



HOOTERS, AN AMERICANA FAVORITE

Known for its world-famous Hooters Style chicken wings, the first Hooters opened its doors in 1983 in Clearwater, Florida.

Since then, millions have been liberated from the ordinary at Hooters while enjoying great food, fun, and one-of-a-kind hospitality that can only be served up by the Hooters Girls. The brand continues its global expansion, with over 30 new locations opening in 2018, and almost half of those being within the United States. With over 100 commitments for

future franchise development worldwide, Hooters has plans to open and continue its growth in multiple markets across the United States, including Texas, Tennessee, and California. Furthermore, Hooters continues to ramp up its new corporate development in the US, with 14 new restaurants opening in 2018, and at least 12 each year for the next few years. In addition to new restaurant growth, Hooters' remodeling program continues on with an additional 10 remodels in 2018. Hooters has over 200 restaurants built to the new prototype design.

Hooters' restaurant design appeals to a broad range of customers with more contemporary seating and interior finishes, and top-of-the-line Audio and Visual packages. It also includes a centrally located bar area, offering a wide selection of cocktails, craft beers and wines. It's a fun, lively atmosphere where customers get a great meal and enjoy a beer while watching their favorite sporting event.

Hooters is not just good looking, it is renowned for its diverse and mouthwatering menu, including fresh entree salads, a great lineup of hand-formed burgers, delicious seafood dishes,





and fan-favorite fried pickles. Of course, Hooters Girls always serve their world-famous traditional and boneless chicken wings with Buffalo sauce favorites, ranging in heat from mild to 911, as well as additional signature sauces and rubs, such as teriyaki-style samurai, lemon pepper and chipotle honey. The variety of wings Hooters offers has expanded to bacon wrapped and smoked, too!

There are numerous opportunities for development with new partners in United States, in addition to countries across the globe. With 100% brand awareness in the US, and over 93% around the world, the Hooters brand is not one that needs a lot of introduction to the local consumers. “One of the great things about selling this concept is that you never have to overcome a brand-awareness hurdle,” Whittle says. “Whether here in the U.S. or abroad, everyone knows Hooters and most people have a genuine fondness for the brand.”

The ideal franchisee is someone who’s operated multiple restaurants in a given market, or someone who’s entering the project with access to an experienced partner. Also key, in addition to financial wherewithal, is a desire to develop multiple restaurants. “The three (3) common elements with our largest franchisee partners in the United States are a passion for our great brand, solid operational execution, and the financial capability to

grow the brand in each of their markets,” says Whittle.

Whittle also says Hooters looks for potential franchisees with \$1.5 million in available cash on hand, and a \$3 million net worth, but these levels can vary depending upon the market. But it’s not simply about the money, Hooters is first and foremost a people business. “We want our associates and our franchisees to be passionate about the business and the concept, and to have a desire to be with people,” he says.

In terms of markets, Whittle says, Hooters is predominantly looking at places with populations of at least 100,000 or 125,000 with an upper-middle income base, a high preponderance of daytime activity and a strong residential base surrounding the site. In addition, Hooters prefers sites that are within close proximity to regional malls, theatres and/or sports arenas to help drive evening and late night traffic. Hooters is always looking for new locations in corporate and franchise markets.

About Hooters of America, LLC

Hooters of America, LLC, is the franchisor and operator of more than 420 Hooters restaurants in 39 states and 29 countries. Since being founded in Clearwater, FL in 1983, Hooters’ brand of fun has endeared itself to millions of fans across the world.

While everyone knows about our world-famous wings, juicy burgers and fresh seafood, the real secret to Hooters’ success is the exceptional customer service. That level of service starts with a system-wide commitment to making our customers happy, and is ultimately delivered by the Hooters Girls. Perhaps you’ve heard of them. Much more than a waitress, the Hooters Girl is a globally recognized icon who makes sure everyone is having a good time in a warm and inviting environment. It’s a recipe for success that has been going strong for over three decades. And with the launch of our new prototype building design in June 2013, along with continued menu enhancements and new product offerings, Hooters is paving the way for the next 30 years of success. Hooters’ new restaurant design appeals to a broad range of customers with more contemporary seating and interior finishes, and a stronger focus on the bar and television experience. It’s a fun, lively atmosphere where customers get a great meal and enjoy a beer while watching their favorite sporting event. While the brand may be changing some things to prepare for the future, one thing will always remain the same: Hooters makes you happy. For more information about Hooters visit www.hooters.com or follow us at twitter.com/hooters, facebook.com/hooters, instagram.com/hooters or on Snapchat at “hooters”.

www.Hooters.com