Joe Davidson Barbecue Group

RARRECUE INNOVATION FAI

FAMILY HOSPITALITY



Background

Twenty years ago Joe opened his first Oklahoma Joe's restaurant. Joe's Barbecue and Catering restaurant in Stillwater, OK. The restaurants have since expanded to Tulsa and Kansas City locations. Plans are underway for five more locations in the United States, locations in the Dubai and other countries in the Middle East.

These restaurants feature Oklahoma Joe's most popular dishes in a comfortable, homy setting at very affordable prices. The extensive menu includes Oklahoma Joe's hand-crafted fries, a variety of smoked meats, white chicken chili, sandwiches, fresh salads and classics like the one pound brisket stuffed baked potato. Only the finest ingredients are used to prepare fresh food to order. State of the art smoking and reheating formulas replicate world championship plates time and time again.

Oklahoma Joe Davidson

Oklahoma-born Joe Davidson opened his second restaurant in a gas station on 47th street in Kansas City. Building on Oklahoma Joe's phenomenal success, he has become one of the most influential Barbecue Chefs in North America with a growing number restaurants, catering venues and a soon to open USDA smoked meat processing smokehouse. Joe's name has become synonymous with a passion for great barbecue and the very best in fast casual dining.

For more than 25 years Joe has worked on fine tuning his sauce, spices and techniques to make
Oklahoma Joe's one of the top barbecue groups in the Nation.



Oklahoma Joe's Concept

Oklahoma Joe's is synonymous with barbecue innovation and genuine hospitality, utilizing wherever possible natural and organic ingredients and supporting the human treatment of animals.

OUR CONCEPT:

- Easy to execute menu gives guest a choice of ordering Joe's signature smoked meats, soup, salads and sandwiches
- Proprietary sauces, spices and marinades created from signature recipes at Joe's test kitchen delivers a one of a kind barbecue experience
- Open kitchen design that provides each guest the opportunity to view the fresh ingredients and preparation that go into their meal
- Offers healthier menu alternatives in comparison to other Barbecue fast casual restaurants
- Excellent price/value proposition for the consumer
- Convenient for takeout, without sacrificing quality
- Simplified operating model to facilitate quality and consistency of execution Designed for maximum flexibility for spaces as small as 600 sq feet
- Can utilize common kitchen and dining areas to leverage and reduce initial capital investment
- Environmentally friendly packaging in all locations
- Menu ingredients available through approved broadline distributors
- Best in class training and on-going support
- Hospitality brand standards exceeding industry benchmark

Distinct Operations

Oklahoma Joe's EXPRESS

Limited menu; fast casual counter service; non-traditional retail locations, including airports; optional bar component.



Great Flavors

Our restaurants are focused on offering the most innovative, delicious barbecue in a comfortable and convenient format.

Genuine hospitality paired with quality and authenticity; The core ingredient in every entree we serve is quality.

Joe Davidson is committed to an ever-increasing use of all-natural and organic ingredients, as well as healthy menu alternatives to traditional fast casual food.







Classic Menu

Full Chicken (no sides) 12.99

BBQ S andwiches	Specialty	Salads
Pulled Pork (the house specialty) . $5.19 \dots 6.99$	Sandwiches Jumbo	Pig Salad
Beef Brisket $5.19 \dots 6.99$	Specialty Sandwich ADD \$2.00	Dressing on top Grilled Chicken Salad
Smoked Turkey or Pulled Chicken 5.19 6.99	Carolina Style Sandwiches6.19	HOT Boneless chicken breast on top
BBQ Bologna 5.19 6.99	Choice of pulled pork, brisket or turkey served on a bun topped with spicy slaw & Bubba's Sauce	Pit Boss Salad 7.59
. •	The Hog Heaven6.19	Cold Sliced brisket, turkey w/ cheese
meats listed above	Pulled pork & sliced sausage on a bun	Side Tossed Salad 4.29
Small "Okie" Joe $\ldots5.19\ldots 6.99$	Open Faced Lean~n~Mean6.19	DRESSINGS: Peppercorn Ranch,
(chopped beef & pork on a bun)	Smoked turkey on Texas toast topped w/ spicy slaw	BBQ French, Toasted Sesame Ginger,
Joe's BBQ Sausage or Hot Link on a Bun 4.89	Smoked Chicken Breast Sandwich 6.49	Italian Vinaigrette, Blue Cheese, Fat Free Ranch, Fat Free Italian
Rib Dinners	Boneless chicken breast w/ BBQ mayo, lettuce & tomato	Side Dishes
Served with side of BBQ Beans, Spicy Slaw & Texas Toast	Burnt Ends Sandwich 8.49	BBQ Beans • Spicy Slaw
Rib Dinner (1/2 Slab) 13.99	The Z~Man Sandwich 6.49	Side Cup Pint Quart 1/2 Gal
Slab Dinner (1 Full Slab) 21.99	Brisket, smoked provolone topped w/ two onion rings on a kaiser bun	2.29 3.39 4.79 8.39 14.69
Just Ribs	Barn Z-Man 6.49	Feeds 1 2 2-3 5-6 10-12
Full Slab of Ribs	Pulled chicken, smoked provolone topped w/two onion rings on a kaiser bun	French Fries
Short End	Burnt End Z-Man 9.99	Okra 3.29
Long End	Burnt Ends, smoked provolone topped w/two onion rings on a kaiser bun	Smoked White Chicken Chili
The Grand	Joe's Dipped Brisket	Side Cup Pint Quart 1/2 Gal
Champion Platter	with Au Jus 6.49	3.19 4.29 6.29 10.79 19.99
\$19.99	Tender brisket simmered in beef stock with bell peppers and onions served on a wheat hoagie and topped with smoked provolone and au jus.	Potato Salad
Features Joe's award winning meats. Brisket, Pulled Pork, Bologna, Sausage, Hot Link, and Ribs. This platter	BBQ Smoked Loaded	Side Cup Pint Quart 1/2 Gal
Pork, Bologna, Sausage, Hot Link, and Ribs. This platter includes 3 sides; The Best Beans on the Planet, Spicy Slaw, and Baked Potato Salad, Texas Toast, Pickles and	Baked Potato\$8.99	2.79 3.99 5.49 8.99 15.69
Onions.	(Butter, Sour Cream, Cheese, Chives) with choice of pulled pork or chopped brisket topped with BBQ Sauce.	Kids Menu (12 and under) Comes with 1 side and small drink.
Meat by the Pound Sliced or Chopped and available HOT or COLD; 1 lb feeds	BBQ Dinners	Hot Digidy Dog I'll be frank 4.79
3 adults	Served with side of BBQ Beans, Spicy Slaw and Texas Toast	Lil' Sloppy Joe BBQ Sandwich 4.79
Brisket\$12.99/LB.	Ribs & 1 Meat Dinner 12.99	Chicken licken' Leg 4.79
Burnt Ends\$14.99/LB.	3 Ribs & choice of brisket, pork, turkey, bologna, hot link, sausage or pulled chicken	Lil' Joe Sandwich
Pulled Pork, Sausage, Hot Links, Bologna,Turkey,	Ribs & Chicken12.99	Choose from brisket, pork, turkey or bologna
or Pulled Chicken \$11.99/LB.	3 Ribs & 1 quarter Chicken	Adult Kids Mealsadd 2.00
	1 Meat Dinner 8.99	"Rib It" (2 rib bones) 5.49
Chicken Smoked	Choose from: brisket, pork, turkey, bologna, hot link, sausage or pulled chicken	
Chicken Dinner (1/2 Chicken)8.99	2 Meat Dinner 10.99	
Served with side of BBQ Beans, Spicy Slaw and Texas Toast	Choose from: brisket, pork, turkey, bologna, hot	
1/2 Chicken (no sides) 7.99	link, sausage or pulled chicken Rurnt Ends Dinner 13 99	

Burnt Ends Dinner......13.99

*Substitute Fries or Potato Salad on all dinners... 0.50

Qualifications

- Prior multi-unit franchise experience
- The resources and capability to develop and operate 3 locations in 3-5 yrs
- Highly motivated to operate within the demands of the
 Oklahoma Joe's concept and operating system
- Prior real estate/industry development experience in the territory



FREQUENTLY ASKED QUESTIONS

WHAT DOES IT TAKE TO BECOME A Oklahoma Joe's PARTNER?

- 1. Complete the Preliminary Franchise Application.
- 2. An Oklahoma Joe's Licensing executive will contact you for a phone interview if we determine an interest in your application.
- 3. You will receive a copy of an Oklahoma Joe's Confidentiality Agreement and complete the Franchise Application.
- 4. A personal interview will be arranged with an Oklahoma Joe's executive at our corporate office in Tulsa, Oklahoma.
- 5. Execute an Area Development Agreement with payment of non-refundable territory fees.

WHAT CAN I EXPECT FROM Oklahoma Joe's?

We will provide Licensee's with the necessary training, information and materials required to locate, build and operate an Oklahoma Joe's casual barbecue restaurant in their market.

WHAT TYPE OF TRAINING WILL YOU PROVIDE?

Oklahoma Joe's will provide a comprehensive training program in one of our certified training restaurants. We also provide an on-site opening team one week prior and two weeks after the opening of your first restaurant, which includes qualified station trainers and supervisors.

How LONG DOES IT TAKE TO OPEN AN OKLAHOMA JOE'S FAST CASUAL RESTAURANT?

Typically three to six months from the start of construction to opening.

WHAT ARE THE LICENSING FEES?

The franchisee is required to pay \$35,000 for the first restaurant and \$25,000 per restaurant thereafter.

WHAT IS THE OKLAHOMA JOE'S ROYALTY FEE?

The royalty fee is currently five percent of gross sales.

WHAT IS THE ADVERTISING CONTRIBUTION FEE PER-CENTAGE?

We suggest a 1% marketing and advertising budget for a territory

WHAT IS THE AVERAGE SIZE OF AN OKLAHOMA JOE'S RESTAURANT?

2,500-3,500 square-feet.

WHAT IS THE LENGTH OF THE LICENSE AGREEMENT?

The initial term is 10 years and there is an option to renew for two additional terms of five years each. For more information, please visit joedavidson.com and visit the franchise page.

Joe's Barbecue Group, Inc.

Tulsa, Oklahoma

650.799.0100

JOEDAVIDSON.COM



Preliminary License Application

Thank you for your interest in an Oklahoma Joe's License agreement. To expedite our initial review process, please complete our preliminary application below. After we receive your preliminary application, we will contact you to set up an interview if we determine an interest in your application. You will then have to complete our comprehensive application process.

None of the communications made through this application should be construed as an offer to grant a license in, nor is any such communication directed to, the residents of any jurisdiction requiring registration of the franchise before it is offered and sold in that jurisdiction. No license will be granted to any resident of any such jurisdiction until the offering has been exempted from the requirements of, or duly registered in and declared effective by, such jurisdiction.

Name			
Company			
City		State	Zip
Phone	Fax		
Email			
Which market area are yo	ou interested in develop	ing?	
Which Oklahoma Joe's lo	cation did you visit last?)	
Describe who would oper experience			cription of his/her restauran
Describe your financial re ocations	•	•	levelop multiple restaurant

Thank you for submitting your Preliminary Application

Please check to make sure all of the information is correct

Please mail or fax to:

Attn: OK Joe's Development

715 White Oak Lane, Kansas City, MO 64116 816-454-7787

Site Criteria

The strategy is to seek and acquire prime locations of 600-5,000 square-feet in urban and suburban markets. Prospective locations will be evaluated with the following site parameters in mind:



Demographics: 5-7 minute walk / drive time (Urban)

7-10 minute drive (Suburban)

Population: 50,000+

Daytime Employment: 25,000+ H/H Income Average: \$75,000+

Education: 50%+ have college degree

Ideal Space: 2,500 - 5,000 square-feet / Minimum seating

capacity - 65 interior / Patio with seating for

35 or more

Adequate parking: minimum of 50 spaces, plus designated "Joe's

To Go" spaces

Lease Terms: 5-year minimum with (4) 5-year options (Fixed

rates preferred)

V-A-S-T

Visibility: Site and signage must be highly visible from street and traffic generators Ideal visibility is 500 feet from two directions

Access: Easy Access / Signaled entry and intersection / 2-3 curb cuts to parking areas Entry from 2 streets in both directions / Left turn unobstructed

Signage: Prominent building signage at main entry / Additional freestanding signage preferred Minimum three (3) of the following within 5 minutes:

Traffic Generators: High density office buildings / Health clubs / Hospitals / High-end, high-frequency specialty retail and entertainment centers / Theaters / "Mega" Bookstores / Universities / Tourist Destinations