



AMERICA'S  
DOG & BURGER

# Opportunities in the Quick-Service Industry

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## Industry Facts

- **42%** of consumers expect restaurants to offer signature flavors they can't get elsewhere.
- **20%** of Americans visit quick-service restaurants once a week, and **20%** of Americans visit full-service restaurants once a week.
- **47%** of Americans choose to visit a restaurant for reasonably priced food, while **30%** visit for food quality and **25%** visit for the type of cuisine offered.
- Fast food revenue has grown **1.4%** in the U.S. in 2014.

## Why Franchise with AD&B?

- **Restaurant industry roots with decades of success** — Manolis and George Alpogianis are the product of parents and grandparents whom all were entrepreneurs and in Chicago's restaurant business. They co-founded America's Dog & Burger and are partners in TAG Restaurants, the family's multi-restaurant group in Chicago that operates several well-known concepts, including the awarding-winning Kappy's Restaurant & Pancake House.
- **Our newly minted menu** – After leading focus groups to determine consumers' current taste preferences, George (our co-founder/experienced chef) reworked AD&B's menu to include some of the most dynamic city-themed hot dogs and gourmet burgers in the quick service industry.
- **Your success is our success** — Our operational systems and training programs are laser-focused on keeping everything uncomplicated, allowing you to center your attention on seamless execution from the menu to management. We provide support for site selection, preopening, opening and ongoing training, business operations through our cloud-based paperless system, local store marketing and public relations.

## Investment Details

- **Investment:** \$289,800 - \$714,050
- **Franchise Fee:** \$30,000  
(\$20,000 for subsequent locations)
- **Average Gross Sales\*:** \$936,918
- **Royalties:** 5% for the first 10 franchisees,  
6% after the first 10 franchisees
- **Consumer Demographics**
  - 25,000+ residential population
  - 20,000+ daytime population
  - Median income of \$50,000
- **Ideal Site Attributes**
  - 1,800-2,500 square ft. venue in a freestanding commercial building or community-driven area (shopping centers, malls, etc.)

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