



A tradition of serving up the best handmade charbroiled hamburgers, hand cut skin-on French fries, and kettle cooked pinto beans in a clean, courteous atmosphere.



FRANCHISE PROGRAM OVERVIEW



WE'RE LOYAL TO WHAT WORKS: A FAST-CASUAL RESTAURANT FRANCHISE OPPORTUNITY OF SIMPLIFIED PERFECTION

Did you know that your County Road Burger Company restaurant can operate with only four people?

Our strategically simple franchise model makes it easy to serve up the highest quality homemade menu around – so good that we've kept the same recipes for almost 50 years. You know the saying, *"If it ain't broke..."*

We're born from a fast-casual legacy brand that has served generations of families. Our leaders can't wait to

share our story with the next generation of County Road Burger Company owners.

This is an opportunity to serve your local community, and create a future in business, one handmade burger at a time. You're going to love this brand, and your customers will too!





COME ON IN AND TAKE A SEAT: THIS IS A BURGER CONCEPT YOU WANT TO KNOW ABOUT

There's nothing like a burger joint people have grown up with and keep coming back to...
The originating concept behind County Road Burger Company has stood the test of time.

Our plan is to keep what's working in place,
while expanding strategically to meet consumer demand.

The model is simple. The food is homemade. The result is delicious and long-standing.



**Our Legacy Brand was Voted
BEST BURGER AND FRIES
for 18 Years in a Row!**

Denton Record Chronicle "Best Of" Contest,
voted on by Denton, Texas residents

AN OPPORTUNITY WORTH SINKING YOUR TEETH INTO:

- **A time-tested, fast-casual dining experience**
You can please guests of all ages throughout the day and even into nighttime with quick, friendly service
- **Experienced leadership team who grew up with the brand**
Providing comprehensive training and support
- **A well-established business model**
Beloved recipes and operating procedures help you build your local business
- **Multiple revenue streams**
Your core business is dine-in and carry-out lunch and dinner service. Additional sources of revenue include cheeky merch, bottled sauces, and seasonings to die for
- **Protected territories**
Start making memories in your local neighborhood, with our guidance

SIMPLY DELICIOUS: HOMEMADE BURGERS, FRENCH FRIES, AND MORE, ALL WASHED DOWN WITH A COLD BEER OR SOFT DRINK

Hungry yet? Get ready to dig in!

This is food your guests will crave and a business you'll love.

We've been pleasing our guests for over 47 years.
Our delicious offerings are served on real plates
in a dynamic fast-casual atmosphere.



The Burgers. 100% fresh beef ground in-house and hand-formed into patties. Guests can keep it simple, add cheese, Hickory Sauce, or Texas Chili!

Hand cut, skin-on Fries. There's only one way to treat potatoes.

Chicken Fried Favorites. The best chicken fried steak or chicken fried chicken smothered in gravy or piled on a savory sandwich.

Dogs for days. Quarter pound hot dogs, cheese dogs, chili-cheese dogs, or something smaller for the kids.

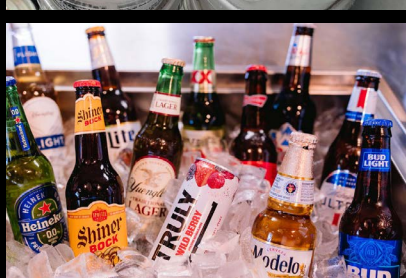
Lighter Fare. Offer a Garden Salad or a Salad Plate — lighter on the plate, and still BIG on flavor.

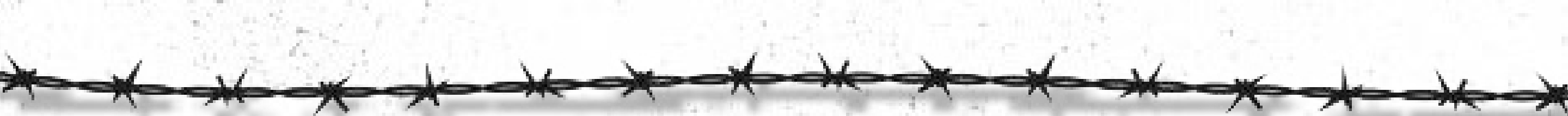
Kettle Cooked Pintos. We put our signature beans on the stove every day at daybreak, so they are unbelievably delicious by serving time.

Ice Cream. Old Fashioned Ice Cream cups, sandwiches, and bars.

Enjoy a Cold One. Ice cold beer or soft drink products make for a perfect pairing at County Road Burger Company.

Let us show you how to recreate our unbeatable menu and popular dining experience in your local area!





WHY JOIN COUNTY ROAD BURGER COMPANY WITH A FRANCHISE OF YOUR OWN?

If you are already familiar with franchising, you know the benefits that come with a franchise network: things like an established model, support when you need it, and knowing you're in business for yourself – but never by yourself. First time owners can feel confident knowing they aren't on their own.

Franchise ownership means taking your role in a brand's story, with support and tools that are designed to make it far easier than going it alone. This is a chance to be a part of something great, and have what you need to keep it growing.

- Follow what has worked for 48 years by utilizing a carefully crafted menu and a strategically structured business model to help you grow your own business.
- Lean on leaders who know this business and will root for you every day.
- Focus on your revenue-building potential from the day you launch your restaurant.
- Leverage tools, training, and ongoing support available to help you grow your business.
- Join a family of seasoned industry experts and franchise owners who share ideas, offer support, and help you at every step in your ownership journey.

“

*“I grew up eating here,
and it has always been
my favorite burger joint.
Even as a high school kid
I thought to myself ‘why
isn’t there one of these in
every town in America?
Simple concept, fast
service, great food...
what’s not to love?’”*

– Mike Barnett,
CEO and Lifetime Customer

”



“I KNEW THIS WAS THE BRAND I WANTED TO GROW.”

Meet Mike Barnett, CEO of County Road Burger Company

Mike Barnett grew up in Denton, Texas and has been interested in restaurants his entire life. While a student at Denton High School, every Friday he ate lunch at Denton County Independent Hamburger Company, the brand that would eventually become County Road Burger Company.

With a degree in finance and years of experience in everything from restaurant management to sports, to hotel management in New York City, Mike would find his path forward as a restaurateur.

His first restaurant was a New York style pizza shop in Boise, Idaho. He later helped a friend open Denton County Brewing Company. But Mike never stopped thinking about the weekly burgers he enjoyed back in high school, and in fact still enjoyed years later.

When Mike heard that Kim Kitchens, the man who had owned the original Denton County Independent Hamburger Company for 40 years, was getting ready to retire, he beat a path to his door. A series of conversations were had, and in 2018 Mike bought the burger business he'd loved as a kid – and the rest is history.

As an experienced restaurant professional he knew how to keep what was working while adding modern touches to streamline the business for greater efficiency and growth potential. He got Karen Raabe on the team, a longtime Denton resident and experienced manager. Karen now serves as Vice President of Operations for County Road Burger Company. The rock solid management team of Shannon Frontz and Jacob Griggs hold down the fort at the flagships store. They will be an integral part of your onsite training.

With a dedicated team, and a growing desire to bring great service and food to more communities, it wasn't long before the restaurant was relocated to a larger space, and plans for further expansion began.

**It's a full-circle story for a legacy brand.
And now you can be a part of it.**



FRANCHISE OWNERSHIP NEVER TASTED SO GOOD

This is a legacy brand with a modernized model. Today, we are expanding the County Road Burger Company concept into new territories. Whether you are an experienced operator or this is your first rodeo as a franchisee, you can take advantage of a franchise model that lets you skip the DIY pitfalls.



WE SEEK FINANCIALLY QUALIFIED CANDIDATES WHO ARE READY TO ROLL UP THEIR SLEEVES

Strong Franchise Candidates

- Possess a strong understanding of the food service space
- Have restaurant management or hospitality experience
- Share a commitment to customer service and your community
- Are willing to work hard in a fast-paced environment
- Enthusiastically embrace the County Road Burger Company brand and legacy





LET'S PICTURE COUNTY ROAD BURGER COMPANY IN YOUR NEIGHBORHOOD

Consider your restaurant:

- 2,200- to 3,000-square-foot space with a warm and rustic interior
- End cap in strip center is ideal for drive-thru and parking
- Drive-thru window is major boost to the bottom line
- 70+ seats, with optional outside seating
- Moderate kitchen footprint for simplified menu offerings

Join us at

County Road Burger Company.

This is an excellent opportunity to bring a legacy brand to your community, whether it's your first restaurant or the next franchise concept in your portfolio. See and feel the difference when you sit down at our table!

FAST CASUAL: THE INDUSTRY CONSUMERS ARE EATING UP

Are you ready to be part of an industry that has been buzzing since its inception? Consumers are biting down on better quality and convenience, two traits the concept behind County Road Burger Company was dishing out before it was cool.

As a fast-casual franchise owner, you'll combine quick, friendly counter service with a comfy spot for the community to gather. Convenient, fresh food with friends: it's an approach that stands the test of time!



**Need more convincing?
Let's dive deeper:**

- According to an article in Nation's Restaurant News, the global fast-casual restaurant segment is projected to reach an enormous **\$337.8 billion** by 2032, and analysts are calling the segment "a strong long-term investment opportunity."
- Consumers define value as more than cost savings, but include speed, convenience, quality, abundance, and more when it comes to dining out.

INDUSTRY TRENDS: LET'S TALK BURGERS

"American foodies put
away an average of

50 billion
burgers each year,

and the burger-and-fries
combo has taken on a life of
its own as an icon of both
American nostalgia and
current national identity."

— TastingTable.com

According to
BurgerCravings.com,
84% of people enjoy beef burgers
and 79% eat them at restaurants
at least once per month!



COUNTY ROAD BURGER COMPANY NUMBERS TO NOTE

ESTIMATED INITIAL INVESTMENT

\$395,000 to \$683,500

INITIAL FRANCHISE FEE

\$35,000

Discounts Available for
Veterans & Subsequent Units

ROYALTY FEE

5.0% of gross revenues

LOCAL MARKETING REQUIREMENTS

At least 2% of gross revenues

GRAND OPENING PROMOTIONS

At least \$2,000 within the first three months
of operations

BRAND MARKETING FUND CONTRIBUTION

Currently 1% and up to 2% of gross
revenues

For a full list of fees and requirements, please refer to our Franchise Disclosure Document (FDD).

SEE WHAT OTHERS HAVE TO SAY ABOUT OUR AWARD-WINNING BUSINESS (YOU SHOULD SEE OUR AWARD WALL!)

I Ate a 40-Year-Old Burger

Influencer James Webb,
JWQEBBY CAN EAT
YouTube Review

*"All you can eat fries.
Do they know who I am?"*

*From the first bite I could tell,
these guys have survived 40 years
because their food is delicious.
These burgers were some of the
most elite burgers I've eaten."*

***"Homegrown: Hamburger restaurant
maintains 40-year legacy in Denton"***

– Featured in the Denton Record-Chronicle



"What a great local place!"

*Burger came out surprisingly fast and was hot and
delicious. Fries were fresh from the grease and all
you can eat! 5-Stars for Shop Local and nailing it!"*

– 5-Star Yelp review

*"It was the same it always is, thank goodness.
This place has the very best burgers, real fries,
and great pinto beans.*

Thank you for not changing a thing."

– 5-Star RewardsNetwork.com review

***"A great, solid burger at a great value.
It really hits the spot when all you want is a well-
executed burger at a great price."***

– 5-Star RewardsNetwork.com review

*"Visited the new location today. Same
great burgers, fries, and beans and
same local friendly service...but now
with a drive-thru lane. Food was
excellent... exactly what I expected."*

– 5-Star TripAdvisor review



THE BEST IN FAST CASUAL FRANCHISE SUPPORT

At County Road Burger Company, we believe in setting our franchise owners up for growth with ample training, tools, resources, vendor relationships, and more.

That means we are there when you need us, and we'll support you in every way.

Each owner is required to attend initial and ongoing training which may include:

- **INITIAL TRAINING**

Join us for a complete introduction to our brand and operations model.

- HQ-based and onsite training including operations, IT, marketing, sales, finances, facility maintenance, hiring, and more

- **START-UP SUPPORT**

Learn to launch your business with assistance from our leadership experts.

- Site selection guidance
- Build-out assistance, based on our dynamic brand specifications
- Equipment guidelines
- Initial inventory order

- **ONGOING OPERATING SUPPORT**

Connect with our franchise leadership team any time you need assistance.

- Email, text, or phone assistance for day-to-day operations
- Refresher training
- Field support visits

- **CONFIDENTIAL OPERATIONS MANUAL**

Take advantage of exclusive access to important details that can help you run your business efficiently.

- Day-to-day procedures
- Reporting standards
- Marketing guidelines and more

- **TECHNOLOGY TOOLS**

Streamline operations with vetted and approved tools that make operations a breeze.

- POS system
- Accounting software
- Online ordering program
- Payment processing
- System controls
- Security tools

- **MARKETING SUPPORT**

Promote your local business with marketing strategies that engage guests and keep bringing them back.

- Local website management
- Social media platforms

AVAILABLE TERRITORIES: A LEGACY BRAND WITH LEGS



Protected territories across the Dallas-Fort Worth area are now available... with further growth anticipated from there!

If you're ready to join a **brand rich in history**, **big on flavor**, and driven forward with a modernized touch, County Road Burger Company may be just right for you.

TAKE THE NEXT STEPS: BRING COUNTY ROAD BURGER COMPANY TO YOUR COMMUNITY.

1

Let's talk further:
learn more from our
team of experts

2

If you qualify,
review our
Franchise Disclosure
Document

3

Meet our leadership
team and see
our operation
in person

4

Sign the
franchise
agreement

5

Attend training
at our headquarters
in Denton, Texas

6

Build out and
equip your
restaurant following
our specs

7

Hire and train
your team with
confidence

8

Welcome guests
to your own
County Road Burger
Company franchise
location!



LET'S KEEP THE CONVERSATION GOING...



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