



FRANCHISE OPPORTUNITY

FRENCH FRY CONES • LOADED FRIES • BUILD YOUR OWN FRIES • DESSERT FRIES

OUR STORY



Founder

An all fries concept restaurant has been a passion project for **Wilson Santos**, our founder, for over 25 years. From his first trips to Amsterdam in the late 90s and early 2000's, he's always wanted to bring that Dutch cone fries experience to the US market. Fascinated by the variety of sauces and the fries featured as the star ingredient, rather than just a side dish, Wilson saw the potential for this in America.

Wilson has been in the hospitality industry for 35 years, wearing different hats; such as club promoter, DJ, bartender, bar manager, bar and restaurant owner, and consultant. All of these experiences culminated in his ability to finally open the first Fry Shoppe and develop the franchise concept to help other entrepreneurs find their own financial independence.

His strengths are in his ingenuity with concept creation and menu development. This allowed him to understand the fast food market and find a niche that has not yet been fully exploited.

WHY FRIES?

- Average American eats 30 lbs per year
- McDonalds makes 9 million pounds per day
- 53% of restaurants sell fries
- Fries are a dominating diet for vegans
- Fries can be eaten as a snack or meal
- Fries are an American Icon
- Eating fries out is a convenience
- Fries are a trusted menu item
- Fries are diverse and fun to eat
- Fries are inexpensive





Fry Cone Combo

WHY THE FRY SHOPPE?

Unique Concept

The market is still young and prime for an all french fry concept restaurant. Competition in this space exists, but is limited. What set's us apart from other fry concept restaurants is that we offer a variety of different fries (5 currently), and we allow customers to customize their orders anyway they want. We offer fry cones, that serve as appetizers or snacks, as well as loaded fry boxes that are the main course, complete with proteins, toppings and sauces, all customizable to give our customers a unique experience with every visit. The fries are always featured as the star of any order.

Minimal Competition

Do we have competitors? Of course. There are several all fries concepts in the market, but none too big to monopolize, and none offer the diversity of options that we do by combining cones and loaded fries and giving our customers so many options to build their orders anyway they want.



Mexican Birria Beef & Waffle Fries

THE FRY SHOPPE SYSTEM

Easy to Operate

Our system is easy to manage. You won't need professional chefs and highly skilled cooks to operate your franchised restaurant, which cuts down on high labor costs. The recipes are easy to make by following our step-by-step guides. You don't need a lot of expensive equipment, as most of our meats are pre-cooked on countertop pressure cookers. With 3 deep fryers, a flat top griddle, pressure cookers and blenders for the sauces, you are ready to go. This system helps keep equipment costs low.

You also don't need a large kitchen to operate our system. You can operate with a hood as small as 6 feet up to 10 feet. Because of the small foot print necessary to run your franchised restaurant, it can be operated out of just about any smaller location, which also saves on high lease payments. Our easy to follow manual will show you how to set up your Shoppe and run it efficiently to save you labor costs, food costs, equipment build out costs and rent expenses.

WE'RE NOT JUST FRIES

While fries are the star of our menu, we serve a lot more than just fries. Besides our scratch-made sauces and fresh toppings, we offer a variety of meats that customers love. We bring together the best of all the beloved restaurants into one place, pairing those cherished items with our 5 fry options. At The Fry Shoppe, our customers can customize their loaded fries and add birria beef, ground beef, chicken bites, tenders, wings and more.



**TEMPURA TENDERS • CHICKEN BITES • TEMPURA CHICKEN WINGS
MEXICAN BIRRIA BEEF • SMASH BURGERS • DESSERT FRIES • AND MORE**

NOT FAST FOOD FUN FOOD

We're not your typical fast food joint; we're fun food. We're also not fine dining; we're fun dining. What makes our menu so fun, are the vast choices our customers enjoy. They love to be able to choose from 5 different fry varieties and combine them with over 10 sauces and toppings. They like to build their own loaded fry boxes by adding the meats they want and mix and match them with their favorite sauces and toppings.

Our customizable menu not only allows our customers to get creative, it keeps them coming back, because each time they return, they can try a new combination, giving them a different experience with every visit. Our customers enjoy getting creative and sharing their inventions with their family and friends. Not only does this make it fun for them, it gives us a high level of customer retention and loyalty.



HOW DO PEOPLE RATE US?

Our customers overwhelming love The Fry Shoppe. We can't please everyone, but our great reviews on Google and Yelp speak for themselves. We maintain a steady average of 4.5 stars on each.

Over the course of our first year, we paid close attention to customer feedback and used their concerns to improve on our customer service, processes, offerings and systems.

We really care about perception and take great care to ensure quality and good service.

So far I have not had a bad combination on fries here. Always made to order, and the wait time is not bad. I also waited in my car while food was being prepped and kindly one of the young ladies surprised me with delivering my food to the car (very sweet). High five to this place!

I ordered a cone of fries with cheese sauce and churros, I'm telling you it was so tasty that I almost bit my finger. Great personalities and delicious food. This is a must!

They took a regular side and elevated the taste, presentation, giving my taste buds an experience. The Kansas bbq wings amazing! I got a side of Guava bbq amazing as well. You can choose your own toppings and have options of sauce and they make it fresh and crispy. Would definitely return.

Gave this spot a try for the first time, and I'm greatly impressed. They give you good portions and the prices are reasonable. The quality of the food was also fantastic, tasting very homemade and fresh. It's quite satisfying to find a local spot like this and it honestly deserves more business.

This place was amazing! The regular cones are a great size! We got one cone with boom boom ranch and crispy onions and another with queso salsa and jalapeños and bacon. We also got funnel fries and the passion mango drink. Everything was amazing and the funnel fries are for sure a must have!!

Fry Shoppe has nailed the concept of elevating fries from a simple side dish to a customizable culinary experience. With a variety of fry bases and countless toppings, there's something for everyone, making it an ideal spot for friends, families, or even a solo outing.

GO SEE OUR SOCIAL MEDIA

@thefryshoppe





WHERE CAN YOU OPEN YOUR FRY SHOPPE?

Because opening your own shoppe requires very little space, this gives us flexibility in deciding where to open a store. It can be operated out of a food trailer, food court or a brick and mortar store as small as 1000 sq ft.

- STRIP MALL OR SHOPPING CENTER
- MALL KIOSKS
- BEACH FRONT STORES
- AIRPORT KIOSKS
- FOOD TRAILERS
- INSIDE THEME PARKS
- FOOD HALLS
- COLLEGE CAMPUSES
- DRIVE THRU BUILDINGS

ARE FRIES PROFITABLE?

- THE HIGHEST PROFIT EARNERS ON ANY MENU
- PROFIT MARGINS ARE BETWEEN 75-90% ON FRIES ALONE
- AVERAGE COST \$0.90 PER SERVING, REG CONE SELLS FOR \$5.50, PROFIT \$4.60 PER SERVING
- MINIMAL STAFF AND PERSONNEL NEEDED
- NO NEED FOR PROFESSIONAL CHEFS
- LOW OVERHEAD COSTS
- MINIMAL EQUIPMENT NEEDED
- FRIES ARE VERY VERSATILE
- MINIMAL WASTE WITH FROZEN FRIES





WHAT DOES IT TAKE TO OPEN YOUR STORE?

Typically, franchise restaurants charge on average between \$30,000 - \$50,000 initial franchise fee, plus 4-5% monthly royalties and 4-5% monthly brand fund fees. Because we are a young start-up, we are extending discounts for our early adopters.

OUR FEES:

\$5,000 Franchise Fee (food trailers)

\$10,000 Franchise Fee (store)

3% Monthly Royalties on Net Sales

2% Monthly Brand Fund Fees on Net Sales

AVERAGE START-UP COST:

\$50,000 - \$80,000 (food trailers, including initial fees)

\$80,000 - \$200,000 (store, including initial fees)



TO RECEIVE MORE INFO ON HOW
YOU CAN OPEN YOUR VERY OWN
THE FRY SHOPPE
CONTACT WILSON SANTOS VIA EMAIL

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