingsandrings.com](http://ownwingsandrings.com).

