

RIB CITY GRILL FRANCHISE INFORMATION

“Real Barbecue & Award Winning Ribs”

Built on a strong foundation of quality and service, Rib City's® neighborhood concept boasts the #1 Baby Back Ribs and Barbecue in the Southwest Florida region, with loyal customers nationwide. Over the past 17 years Rib City® has developed a distinctive smoking and cooking process that keeps customers coming back for more!

Rib City's® longevity in the restaurant industry will provide you with our proven proprietary operating system, as well as comprehensive training, site selection assistance and technical support. All of our products and systems have been tested in currently operating units to guarantee the best possible quality for our customers and yours. Success for your Rib City® franchise units is our goal!

A BOLD OPPORTUNITY

Owning a Rib City Grill Franchise can be your first step to a creative and rewarding independent livelihood. You will acquire the prestige of becoming a local business owner, while providing solid jobs for members of your community.

Rib City Grill is perfectly positioned in a segment of the marketplace that is rapidly growing in consumer demand.

The proven systems of Rib City Grill will furnish you and your family with security for the future, plus give you the opportunity to stretch your abilities and be rewarded for your efforts.

RIB CITY GRILL IS BARBECUE

"Ribs that legends are made of"

Built on a strong foundation of quality and service, Rib City Grill boasts the #1 Baby Back Ribs and Barbecue in the Southwest Florida region, with satisfied, loyal customers nationwide. Over the past 14 years we have developed a distinctive smoking and cooking method for our Baby Back Ribs and Barbecue that keeps customers coming back for more!

- **FOUR ORIGINAL RECIPE BARBECUE SAUCES** - Sweet, Tangy, Mustard and Hot - a sauce to suit every taste.
- **A WELL-DEVELOPED MENU** featuring award-winning Baby Back Ribs and Barbecued Meats, smoked to perfection over select hardwoods on premises.
- **WE PRIDE OURSELVES ON QUALITY**, so we go the extra step by making our Baked Beans, Cole Slaw, Salad Dressings, Sauces and Desserts from scratch.

- WE'RE NOT JUST BARBECUE. We also offer a variety of Salad, Fish, Seafood and Appetizer selections to please all segments of the consumer marketplace.
- WE PRIDE OURSELVES ON VALUE. We give ample portions, sure to make an impression, so that our guests never walk away hungry.

A Rib City Grill Franchise will furnish you with a blueprint for your own quality restaurant. Our longevity in the restaurant industry will provide you with the manual and technical support that we have developed over the many years of owning and operating successful barbecue restaurants. All of our systems and products have been tested and refined, in presently operating corporate units, to guarantee the best possible quality for our customers, as well as, yours. Success for your Rib City Grill franchise units is our goal!

WHY A RIB CITY GRILL FRANCHISE?

- Food and Labor in corporate units under 55%.
- Ability to convert and fully equip former restaurant buildings for approximately \$250,000.00 to \$450,000.00. Rib City Grill has successfully retro-fitted national chain buildings and shopping center locations.
- Average unit volumes in corporate profile restaurants \$1,500,000.00+ annually.
- Professionally designed marketing materials to solidify Rib City Grill's image in the marketplace while imparting a sense of quality and consistency.
- Corporate Performance Review package with documented success in Front and Back of the House Operations.
- Knowledgeable start up team with 100+ years of combined restaurant, accounting and marketing experience.
- Complete accounting package specifically designed to maximize each units productivity and accountability.
- Weekly labor and sales projection program, developed and implemented to increase productivity.

SERVING UP A GREAT OPPORTUNITY

Mission Possible. Rib City Grill will grant area development of multi-unit and single-unit agreements to qualified candidates who exemplify and will uphold our Mission: "To deliver the highest quality of food and service, to our guests, with a passion for excellence."

We will help our franchisees create food and service experiences that will attract, satisfy and retain those customers who will become loyal and frequent diners at Rib City Grill. With four viable revenue centers, dine in, carry out, catering and retail, in two strong day parts seven days a week - Rib City Grill is serving up our proven system to you.

Rib City Grill® franchises will not be sold to any resident of any jurisdiction until the franchise offering has been exempted from the requirements of, or duly registered in and declared effective by, such jurisdiction* and the required Franchise Offering Circular has been delivered to the prospective franchisee in compliance with applicable law. Upon inquiry you will be informed if a franchise opportunity is currently available in your state or other jurisdiction. An offer of a franchise is made only by the means of the Rib City Franchising LLC Franchise Offering Circular. Prospective franchisees are encouraged to obtain and carefully read the Rib City Franchising LLC Franchise Offering Circular thoroughly and evaluate any franchise offering with an attorney or advisor before deciding to sign an agreement or spend any money.

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*Pre-sale Registration States: California, Hawaii, Illinois, Indiana, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.