

FRANCHISE GUIDE



DISCOVER THE
SAVVY
DIFFERENCE

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WHO WE ARE

We are an emerging brand that specializes in gourmet sliders, hand battered and breaded chicken fingers and scrumptious, hand-spun custard shakes.

Savvy Sliders made it's debut in 2018 with two Michigan locations. Our fresh, never frozen Angus beef sliders, along with our unique menu, was an instant success. All of our food is always made fresh to order. Our customers crave our food. Their repeat business tells us they want more.

From our food to the restaurant's aesthetics, our focus is to provide the best experience for every customer that walks in. We earn their loyalty by leaving a lasting impression of excellence.

We are growing rapidly, and are looking for owners with a passion for our brand who are committed to the Savvy culture of being a part of your community and providing great customer experience to join us.

the SAVVY LINEUP



SIGNATURE



CLASSIC ANGUS



FRIED CHICKEN



GRILLED CHICKEN



RIBEYE



HANGOVER



BOOMIN' CHICKEN



SPICY FALAFEL



ENGLISH COD



MUSHROOM+SWISS



3RD PARTY DELIVERY



PICK UP + DINE IN



CURBSIDE PICKUP

OUR SUPPORT

HERE FOR YOU, FROM THE START

- 🍔 Real estate and site selection assistance
- 🍔 Initial training
- 🍔 Ongoing support, including performance coaching
- 🍔 Marketing support
- 🍔 Operational support
- 🍔 Securing the highest quality products at the lowest cost
- 🍔 Ongoing business development
- 🍔 Group marketing programs | Coordinated Marketing Campaigns
- 🍔 And much, much more!

THE REAL ESTATE

The design and layout of our restaurants, along with our proprietary equipment allows your SAVVY SLIDERS franchise to be run efficiently with fewer employees.

We provide assistance with site selection, store design and the build out process. We also have flexible layout options. Our footprint range is from 1,600 to 3,500 sq.ft. for a standard restaurant or 600 to 2,000 sq.ft. for a Savvy Sliders Express format. This results in a wide range of possible sites from free standing buildings with a drive through, strip centers, end caps and non-traditional site options.



**STORE
DESIGN**

ONGOING SUPPORT AFTER YOU OPEN

- 🍔 In-House Advertising Team
- 🍔 Marketing Agency for Website and Digital Support
- 🍔 Professional Photography
- 🍔 State of the Art, Proprietary POS
- 🍔 Social Media Management
- 🍔 Savvy's Rewards Program
- 🍔 In-House IT support Hot Line
- 🍔 Marketing Agency for Website and Digital Support

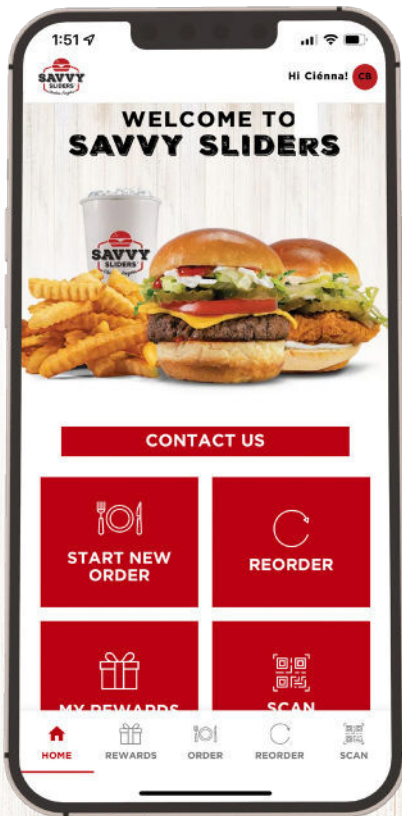


CATERING PROGRAM



- 🍔 Second Revenue Stream
- 🍔 Individual box lunches or Savvy Packs for any size group
- 🍔 Catering account acquisition we help get you started!

ONLINE ORDERING APP + REWARDS



MARKET TO THE MASSES

APP + ONLINE ORDERING

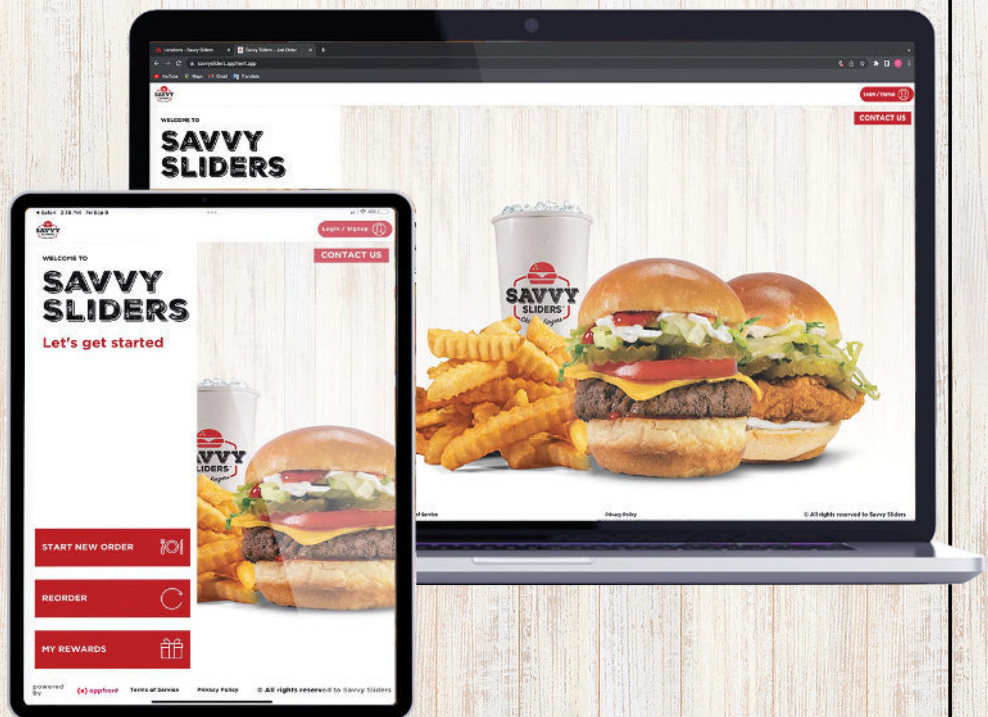
The Savvy Sliders App and SavvySliders.com online platforms offer your customers the easy ordering they demand.

These platforms also help franchise owners expand their reach well beyond foot traffic. Savvy Sliders support office brings the process full circle with customized marketing campaigns that track online conversions and trigger sales.

SAVVY REWARDS PROGRAM

REWARD YOUR CUSTOMERS

Savvy Club members receive Savvy Smiles rewards which encourages repeat visits. We make sign-up simple, giving you a powerful tool for re-marketing to your Savvy family of customers



ENJOY SAVVY NUMBERS

\$39,897*

2022 Average Weekly Gross Sales

\$411,000 - \$782,000

Total Investment

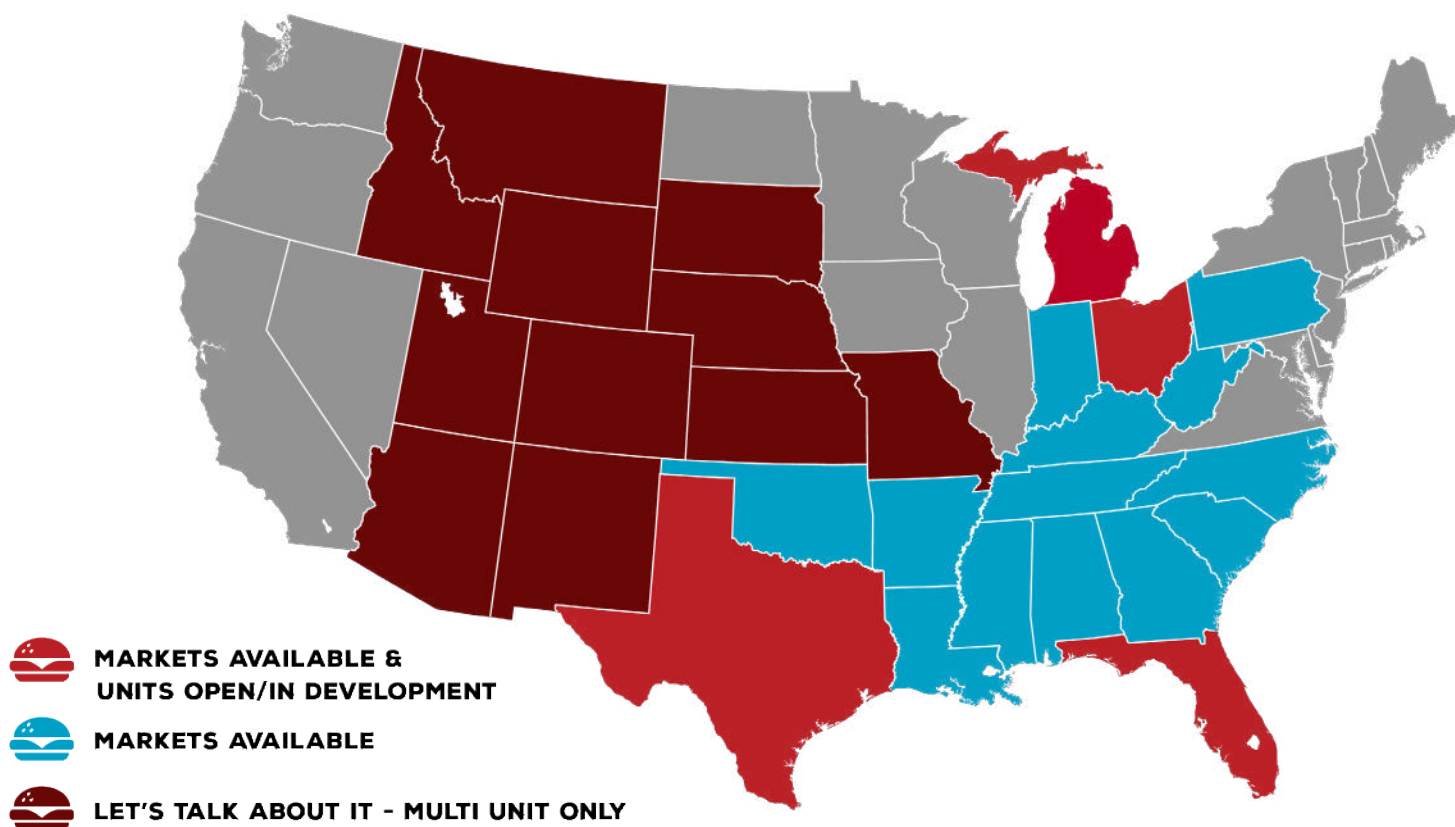
\$35,000

Franchise Fee

*Top 25% of our System. See Item 19 of our 2023 Financial Disclosure Document for additional information.

-  Savvy Sliders has exceptional average unit sales
-  Lower investment level than other offerings

AVAILABLE MARKETS



FREQUENTLY ASKED QUESTIONS

WHAT EXPERIENCE DO I NEED TO OPEN A SAVVY SLIDERS?

We have learned that the best way to keep our customer's happy, and run a successful business is to be in the restaurant full-time with hands on management. An owner operator and their manager must have ownership in the business and be there on a daily basis. Experience in running restaurants, food operations or other fast-paced businesses is preferred. We do have owners from other backgrounds who share the commitment to being a hands-on owner. Sharing the Savvy passion is the key to success.

HOW MUCH DOES IT COST TO OPEN THE RESTAURANT?

The average investment range is \$411,000 to 782,000. Qualified franchise candidates should have \$200,000 in liquid cash and a net worth of \$500,000.

WHAT IS THE INITIAL FRANCHISE FEE?

The Franchise Fee is \$35,000 for a single unit. If you are interested in Multiple Units the franchise fee is determined by the area to be developed and the number of units to be opened.

WHAT IS THE CURRENT ROYALTY FEE?

The Royalty is 6% of gross sales and is paid weekly (5% in MI).

IS THERE TRAINING AND SUPPORT?

We have a robust training program that is customized to the experience of the operator. There is one week of classroom training and up to 90 days in a restaurant. We train our franchise owners in operations, marketing, how to use our proprietary equipment, POS systems and more. The training occurs at our training locations in SE Michigan.

HOW MUCH MONEY CAN I MAKE?

Our Average Weekly Gross Sales in 2022 for the top 25% of our System were \$39,897*. Profitability varies depending on a number of factors, including sales, labor/food costs, location, occupancy, and other operating costs. Success also depends on your ability to manage and lead the business. You will have the opportunity to talk with existing owners.

*Numbers obtained from our 2023 FDD.

DOES SAVVY SLIDERS PROVIDE FINANCING?

We have 3rd party lender contacts to help in financing your restaurant.

READY TO BECOME SAVVY?

7 STEPS TO OWNING YOUR OWN SAVVY SLIDERS FRANCHISE

1 YOU'RE ON YOUR WAY

Congratulations! Now that you've read this guide, you've taken the first step toward owning your own Savvy Sliders franchise

2 CHAT WITH US!

Schedule a call with a member of our franchise development team to learn more about the opportunity and see if it is a good fit for you. With mutual interest to move forward, we will send you our franchise application.

3 THE LEGAL STUFF

Once we review your completed application, You will receive our Franchise Disclosure Document (FDD)

4 DUE DILIGENCE

Talk with some of our franchise owners and validate the support, operations and finalize your business plan.

5 DISCOVERY DAY

Visit our Support Office in Farmington Hills, MI, meet with our Team and tour our locations.

6 SIGN ON THE DOTTED LINE

Receive Savvy approval and sign the franchise agreement. Congratulations, You are now a member of the Savvy Sliders Family!

7 FIND THE PERFECT LOCATION

With our whole team helping you, your site selection begins!



WE LOOK FORWARD TO CONTINUING THE CONVERSATION WITH YOU
CONTACT US TO BE SAVVY

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