

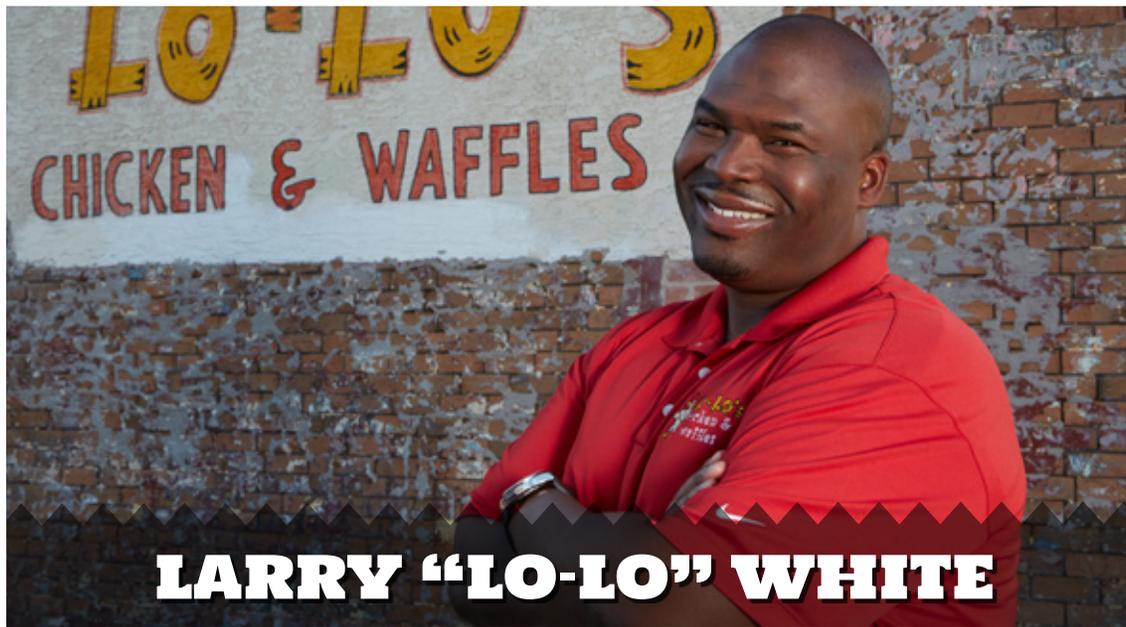
LO-LO'S

Chicken & Waffles



this ain't your average
**FRANCHISE
OPPORTUNITY**





LARRY "LO-LO" WHITE

WELCOME

If you don't know Lo-Lo's, get ready. You're about to get up close and personal.
Just the way we like it.

Lo-Lo's is the simple name behind the serious soul food franchise taking the country by storm. Our winning combination of scratch-made chicken & waffles may be the basis of our success, but it's far from the only business secret we've got.

We invite you to take a closer look at this ground-floor franchise with unlimited growth potential – opportunities don't get much hotter than this!

Larry White

Larry White, Founder



THE CONCEPT

WHICH CAME FIRST, THE CHICKEN OR THE WAFFLE?

As far as Lo-Lo's is concerned, it doesn't matter because one just isn't the same without the other. And raving fans from around the country couldn't agree more.

But it's not just the award-winning combination of savory fried chicken and sweet, syrupy waffles that begs to be replicated in markets across the U.S.

Lo-Lo's has created its own soul food revolution, and with it, a dining destination like no other. We mean that literally...there is no restaurant franchise like it – anywhere.

WHAT YOU MAY NOT KNOW ABOUT LO-LO'S:

- In addition to our famous chicken & waffles, we offer a full menu of scratch-made soul food favorites, truly offering something for everyone.
- Our founder, Larry "Lo-Lo" White has been perfecting his recipes for more than a decade. He has developed his own waffle mix, seasoned salt, maple syrup, hot sauce and more.
- It's not uncommon for eager customers to form lines out the door and around the building on any given day.
- Lo-Lo's is a favorite of celebrities and professional athletes from the NBA and NFL – in fact, Lo-Lo's has catered home games for the Arizona Cardinals for the past few years.
- Lo-Lo's has been recognized locally, regionally and nationally for its exceptional product quality.
- Each location has the ability to supplement revenue with a full bar and catering services.
- This is a first-to-market, ground-floor franchise concept with unlimited growth potential.

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THE CULT-FOLLOWING-TURNED-FRANCHISE.

Circa 1997, when Larry “Lo-Lo” White was perfecting his fried chicken recipe after hours in the back of his grandma’s restaurant, he had no way of knowing that one day his soul food would be sought after by the likes of Charles Barkley and Muhammad Ali. (Hey, gotta name drop every now and again.)

When the first Lo-Lo’s Chicken & Waffles opened in 2002 (in a pre-social-media-crazed world), its reputation spread the old-fashioned way – by word-of-mouth from raving fans from around the country. Before long, Phoenix, AZ became an unlikely destination for authentic soul food.

When the second location opened, commanding the same cult-like following, complete with daily lines out the door and a full house for Sunday brunch, Lo-Lo’s started to command a **different** type of attention.

WHEN IT FEELS RIGHT, IT’S RIGHT.

To pick up a few of those names we dropped earlier, over the years, Larry White was approached by more than a few celebrities and athletes about franchising. Trouble was, the timing and circumstances never felt right – until now.

Larry may not take himself very seriously, but his award-winning business is a different story. He wasn’t about to franchise his baby until he knew it would be in good hands, and things would be done the only acceptable way – the Lo-Lo’s way.

So what, exactly, is the Lo-Lo’s way? It starts with the kind of hospitality one doesn’t often find outside the family, but then (who are we kidding, let’s just get to the food)!



CHICKEN & WAFFLES: THE BEST COMBINATION SINCE...?

Alright, we give. One bite of the savory, crispy, slightly spicy meets the fluffy, maple syrupy, golden-buttery-goodness, and...your customers get it. They are fully converted believers.

Lo-Lo's didn't invent this famous flavor duo, but we dare say they perfected it. You see, the combination is only as good as its individual parts.

It starts with the freshest chicken, battered with a secret blend of spices (seriously, no one knows Lo-Lo's seasoned salt recipe except his father) and fried to golden perfection.

Then comes the waffle mix. While this is also a proprietary recipe perfected by Lo-Lo, he had to share it with Krusteaz®, who has the manufacturing and distribution capabilities to ship the mix to every Lo-Lo's location in the country.



THERE'S A REASON IT'S CALLED SOUL FOOD.

While chicken & waffles may be the flagship menu item and consistent bestseller, it's also the gateway to more "serious" soul food – the stuff that truly sets the Lo-Lo's menu and restaurant apart.

Lo-Lo's family recipes for items like Uncle Brotha's Shrimp & Grits, Aunt Hattie's Salmon Croquettes, Collard Greens, Fried Green Tomatoes and much more are made from scratch, every day, onsite at every Lo-Lo's.

No one else is doing it, because nobody else can.

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WHY YOU'LL LOVE US

WE'RE A FIRST-TO-MARKET FRANCHISE WITH AN OUTSTANDING CONCEPT.

Consider what McDonald's was to the burger industry, and what Marriott was to the hotel industry. Were they the first to offer fast burgers or convenient places to stay on vacation? No, but they were among the first to successfully franchise their concepts.

Lo-Lo's Chicken & Waffles is the first soul food franchise perfectly positioned for nationwide expansion and unlimited growth. Our existing locations have achieved phenomenal financial success, and we know how to replicate that model in markets across the country.

IT TAKES A WHOLE LOT MORE THAN GREAT BREASTS & THIGHS.

Which, we of course have. But Lo-Lo's Chicken & Waffles stands out when compared to any franchised restaurant concept, and here's why:

Fresh, Scratch-made Food: Each of Lo-Lo's secret recipes is made onsite in each restaurant every single day, using only the freshest ingredients.

Hospitality-Focused: We teach our franchisees to do everything the "Lo-Lo's way," and that includes exceptional and genuine customer service.

Unmatched Atmosphere: Our interior environments are laidback, yet refined, original and inviting. Lo-Lo's is a place where all people can have a good time and enjoy great food. Period.

WE'RE LOOKING FOR A MIX OF TANGIBLE AND INTANGIBLE QUALITIES.

In the Lo-Lo's franchise family, integrity is at the heart of everything we do – from the way we treat our customers and our employees to the way we prepare our products and conduct our business.

For those reasons, **integrity** is at the top of our “must have” list. Here are a few other things we're looking for:



Previous business experience: in the simplest terms, we're looking for people with business savvy – those who are well acquainted with the business world.



Customer service background: if you're going to create the “Lo-Lo's” experience in your market, you'll need the customer service skills to pull it off.



Restaurant experience: while this is certainly not a requirement, any amount of familiarity with restaurants or commercial kitchens is helpful.



Appreciation for proven systems: your ability to take comfort in and follow our proven systems is very important to us.



Eligibility for a liquor license: this is critical, as the ability to serve alcohol can have a great impact on the revenue generation at your location.



Your “fundability” factor: this would be your ability to financially qualify for the Lo-Lo's franchise opportunity.

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HELPING YOU SUCCEED

AT LO-LO'S WE SUPPORT OUR FRANCHISEES LIKE FAMILY.

We started out as a family restaurant and that's the same way we continue to run our company and our franchise.

Plus, we realize that a franchise system is only as good as each of its individual franchise owners. For this reason, we provide not only the physical tools and processes needed to succeed, but also the ongoing guidance and emotional support required to run a successful restaurant – and to have fun in the process!

REAL ESTATE & SITE CRITERIA

When it comes to locating and building out a great Lo-Lo's location, franchisees have two options:



Requirements

- 4,000 – 5,000 sq ft
- Unobstructed visibility and prominent signage from road
- Excellent site ingress and egress with signalized access
- Dedicated entrance and parking for "To Go" guests

TRAINING & SUPPORT

We start you off on the right foot with our comprehensive pre-opening program which includes up to 14 days of training for you and your Operating Principal and General Manager at Lo-Lo's franchise headquarters in Gilbert, AZ.

Once your restaurant doors are open, our support has just begun. We are on site as you work out any kinks, and for the life of your agreement we are never far away. Remember, your success is our success, and we consider ourselves in this together.

CATERING

Comforting soul food like Lo-Lo's was born to bring people together. It is meant to be enjoyed by friends and family, whether inside or outside of our restaurants. The ability to properly cater an event takes its fair share of practice – unless you're a Lo-Lo's franchisee – because we'll teach you everything you need to know.

From the nuances in food prep (making larger portions of everything while maintaining taste and quality) to proper packaging and timely delivery, we'll share the protocols we've developed over the years.

INGREDIENTS & DISTRIBUTION

Our promise to make every menu item from scratch, inside each restaurant every day doesn't make things easy, but it's the Lo-Lo's way. Whenever possible, we seek out local distributors and arrange for daily delivery of all poultry, dairy and other fresh items used in the preparation of Lo-Lo's secret recipes.

Those secret recipes require regular delivery of our proprietary maple syrup, hot sauce, and seasoned salt. We also enjoy a national partnership with Krusteaz® who manufactures and distributes Lo-Lo's proprietary waffle mix.

MARKETING

Like we told you before, in many markets across the U.S., Lo-Lo's reputation precedes itself. Beyond the consistent word-of-mouth that tends to create lines out the door, there are a few different ways we help you maintain a presence in your market.

Over the years we've experimented with a marketing mix that includes social media (with an emphasis on Facebook and Instagram), traditional marketing and advertising, and consistent top-of-mind awareness via public relations efforts. We also maintain a user-friendly, cutting-edge website.

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LET'S TALK THROUGH THE NUMBERS.

When it comes to the financial side of the Lo-Lo's franchise opportunity, here are the numbers involved.

SINGLE UNIT

INITIAL INVESTMENT:

\$651,000 – \$2,229,000

FRANCHISE FEE:

\$45,000

ONGOING ROYALTY: 6%

BRAND FUND: .75%

AND HERE IS THE NUMBER WE'D LIKE TO SEE FROM YOU:

\$200,000
Minimum Liquidity

MULTI-UNIT

More locations mean more revenue and growth potential, and our territories are wide open for multi-unit development!

INITIAL FEE:

\$15,000 x number of restaurants required

(Paid when the Multi-Unit Agreement is signed.)

FRANCHISE FEE:

\$45,000 for the first restaurant
\$25,000 for restaurants 2 – 5
\$20,000 for restaurants 6 and more

(Paid as each individual Franchise Agreement is signed.)

ONGOING ROYALTY: 6%

BRAND FUND: .75%

LET'S KEEP IT MOVIN'!

The road to Lo-Lo's franchise ownership starts here.

STEP 1

REQUEST MORE INFORMATION

Once you fill out our online request form, a representative from our development team will contact you to schedule a phone interview.

STEP 2

TELEPHONE INTERVIEW & FRANCHISE APPLICATION

At the end of this call, if there is a mutual interest in moving forward you will be asked to complete a Franchise Application.

STEP 3

DISCOVERY DAY

Discovery Day is held at Lo-Lo's franchise headquarters in Gilbert, Arizona. You'll meet our executives and get an in-restaurant experience at a Lo-Lo's location.

STEP 4

DUE DILIGENCE

Pending our post Discovery Day review, we will ask you to perform the proper franchise due diligence.

STEP 5

DECISION DAY

This is where we mutually agree that you are a fantastic fit for the Lo-Lo's Chicken & Waffles franchise. We sign the agreements and begin the opening process.

LO-LO'S TARGETED GROWTH MARKETS

If you have a market in mind, chances are we have a development plan in place. Call 480-444-8285 and let's explore where Lo-Lo's could go next!



PHOENIX LO-LO'S

LO-LO'S

Chicken & Waffles

WHAT ARE YOU WAITING FOR?
LET'S TALK.

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