

**WOODY'S**  
ROADSIDE

FOOD • DRINKS • BURGER HOUSE

**A UNIQUE CONCEPT, QUALITY  
DINING EXPERIENCE, AND  
SEAMLESS OPERATIONS**



**A PROFITABLE INVESTMENT BACKED BY  
INDUSTRY EXPERTISE**

# DISCOVER PROVEN PROFITABILITY, WIDE MARKET APPLICABILITY, AND SUPERIOR SUPPORT FOR YOUR ENTREPRENEURIAL JOURNEY

Woody's Roadside invites entrepreneurs everywhere to step into a world where fun is always on the menu. We're not just another burger joint – we're a place where families and friends come together to savor extraordinary moments. Joining Woody's Roadside means becoming part of a proven, streamlined franchise model. Our operations are designed for simplicity without compromising the quality we're known for. Woody's industry experts will guide you through every step of the franchise process so that replicating our success is effortless and stress-free!

At Woody's Roadside, we're in the business of crafting unforgettable dining experiences. We source our ingredients from top-notch suppliers and our menu features over 20 specialty burgers made from certified Angus beef and ground fresh every day. From zesty tacos to hearty salads, we cater to every craving. Our commitment to excellence sets us apart and that's what will keep your customer coming back. With Woody's, franchisees can tap into a brand that seamlessly blends nostalgia with contemporary appeal, making it an unmissable opportunity.

Inspired by the spirit of the '60s California beach scene, our founder, Jeff Glouner, has created a unique concept that resonates with consumers. Our modern rustic decor sets the stage for a versatile and inviting environment that has a family-oriented vibe with a dash of sports-based excitement. Our adaptable model suits diverse demographics in any market. Added enhancements from an extensively curated bar to comprehensive front-of-house training, create loyal patrons and positive buzz that set franchises up as a local hotspot from day one.

We invite you to join our family, where passion, quality, and profitability converge. Seize this opportunity and sizzle with success at Woody's Roadside!



# TAKE A BITE OUT OF HASSLE-FREE HIGH PROFITS AND A BROAD BUILT-IN CUSTOMER BASE

At Woody's Roadside, our proven track record of success and our innovative approach to the culinary experience sets us apart. Our franchisees will benefit from a winning combination of a seamless operational model and an in-demand concept that today's consumers crave. An investment in the Woody's Roadside brand is an investment in boundless potential!



**Proven Success:** With three thriving locations, we provide a well-established model with a track record of financial success and growth. Our existing establishments serve as proof of potential and offer a solid foundation for budding Woody's franchises.



**Easy Operations:** Woody's operations are designed for efficiency, ensuring franchisees can effortlessly replicate our profitability. From streamlined workflows to precise process management, our structure provides an effortless path to profitability.



**Growth Opportunity:** Woody's Roadside is not just a local sensation; it's a national sensation in the making! Our adaptable model fits seamlessly into diverse markets across the country offering franchisees an expansive landscape of growth opportunities.



**In-Demand Concept:** Today consumers crave a memorable dining experience. Woody's Roadside locations have become instant hotspots, driving repeat business as go-to destinations. Franchisees can tap into this demand from day one.



**Unique Model:** Our diverse, fresh menu featuring gourmet burgers appeals to a broad customer base. Combined with an extensive bar and sports entertainment, our versatile atmosphere sets us apart and ensures multiple revenue streams.



# JOIN THE WOODY'S ROADSIDE FAMILY

At Woody's Roadside, we're on the lookout for enthusiastic entrepreneurs with a zest for success. Our ideal franchisees are dedicated individuals with a background in business, management, or the food service industries. We value leadership and a genuine desire to create exceptional dining experiences! Potential candidates should possess the following qualities:

- **STRONG SALES AND CUSTOMER SERVICE ABILITIES**
- **PROFICIENCY IN PROBLEM-SOLVING AND DECISION-MAKING**
- **PASSION FOR THE WOODY'S BRAND AND PHILOSOPHY**



# OUR SUPPORT, YOUR SUCCESS

At Woody's Roadside, our commitment to your success goes beyond words, it's a promise we deliver on daily. As a franchisee, you'll benefit from unparalleled support that's designed to empower your journey so you can franchise with confidence. With our expert team by your side, you'll become a part of a supportive community where your success story is our top priority.



**Operational Guidance:** Franchisees at Woody's Roadside receive continuous, comprehensive support covering all operational aspects. From technology assistance to customer service tools, our guidance ensures smooth operations and satisfied patrons.



**Marketing Strength:** Woody's Roadside develops captivating advertising materials and provides access to an extensive content library that creates a steady flow of customers and builds a strong brand presence.



**Purchasing Power:** Leveraging our collective strength, we negotiate unbeatable quantity discounts to ensure significant savings that optimize the bottom line and our internal purchasing system is streamlined for efficiency.



**Developmental Support:** Our management team continuously explores innovative methods to enhance franchise management and maximize profitability so franchisees can stay ahead of industry trends and customer demands.

# INVESTMENT INSIGHTS

MINIMUM INITIAL  
INVESTMENT:

**\$1,500,000**

FRANCHISE FEE:

**\$50,000**

ROYALTY FEE:

**4%**  
OF GROSS SALES

LOCAL ADVERTISING:

**1%**  
OF GROSS SALES

CORPORATE  
ADVERTISING FUND:

**1%**  
OF GROSS SALES

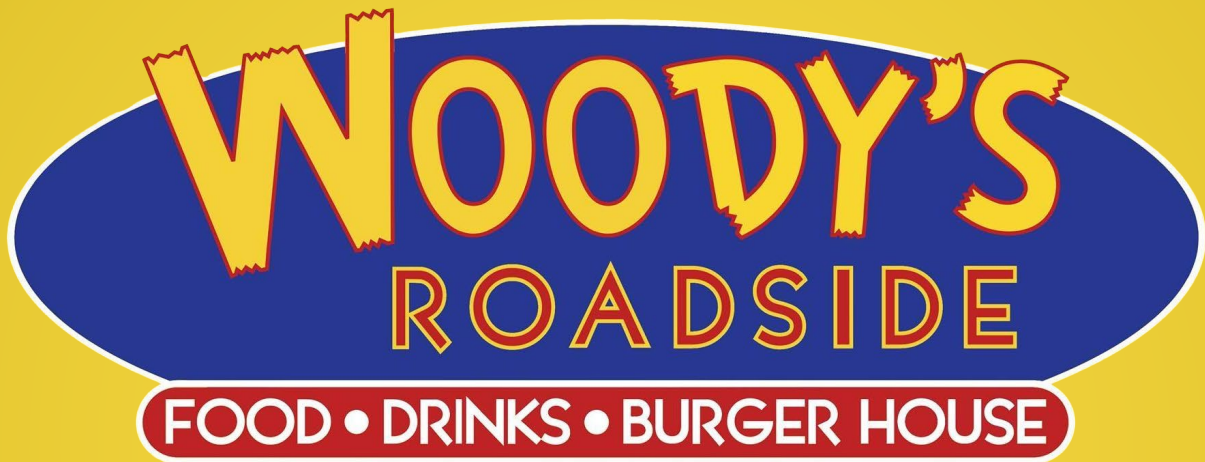




# ARE YOU READY TO SIZZLE WITH SUCCESS?

Investing in Woody's Roadside is an opportunity to embrace culinary excellence, proven profits, and a diverse customer base! Take the first step towards your new future and inquire about a Woody's Roadside franchise today!





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This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.