Von Matt Hospitality Group (VMHG)

Von Matt Hospitality Group (VMHG), a family owned business based in Zurich, Switzerland that owns 3 American-style fine-casual restaurants in Zurich and are planning to open their fourth concept soon. Their specialization lies in gourmet-style American restaurants, where they focus on serving fantastic menu creations within a vibrant, street-style ambience. With three successful brands under their belt VMHG has decided to embark on international expansion and are currently open to exploring franchise opportunities in various international markets with you.

Brisket Southern BBQ and Bar

Brisket Southern BBQ & Bar hit the market in Zurich, Switzerland in early 2013. It offers a mélange of comfort dishes like slow smoked beef brisket (it’s namesake), mamma’s own mac n’cheese, a not-to-mess-with coleslaw, and a range of smoked meats like spiced pulled pork, salsa verde shredded chicken, glistening pork belly, and juicy spare ribs. Their chicken wings pack so much heat, they can start a small fire. In the first step, Brisket pulls you in with their incredibly well-curated menu, but you end up spending the night because of their fantastic vibe.

Yardbird Southern Fried Chicken

Chicken is a universal food, eaten and loved by many different cultures. The way you serve it, the quality of ingredients and the level of curation are some of the ways to help elevate your dish. At Yardbird, the owners created a concept that is easy to interpret, accessible yet sophisticated and it leaves their customers coming back for more. Yardbird Southern Fried Chicken was created in Zurich, Switzerland in 2017. It is the melting pot of a highly inspired core product – double-fried buttermilk style chicken, extra crispy & tender and brined to perfection. This concept offers the perfect symbiosis of top-shelf ingredients served within a vibrant atmosphere and showcasing the very best of Swiss hospitality. Yardbird proves to be a fantastic opportunity to present a widely eaten food in a creative and memorable way.

The Bite

The Bite is a gourmet burger restaurant that opened in Zurich, Switzerland in 2013 and quickly became one of the city’s busiest dining destinations. Founder, Thomas von Matt, describes The Bite as “an experience beyond the best burger you’ve ever had. From the interior design concept to the lively playlists, the warm & outgoing staff to the incredible people you’ll find yourself sitting next to, The Bite creates an unforgettable ambience that will leave your guests coming back for more.”

Country of Origin
Switzerland

Target Markets
Worldwide

For more details please contact: fiona@worldfranchiseassociates.com
What our clients are saying about us...

We would like to extend our deepest thank you to World Franchise Assisted platform (WFA) for facilitating our connection with Herman Susanto, who is now our Master Franchise in Indonesia, marking the 19th country in our global expansion. Herman has a wealth of experience, having served as the master licensee of ActionCOACH Indonesia for more than 15 years, and we're so grateful to Troy Franklin of WFA for bringing us together. We are always impressed with the work of WFA and enthusiastically recommend the company to anyone looking for franchise expertise.

Peter Tarenden,
Founder of Snap Fitness and CEO of LIF Brands

We are very pleased with the business relationship we have established with Troy Franklin and World Franchise Associates. Within a few short months of signing up to promote our PAPAS Fresh Potato Chips brand World Franchise Associates helped us identify and secure Master Franchises for UAE, Singapore, Oman and Brunei.

Additionally, we have benefited greatly from Troy's vast knowledge and experience and his willingness to support our organization and team as we embark on taking our great Filipino brands to the world.

Richard V. Saino,
Founding Group President & CEO

Earl of Sandwich (USA):
I have worked with Paul Caimie and his team for the past twelve months and have been extremely impressed with the way that they operate. Their commitment, professionalism, knowledge and enthusiasm for franchising is second to none. The advice and assistance they have given us in different markets has been invaluable and has led to many great introductions and our first restaurant deal with a strong partner in Qatar. WFA do deliver.

Alex Garbied,
Managing Director for Europe, Middle East, India & Asia, Earl Enterprises

FASTSIGNS has worked with World Franchise Associates since early 2013, our relationship started as our launch to the Middle East after attending the Dubai Forum and with great results. We have found a great master from UAE who also bought additional markets. We continue to work with WFA and can’t say enough about the relationship, we are thrilled! Through WFA we recently expanded our relationship to Asia and have been equally impressed.

Mark Janssen,
Executive Vice President, Franchise Support & Development, FastSigns International, Inc

On behalf of Poney Group, we are very glad to work with Mr. Troy Franklin and World Franchise Associates. WFA has successfully helped Poney secure a franchise partner in Lebanon in a much shorter timeframe than expected. WFA has also successfully arranged B2B meetings for expansion discussions with big conglomerates. WFA believes in the brands strength & potential. WFA is a good platform for businesses to go international, they have strong team in place with a wide network across the globe.

Muhammad Syed,
Vice President, Business Unit, Poney Malaysia

On behalf of Little Princess Canada Inc, Board of Directors, we would like to express our profound gratitude to World Franchise Associates (WFA) for their leadership in growing our brand into new international markets.

We first worked with the WFA team of experts to restructure our franchise portfolio as we were facing difficulties attracting the right franchisees. Within a few weeks, the portfolio was updated based on their expert advice, they then sponsored and launched a campaign using the new portfolio through WFA’s World Franchise Carrier Website & Investor Central Database. Shortly after the campaign wrap-up, we met with a list of shortlisted qualified investor candidates, facilitated the acquisition process, and signed multiple multi-region development franchise agreements with a large retailer in Saudi Arabia.

WFA has been instrumental in our success and we look forward to a very bright future with them. For any company, large or small that is looking at expanding into new markets, we highly recommend partnering with WFA as they have the “know-how”, “relationships”, and “network” in place to give them quick with the right franchisees.

Jason Mitchell,
President & CEO, Little Princess Inc

On behalf of Steak n Shake, I wanted to take this opportunity to tell you how much we appreciate the consulting relationship that Steak n Shake has with World Franchise Associates. Steak n Shake is particularly pleased with the 50-store development agreement WFA secured for Saudi Arabia. I continue to be impressed by the quality of the franchise candidates that you have brought to us over the last year. Per your invitation, we presented at the WFA Conference in Dubai which brought us very positive results that far surpassed what we’ve experienced at shows with a much larger attendee profile. I look forward to closing on many more groups with you in the near and long term.

Gregory C. Camp,
Vice President, Development, Steak n Shake International

9 Round (USA) WFA’s knowledge and professionalism put us at ease when venturing into international development. They were able to get us solid interest quickly and a sizeable deal signed in less than 6 months! We were impressed.

Heather Love Hudson
COO
In working with Troy Franklin and his team at World Franchise Associates in Southeast Asia I have found someone who truly understands their marketplace and who is introducing us to the best candidates for our brands. We have already secured a 5 restaurant area development agreement for Bua di Beppo and a 20 restaurant master franchise agreement for Earl of Sandwich in the Philippines and have been delighted with the advice and assistance we have received from Troy and the WFA team. Their professionalism, commitment, knowledge and enthusiasm has been second to none and  they are a pleasure to work with.

Alex Casterline, Managing Director for Europe, Middle East, India & Asia

On behalf of the Pezzo Franchise Organization, I want to express our profound appreciation to WFA for bringing Pezzo and the Al Hokair Group to a MFA partnership for the Kingdom of Saudi Arabia. You have demonstrated skillful and highly professional fortitude in bringing the two parties together to a mutually beneficial relationship for many years to come. For Pezzo, you have brought us into the realms of global franchising.

GK Seh, Head of Franchise, Pezzo Franchise Pte Ltd

Second Cup (Canada) I would like to take this opportunity to tell you how satisfied with the relationship between Second Cup and World Franchise Associates. Quite simply the passion your group has when dealing with franchise partners prospects about our brand is the key to success. Sami was especially instrumental in helping the franchise partner along every step of the way. The true long term success of any organization is the people and your company has truly brought together a strong, passionate group of people. Bravo!

Jim Rogers, President, Second Cup International

Troy Franklin, COO of World Franchise Associates identified and secured two Area Development agreements for Pure Nectar Juice for Brunei and Singapore in 2nd quarter of 2018. Troy has a good grasp of our business model and the criteria of the ideal candidate required to be successful in the Pure Nectar franchise. His instincts for understanding the emotions of the candidates combined with his attention to details of the deal gives comfort and confidence to both the prospect and to us that we are making the right deal. This makes Troy and World Franchise Associates valuable partners in Pure Nectar’s global expansion.

Herman Babb, Global Head for the Pure Nectar Juice franchise

Doner Kebab (UAE) is pleased to announce the signing of individual country franchise agreements for Kuwait, Saudi Arabia, Oman, Qatar and Bahrain as a result of our engagement with World Franchise Associates (WFA) for Middle East franchise development. We are in the process of evaluating a wide selection of candidates for India, the Middle East region and worldwide and we have no reservation in recommending WFA to franchisors considering development in the region and internationally.

Farshad Abbassadola, CEO

World Franchise Associates is truly world class. I had the pleasure of meeting most of their staff while at their Dubai show and all of them were knowledgeable and helpful. JumpBunch closed a deal for the Middle East, with Martin Hancock guiding the process along beautifully. I highly recommend them.

Thomas Bundman, CEO, JumpBunch Franchise

I am pleased to announce that we have signed a 14-country franchise development agreement for the Middle East. I feel confident in recommending Mr. Paul Carmie and his WFA team. He is not only thorough, but also easy to work with, and always willing to take the time to discuss my concerns and respond to questions.

Lulate Castreno, CEO, Burger Ranch

WFA’s professional team exceeded our expectations in offering their franchise consultancy and marketing services with a great deal of honest advice and support. WFA’s work to grant ICONS franchise rights to Qatar was exceptional and now we have an excellent partner there.

Elena Weber, CEO ICONS Worldwide LLC
It is with great excitement that we bring you this Special 10th Anniversary edition of World Franchise Review commissioned by World Franchise Associates. We are proud to dedicate this edition to our clients including the many Franchisors who entrust us with promoting their great brands and who made this and all of the previous editions of World Franchise Review possible.

This milestone edition of World Franchise Review contains everything you have come to expect from the publication including introductions to 107 brands from across a broad spectrum of the franchise industry including the F&B, retail and service sectors. Every brand featured in the World Franchise Review is actively expanding internationally, and all are proudly represented by World Franchise Associates.

This edition also includes franchise news and articles that will be of value and interest to the target audience along with details of many franchise expos and events taking place over the coming months including the Global Restaurant Leadership Conference (GRLC) taking place in Asia for the first time from 3-6 November at Marina Bay Sands in Singapore.

As with earlier editions of World Franchise Review this 10th edition is published for the reading pleasure of brand owners and operators, current and potential franchisors and franchisees, commercial real estate developers, entrepreneurs and investors who have an interest in acquiring franchise rights for an international brand and for those actively involved in the international franchise industry.

Bringing this 10th Anniversary edition of World Franchise Review to print involved a considerable amount of commitment and effort from many creative and dedicated professionals from around the world. We appreciate their contributions and we trust this commitment and effort shines through in the final product.

To our readers, we thank you for your support and we welcome your feedback and as always, we wish you all the best in your franchise endeavours.

From the World Franchise Review and World Franchise Associates Team
World Franchise Associates (WFA) is a leading international franchise sales, marketing, development, and advisory company.

Headquartered in London with international offices in strategic markets, owned and managed by a team of global franchise experts with many years of combined franchise development and franchise marketing experience.

SERVICES INCLUDE:

International Franchise Marketing & Sales Program
Focuses on assisting franchisors from all sectors of the franchise industry with their international expansion by identifying qualified and capable country developers and master franchisees in target markets.

Franchise Development Program
Delivers all the key elements required to successfully franchise your business.

Franchise Investor Advisory Program
Assists substantial companies and individuals with the acquisition of development rights for targeted brands.

Governmental and Institutional Programs
Include comprehensive advisory services relating to franchise eco-system development and SME growth.
International Franchise Marketing & Sales Program

1. **Multi Channel**
   - **Marketing Identifies Investor Candidates**
   
   Our relationships with franchise investors are our most invaluable resource to our clients. Our regional brand managers and support teams meet, evaluate and maintain ongoing communications with high net worth groups, sharing information on new brand opportunities.

2. **Candidates Qualified & Engaged**
   
   This process covers educating the candidate on the Franchisor’s business model and identifying those that best match the franchisor’s criteria and business values.

3. **Execution of Franchise Agreement**
   
   When the franchisor is satisfied that we have matched them with a qualified candidate a Letter of Intent is issued and the deposit paid.
   
   Once franchise agreement is completed, franchisee fees are paid, training is undertaken and the development of the international network commences.

   **Website**
   
   World Franchise Centre showcases our client’s brands. It is the world’s most comprehensive portfolio of international franchise development opportunities, covering master, area development and multi-unit franchise licenses. This site provides an overview of brands operating in the food, retail and service sectors seeking franchisees worldwide.

   **Print**
   
   Our World Franchise Review is a premium quality publication delivered to high net worth investors. Published twice a year, it promotes the food, retail and service brands we represent.

   **Databases**
   
   **franchise alert**
   
   Our investor databases are researched, developed, refined and managed so that we are able to immediately announce franchise opportunities to the most qualified prospects in a target country.

   **Electronic**
   
   **franspeak international**
   
   Franspeak International is a monthly e-newsletter which briefs subscribers on signed deals worldwide, international franchising articles and featured franchise brands.

   **Events**
   
   We attend over 20 franchise industry events worldwide every year and we organize our own in-house franchise forums and International Discovery Meetings.

   **International Discovery Meetings**
   
   We organize International Franchise Discovery Meetings investor operator candidates for selected client brands.

   **Social Media**
   
   - facebook.com/worldfranchiseassociatespage
   - linkedin.com/company/world-franchise-associates
   - twitter.com/franchiseintl

   “Steak n Shake is particularly pleased with the 50-store development agreement WFA secured for Saudi Arabia.”

   GREGORY C. CAREY, Vice President, Development, Steak n Shake International
Franchise Development Program

Guiding successful multi-unit businesses through the development of franchise systems in readiness for international expansion. Components of the development program include:

1. **Phase 1**
   Initial analysis defines structure and planning
   ✓ Initial consultation/review
   ✓ Business/concept immersion
   ✓ Franchise readiness review
   ✓ Intermediate consultation/review
   ✓ Franchise structure
     • Business/brand profile
     • Franchise offering
     • Development target
     • Franchise support system
     • Team capability & needs
   ✓ Fees & sources of revenue
     • Initial franchise fees
     • Opening/development fees
     • Recurring royalties
     • Advertising contributions/expenditures
     • Service related fees
     • Supply/product related fees
     • Other fees/revenue sources
   ✓ Final consultation/review

2. **Phase 2**
   Development of franchise systems, tools and processes (STP)
   ✓ Initial consultation/review
   ✓ Needs analysis/initial STP outline
   ✓ Intermediate consultation/review 1
   ✓ Finalize STP outline
   ✓ Draft STP submission
   ✓ Intermediate consultation/review 2
   ✓ Final submission of STP
   ✓ Final consultation/review

3. **Phase 3**
   Preparation of comprehensive franchise documentation suite (FDS)
   ✓ Initial consultation/review
   ✓ Needs analysis/initial FDS outline to include key terms summaries, Letter of Intent/Memorandum of Understanding, franchise agreement and master franchise agreement/area development agreement
   ✓ Intermediate consultation/review 1
   ✓ Finalize FDS outline
   ✓ Draft FDS submission
   ✓ Intermediate consultation/review 2
   ✓ Final submission of FDS
   ✓ Final consultation/review

“...this represents the first time in my tenure with Popeyes that a referral agreement has ever yielded positive results”

TIM WADDELL, Vice President, International Development
Franchise Investor Advisory Program

A comprehensive 3-step franchise advisory service designed to help companies or high net worth individuals to identify, evaluate and secure master or area development franchise or license rights for their country or region for brands.

1. Development of Franchise Developer Profile
2. Evaluation of and Introduction to Franchise Brands
3. Acquisition of Development Rights

The correct Franchisee Developer Profile and approach is critical to attracting the attention of Franchisors as they require a unique set of qualification criteria necessary to engage serious interest from their brands. We understand the process and the key qualification criteria required by Franchisors and can assist prospective Franchise Developers with the key steps involved in the acquisition of master or area development franchise or license rights for their country or region.

Governmental and Institutional Programs

Franchising is a widely accepted method for growing SME’s as it covers almost every business sector. Franchising allows local businesses and entrepreneurs to start new enterprises, contributing to GDP and employment and growth, under the protective umbrella of a proven franchised model.

World Franchise Associates has developed programs ranging from 2 day franchisee education seminars to National Franchise Launch and Activation initiatives covering all aspects of economic growth through franchising.

“World Franchise Associates secured a 5-store and a 10-store restaurant agreements for Buca di Beppo covering the GCC and a 20-store agreement for Earl of Sandwich in the Philippines. WFA’s commitment, knowledge and enthusiasm has been second to none and they are a pleasure to work with.”

ALEX GARLAND, Director of International Development
Earl enterprises/Buca di Beppo & Earl of Sandwich
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VeganBurg
100% plant-based burgers

VeganBurg is the world’s first 100% plant-based burger joint founded in Singapore on 10 October 2010. Our mission is to inspire and excite the world to choose a plant-based diet as a form of sustainable living.

At VeganBurg, every meal mixes and matches fresh ingredients with GMO-free plant-protein patties, gourmet sauces prepared from scratch daily, and signature artisan buns. Every bite is not just a set of nutritional value numbers, it is a step towards an environmentally sustainable diet.

Key Business Features

• 8 years of brand and operational development experience
• The world’s first plant-based burger joint established in Singapore and USA
• Serves a rapidly growing vegan market and shifting consumer preferences
• Raw industrial safari-themed brand and design with a chic appeal to millennials
• Sustainable fast food that can upsize your health and downsize climate change
• Unique East-meets-West recipes developed by experienced R&D team, with seasonal specials throughout the year
• Fresh produce and gourmet sauce are made in-house from scratch
• Responsible & sustainable - Uses eco-packaging to minimize ecological footprint
• Strong marketing and operational support team in Singapore

Burger of the new generation

Country of Origin
Singapore

Target Markets
Indonesia, Thailand, Philippines, Malaysia

For more details please contact:
troy@worldfranchiseassociates.com
Sonic Drive-In

Traded on the US NASDAQ as SONC, SONIC® was founded as a root beer stand in 1953 in Shawnee, Oklahoma, as “Top Hat Drive-In.” It was the first drive-in to introduce an order speaker system allowing for “service at sonic speed.” Franchising began in 1959 under the SONIC Drive-In name.

SONIC serves approximately 3 million customers every day. With its chain of 3580 drive-ins, SONIC is largest chain of drive-in restaurants in America. For 65 years, SONIC has delighted guests with signature menu items, 1.3 million drink combinations and friendly service by iconic Carhops. With a 94% franchised system, the franchisee voice is impactful. Our drive-in experience, together with an innovative menu and unique customer engagement methods - friendly, personalized Carhop service and digital menu housings - positions SONIC® as one of the most differentiated concepts in the quick-service restaurant (QSR) industry.

At SONIC we maximize all five dayparts across our BLADE strategy — featuring a strong breakfast, lunch, afternoon, dinner and evening. We sell breakfast food, including breakfast burritos and Breakfast Toasters, and our lunch and dinner items include made-to-order hot and fresh burgers, hot dogs, corn dogs, tots and French fries. In addition, we have a thriving frozen treat and fountain drink business. Our drinks, shakes, slushes and ice cream business accounts for nearly 40 percent of our revenue.

Rich brand heritage and tradition of innovation make for a top-rated fast food franchise opportunity

Country of Origin
USA

Target Markets
Saudi Arabia - Middle East, United Arab Emirates - Middle East, Central America Brazil - South America

For more details please contact: paul@worldfranchiseassociates.com
Irish Beef
Hamburgers, Milkshakes, Fries and Chicken

Rocket’s was developed by the Niall Fortune lead Rocket Restaurants Group, leveraging its 30 yearlong expertise in food service and restaurant franchising. The 1st Rocket’s opened its doors in 2014; nowadays the Rocket’s franchise has grown to six locales in Ireland and Germany. Rocket’s is strategically positioned as a fast-casual, hamburger brand.

Key Business Features

- Rocket’s is an urban and neighbourhood-driven hamburger restaurant reflecting modernist and vibrant lives that leverages shareable experiences by giving hospitality a touch of cosmopolitan appeal.
- Rocket’s is about hand-pressed Irish beef hamburgers, crinkle-cut fries, hand-dipped milkshakes, buttermilk fried chicken tenders and chicken burgers; all made-from-scratch in-house and cooked-to-order.
- Rocket’s is an exciting fast-casual, better-burger brand with an urban edge, developed by one of Ireland’s leading restaurants groups, Rocket Restaurants Limited.
- Rocket’s is all about Irish beef hamburgers, fries and milkshakes, using only the best and freshest quality ingredients; made fresh-to-order in a high energy and bustling atmosphere.
- Rocket’s combines convenience and speed of service with freshly-made food.
- Rocket’s hits the sweet spot between “Quick Service” and “Full Service”, posing a compelling fast-casual alternative for today’s consumers.
- Rocket’s is propelling and highly-scalable with adaptable footprints to suit both small and large high-footfall spaces.
- Rocket’s is a fresh take on hamburgers, milkshakes, fries and sides to answer the needs of today’s millennials and the growing fast-casual foodservice segment.
- Rocket’s strikes a balance between food quality, speed of service, an urban brand identity and consumer value.
- Rocket’s is geared for speed of service and portability of food, making it ideal for lunch, dinner and breakfast, suitable for “eat-in”, “deliveries” and “to-go”.
- Each Rocket’s look and feel is tailored to the space it occupies, featuring localised designs and fit-outs in line with the brand’s identity.
- Rocket’s features complementary soda refills, guest-wifi and self-service condiment stations.
- All food is made fresh-to-order in open-view-show kitchens and served in under 5 minutes.
- Rocket’s hamburgers are cooked from scratch using only specific cuts of freshly ground Irish beef coming from Bord Bia certified and quality assured producers.
- Rocket’s milkshakes are hand-spun and blended, using premium ice-cream.

For more details please contact: paul@worldfranchiseassociates.com

Country of Origin
Ireland

Target Markets
Saudi Arabia, UAE, Bahrain, Qatar, Oman, Kuwait, + worldwide
From its first store in Tagaytay in 2009, ArmyNavy Burger + Burrito has now grown to 60+ stores – and counting. This is not surprising, considering the standards expected of its branches and franchisees. And they are high – standards that draw customers to try, come back and patronize ArmyNavy.

For the company, the most important guideline that every branch must adhere to is to deliver delicious food to its customers.

How does ArmyNavy “deliver delicious”? It all starts with the ingredients. They make sure all ingredients used are the freshest and of the best quality. For its burger, natural beef patties, crispy lettuce and a big slice of tomato. Scrimping on ingredients is not acceptable, and that you’ll see in their burrito, which is loaded with meat, vegetables and rice, all wrapped in a flour tortilla.

For ArmyNavy, there are no shortcuts. Everything they serve is made fresh-to-order in an open-style kitchen that customers can view from outside. ArmyNavy puts in extra effort in preparing all their products because they know that everybody who comes into their stores deserve only the best.

Apart from delicious food and excellent service, it is a must for every store to be consistently clean. This is one standard other casual restaurants may forego or slacken, but not ArmyNavy. They consider store condition and cleanliness as important factors in providing a good dining experience to their customers. After all, a well-maintained store environment means that its kitchen is properly maintained and always kept clean and in order.

Delivering delicious is a serious business for ArmyNavy. In doing so, they help bring a good feeling to their customers. This inspires ArmyNavy to continue with their efforts, because everybody deserves delicious.
This Finnish, family-owned company began in 1966 with a little grill stand and it keeps on growing. The secret behind Hesburger’s success has always been delicious food and hard work. Hesburger’s recipe for success? The most important thing is the taste of the products. Another key ingredient is friendly service which Hesburger maintains by constantly training its personnel. Hesburger also emphasize the cleanliness of its facilities and product consistency.

The finishing touch for Hesburger’s recipe for success is active product development. Hesburger researches taste habits, follows food trends, listens to customer feedback, and responds to changes. At Hesburger, customers can enjoy a delicious burger with a side order of friendly service, no matter which restaurant you visit in Finland or abroad. This doesn’t just happen by chance – Hesburger’s operations are founded on strict adherence to the Hesburger chain concept system.

The chain concept system encompasses just about every single thing customers encounter when visiting a Hesburger restaurant: interior decor, customer service, information systems, products, logistics, equipment development, training, environmental programme, marketing, product development, supervision, etc. A uniform concept and system ensures a consistent taste and positive Hesburger experience in every Hesburger restaurant worldwide. The uniform concept and system also makes things easier for Hesburger franchise owners, as the solutions are already tested and proven.

Unique Business Proposition:
- The Best Flavor: Food Taste - a fundamental factor.
- Famous sauces from Hesburger own production – one of the main factors, guaranteeing success.
- Its secret recipe, coined many years ago to this day, meets the taste of our guests!
- Preparation only of first-class products
- Hesburger always uses only 100% beef
- Hesburger Meals are always served fresh
Philippines Franchises Are Looking to Expand Internationally

Much of the focus for U.S. franchisors is how to expand their brand to other countries. For multi-unit franchisees in the U.S., however, the focus is on finding new brands to expand and diversify their portfolios. One place they may want to look is the Philippines.

“We advocate Filipino franchises to go global,” said Philippine Franchise Association (PFA) president Richard Sanz, in the Manila Standard. “It only makes sense for them to look for opportunities abroad.”

VeganBurg to Receive the 74th Title From Fast Casual and to Grow in the USA

2019 is officially the year of the plant-based quick service restaurant boom lead by VeganBurg’s success.

Instagrammable food, clean food, food technology, clean meat - these are just some of the keywords and trends that captures 2019’s food industry. For Singapore-based VeganBurg, the business in quick service is just getting brighter. From big brands to small family-owned businesses, people can’t seem to shake their insatiable taste for burgers and fries off.

Oyo (India) Enters the U.S. Budget Hotel Market

Oyo, a rapidly expanding Indian hospitality company, has entered the U.S. market by opening an office in Dallas and testing a property in Austin, Texas.

It remains an open question whether the startup, which said it had raised $1.5 billion in venture financing, can bring its flagship service, franchised budget hotels, to the developed market of the U.S.

Choice Hotels (US) Continues to Expand Internationally

Choice Hotels International, Inc. CHH continues to expand through franchise agreements.

Choice Hotels International, Inc. CHH continues to expand through franchise agreements. To this end, the company recently announced that it has strengthened its mid-scale presence by opening the Clarion Hotel The Hub in Oslo. This is the largest hotel in the company’s portfolio as well as in the city.

Fitness Grows Abroad as U.S. Brands Expand Worldwide

Call it what you like, but U.S. health and fitness brands are expanding abroad by leaps and bounds. We’ve previously reported on 9Round expanding to Ireland and Guatemala; Sole Salen to Brazil; Anytime Fitness to Antarctica (yes, you read that right); and Little Land Play Gym signing a 100-unit deal in China. Here are 4 recent deals for this segment as U.S. brands continue their expansion outside the U.S.

Engel & Völkers (Germany) Announces Purchase of California Master Franchise

Engel & Völkers Americas today announced it has acquired the brand’s California master franchise rights, inclusive of 26 real estate shops and more than 500 advisors, from previous owner Mathias Bode.

“Mathias has created a strong foundation for Engel & Völkers in key California markets throughout the years,” said Anthony Hitt, president & CEO, Engel & Völkers Americas.

Escape Hunt (UK) Signs Agreement to Expand Franchises in North America

Escape Hunt PLC on Monday made a “significant” step towards its goal of growing its franchise estate by two or three times over the medium term. The firm, which provides live ‘escape room’ experiences, has signed heads of terms with a US franchising partner to roll out new sites in both the US and Canada.

The heads of terms are detailed, Escape Hunt said, but are still subject to a contract being signed.

New Study Reveals English Language Learning Set for Significant Growth

1.4 billion adults globally open to taking an English language course, boosting market for adult providers Adult English language training market worth in excess of US$26 billion and forecast to grow by 80% over the next 5 years.

Duck Donuts (US) Adds Puerto Rico to Expansion Plans

Franchise Agreement with Duck Donuts Puerto Rico, LLC Calls for Development of 3 Locations in Puerto Rico over the Next Three Years

Duck Donuts, one of the nation’s fastest growing donut franchise companies, announced today expansion plans to bring Warm, Delicious and Made-to-Order® donuts to Puerto Rico.

OakNorth (UK) Raises $440 Million for US Expansion

UK challenger bank OakNorth has closed a $440 million funding round with the SoftBank Vision Fund and the Clermont Group as it sets sights on building out its international franchise.

One of a host of new entrants to the UK banking market, OakNorth bills itself as a bank for entrepreneurs, providing loans to small firms, and accepting deposits online.

The bank has made a virtue of its cloud-based technology platform, using machine learning techniques and AI.

Realty ONE Group (US) Opens First International Office in Canada

Realty ONE Group made good on its promise last year to start painting the globe gold and open new offices internationally. One of the fastest growing U.S. franchisors announced late last year that it secured the rights to Realty ONE Group in Western Canada and now, in less than three months, that region has opened its first office.

Realty ONE Group Insider, located in Leduc, Alberta, celebrated with a soft launch opening on Jan. 17.

9Round Finalizes Master Franchise Agreement in Ecuador

9Round Franchising, LLC, confirmed this month plans for future development in the South American country of Ecuador. The master franchise agreement details development of 10 9Round locations in the country over the course of the next four years.

Following the brand’s first grand opening in Argentina at the end of 2018, Ecuador is now the second South American country to commit to 9Round development.

Barcelona, 14 January 2019: A new research study released today reveals the significant potential of English language learning globally, with levels of prospective learners predicted to grow to 1.4bn.

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Who else has delivered pizza to space? Or to the tippy top of Mount Kilimanjaro? We’ve even graced the White House. With nearly 17,000 restaurants in more than 100 countries worldwide, Pizza Hut is the leading Pizza brand finding its way into millions of homes across the world.

At Pizza Hut, we believe in pizza. We believe it’s powerful, transformative and a thing to be loved. Most importantly, we believe everyone deserves to experience the power of truly great pizza. Famous for their deep pan base and described by pizza fans as deliciously crispy on the outside and soft and airy on the inside and that it just melts in your mouth.

What makes their pizzas even more delicious is the abundance of pizza toppings and with just one bite will have you coming back for more. An authentic, high quality product at a price that delivers true everyday value.

The Pizza Hut brand experience resonates: generosity, hard work, friendships, innovation, naturalness, and fun. It was and always will be more than just the pizza – Frank Carney

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One of the largest pizza brands in the world, founded in 1958 and famous for their signature deep pan Pan Pizza.

**Country of Origin**
USA

**Target Markets**
South Africa, Kenya, Uganda, Zambia, Mozambique, Malawi, DRC, Namibia, Mauritius, Algeria

For more details please contact: paul@worldfranchiseassociates.com
Sbarro
New York Pizza

Sbarro is one of the world’s largest pizza restaurant chains. The brand was established in 1956 and with a proven 60+ year track record operates over 600 restaurants in the U.S. and abroad. Sbarro’s International presence includes franchisees operating restaurants in Mexico, Russia, Philippines, Panama, Turkey, Ireland, Canada, Iceland, Bolivia, Paraguay, Uruguay, Bahamas, and India. We believe all food should start with passion, pride, and authenticity and that it’s made even better with all that’s fresh and flavorful today. Sbarro is the only pizza concept that serves authentic New York Pizza. Our dough is made fresh right in the store and proofed and stretched by our professionals. Our sauce is Carmela’s original recipe made with all-natural San Marzano-style tomatoes. Our mozzarella cheese is made from 100% whole milk.

Key Business Features
What sets Sbarro apart from the competition?
1. Global brand recognition
2. Remarkably affordable startup costs
3. Simple to operate
4. Minimum number of employees needed
5. Low initial fee
6. 30-day training program at no additional fee
7. Strong unit economics.

Country of Origin
USA

Target Markets
China and South East Asia in general, UAE, Kuwait, Qatar, Egypt

For more details please contact:
troy@worldfranchiseassociates.com
Freedom Pizza

Fast, Fresh, Easy

Freedom Pizza uses a business model that hacks the USD 135Bn global pizza industry. Small footprint (1,000 to 1,500 sqft), disciplined operations, limited menu, efficient unit cost and tech-enabled and scalable. Now, add food that helps instead of harms, a cool and engaging brand and a company that cares about its employees, customers, communities and is thoughtful in action. By choosing this model, we entered the hyper disciplined world of an 8 to 10 minute delivery area and an operational promise that if you order from us, you can plan the next 30 minutes of your life. We do not require prime locations – it’s all about access and easy in and out for delivery drivers.

Healthy, Super-fast, Carry Out & Delivery
Pizza, Awesome Online Ordering.

Country of Origin
United Arab Emirates

Target Markets
KSA (Riyadh), Gulf Cooperation Council, United Kingdom, Worldwide

For more details please contact: sary@worldfranchiseassociates.com
Little Caesars® Pizza

The destination location

Quick service takeaway pizzeria

Country of Origin
USA

Target Markets
Argentina, Bulgaria, Czech Republic, Ecuador, Egypt, France, Germany, Hong Kong, Hungary, Indonesia, Japan, Malaysia, Pakistan, Philippines, Poland, Qatar, Romania, Singapore, Spain, Taiwan, Thailand, UAE, UK, Ukraine, Vietnam

For more details please contact:
paul@worldfranchiseassociates.com

World’s Third Largest Pizza Chain Seeking Country Developers in Middle East North Africa Region.

From a single store to a global chain, Little Caesars Pizza charted a path to global success starting in 1959 when founders Mike and Marian Ilitch opened their first restaurant in Michigan. By 1962 the brand began franchising, and by 1969, it went international. Today, the brand is the third largest pizza chain in the world and there’s no denying that Little Caesars Pizza is doing something right. Little Caesars has become a household name and is currently operating in 24 countries and territories worldwide with aggressive expansion plans to bring the iconic pizza brand to more countries within the Middle East and beyond. With restaurants on four continents Little Caesars Pizza is known for its value, convenience and its quality tasting pizzas and has been named “Best Value in America” for 12 years in a row. 2

With a dedicated global team supporting its franchisees, Little Caesars has doubled its international presence in the last seven years. The franchising opportunity is tailored for operators with multi-unit experience, access to highly preferred real estate and a long-term vision for developing the brand.

Pizza is beloved throughout the world and Little Caesars delivers great tasting pizza at a real value that is more affordable than other options,” says Bill Schreiber, Vice President of International Development. “We have seen Little Caesars become an attractive alternative to other quick service restaurant options in every market we enter, and we expect that to continue as we continue our international expansion.”

The brand’s signature HOT-N-REAL® model allows customers to walk in the door and out of the door in 30 seconds or less with an affordable, freshly made pizza and side items without waiting and with no need to order in advance.

Through the years, Little Caesars’ top priority has steadfastly remained creating a great tasting product at an incredible value. Pizza is made with fresh, quality ingredients including dough that is made fresh in stores daily, sauce that is fresh-packed and never frozen, and a signature cheese blend combining mozzarella and Muenster cheese. A simple menu ensures the ability to provide quality products at a low cost, ready when the customer arrives.

There is no doubt that Little Caesars is an exceptionally high growth company with nearly 60 years of experience in the $145 billion worldwide pizza industry. Little Caesars is continually looking for franchise candidates with an entrepreneurial spirit in the franchise system, with experience in multi-unit restaurant/retail management. The company is committed to supporting its franchisees with a dedicated team around the globe in all necessary disciplines including supply chain, marketing, training, operations, and architecture. Approximately 65 percent of the brand’s international franchises have been a part of the system for more than 10 years. Additionally, Little Caesars offers its franchisees a variety of store layout options to ensure the concept works in their market. Plus, they offer a variety of layout options for areas with small footprints – the possibilities are many!

Little Caesars has achieved its rapid growth around the world because of a great brand and its dedicated franchisees. As consumer’s affinity for pizza continues to grow in the multi-billion-dollar pizza industry, Little Caesars is excited to expand into new markets in the Middle East and beyond with new, exceptional franchisees.

1 Third largest pizza chain in the world – based on net number of stores in 2018
Pizza slices to the masses

Country of Origin
Singapore

Target Markets
UAE, Kuwait, Qatar, Bahrain, Oman, Egypt, Morocco, Tunisia, Jordan, Lebanon, Turkey

Baking began for Pezzo as a niche pizza retailer selling pizza by the slice, in Singapore in November 2012 with the opening of its flagship store at ION Orchard. In just 5 years Pezzo has grown to 128 restaurants across Singapore, Malaysia, Indonesia, Philippines, Myanmar, China and Saudi Arabia. In 2015 Pezzo was recognized with numerous awards including the Promising Franchisor of the Year Award from Franchise & Licensing Association Singapore and the SBPA Promising Brands award and Pezzo is certainly fulfilling that promise.

Pezzo is about living life with exuberance, with its Carnival theme encouraging fun and food togetherness. Pezzo promises its customers great tasting, value-for-money pizzas made with high quality ingredients, baked fresh daily and available at locations that are highly accessible. Pezzo’s pizza crafters take the utmost pride in tossing, garnishing, and baking their pizzas for hungry on-the-go customers using the finest ingredients available in the market.

Pezzo boasts mass market appeal, with its affordable and family friendly menu, all-day dining convenience and distinctively fun and friendly atmosphere all delivered in a small real estate footprint and with a low unit capital investment. Pezzo’s menu development is an ongoing process with products customizable for new countries, and a comprehensive franchise package which includes intensive training and turn key guidance, store design and build oversight and strong marketing support.

Pezzo is seeking passionate and highly motivated companies and individuals with a proven track record in the F & B industry and access to strategic locations to acquire its master franchise and area development rights in selected markets in the Middle East, Asia and Internationally. Pezzo has developed a proven recipe for success and is determined to empower its master franchisees and area developers with the knowledge and support needed to achieve that same success in their home countries.

There has never been a better time to become a member of the Pezzo family!

For more details please contact: troy@worldfranchiseassociates.com
Jollibee
Spreading the Joy of Eating to the World

Jollibee Foods Corporation (JFC) — one of the largest restaurant companies in the world — has been expanding across the globe in pursuit of its vision of becoming one of the top 5 restaurant companies in the world. Jollibee, its flagship brand and home of the world-famous Chickenjoy, is at the forefront of this international expansion as it spreads the joy of eating to more and more people across the globe.

From its humble ice cream parlor beginnings in the Philippines more than 40 years ago, Jollibee has quickly ascended into a global brand. It has been successful in markets outside the Philippines - in the US, Canada, Vietnam, Brunei, Hong Kong, Macau, Singapore, Malaysia, UAE, Saudi Arabia, Bahrain, Qatar, Kuwait and Oman. Moreover, it has recently entered Europe with store openings in Italy and the UK, which received overwhelming support from customers who queued for as long as 18 hours.

To date, it serves more than one million customers every day, with over 1,300 stores worldwide. As it accelerates its expansion around the world, it plans to grow to 50 stores in Europe, 250 in North America, 50 in Hong Kong and Macau, and open in other new markets. Early this year, Jollibee opened its first store in Guam.

Great tasting, high quality and affordable products

Country of Origin
Philippines

Target Markets
Italy, UK, Spain, Australia, Japan

For more details please contact: troy@worldfranchiseassociates.com
Mary Brown’s Chicken & Taters
Canada’s largest chicken QSR

Mary Brown’s Chicken & Taters originated in the province of Newfoundland & Labrador, Canada, in 1969. From the beginning, the brand possessed two distinct strengths: a delicious recipe for southern fried chicken and the genuine hospitality of Newfoundlanders. 50 years later, these pillars remain the foundation of Mary Brown’s success.

The brand has expanded exponentially since 2007 when it was purchased by Gregory Roberts, a Newfoundland-born entrepreneur. Under Roberts’ leadership, Mary Brown’s more than doubled in store locations since 2007, making it one of Canada’s fastest-growing franchises.

Today, Mary Brown’s has more than 145 locations and is the largest Canadian quick serve chicken restaurant. Projected growth is to reach 200 locations by 2020 in the Canadian market alone.

STORE MODELS
Flagship Store: 2,200-3,000 sq. ft./204-279 sq. metres
Full Store: 1,500-2,200 sq. ft./139-204 sq. metres
Express Model: 500-900 sq. ft./46-84 sq. metres

For more details please contact:
martin@worldfranchiseassociates.com

Country of Origin
Canada

Target Markets
Middle East, Africa and Europe

Mary Brown’s menu is centered on chicken – golden, crispy, juicy and ‘crave-able’ – paired with tasty potato wedges called Taters. Core menu options include Signature Chicken & Taters, Big Mary® Chicken Sandwich, Chicken Wraps, Poutines, Chicken Pop-Ins™, Salads and Desserts. Vegetarian and other flavour options are available in select areas.

QUALITY
Premium quality is intrinsic to Mary Brown’s approach. The food is prepared in small batches, marinated, breaded and hand cut using methodologies that have been honed for 50 years. Cooking is done in Mary Brown’s proprietary cookers – unique, exclusive technology that uses heat rather than pressure to seal in flavour and ensure a light, golden, delicious result every time.

In an industry dominated by ‘rushed’ and ‘pre-fabricated’ food, Mary Brown’s is set apart by a Made Fresh from Scratch™ approach. Preparing food fresh daily in each store from locally farmed chicken and potatoes is the key to the amazing taste of Mary Brown’s menu.
Chunky Chicken
Passionately Cooked Food

Chunky Chicken is top of the pecking order when it comes to fast food. We are a leader in our field having pioneered the Peri-Peri burger and wrap.

Founded in 2005 by a chemical engineer and a food technologist. Opened first store in Rochdale, United Kingdom.

We serve high quality, freshly cooked made to order Halal food, for takeout, delivery and dine-in.

Key Business Features

- A proven business model
- Tightly controlled costs
- Evolving menu
- Lean management structure, easy access, fast decisions
- Dedicated hands-on business management
- An established Franchise model and management tools to ensure success
- Most store locations around Manchester
- International presence in Toronto, Dubai and Norway
- Healthy pipeline of development enquiries under consideration and negotiations

The Peri Chicken Masters from the UK

Country of Origin
UK

Target Markets
Saudi Arabia, Qatar, Sweden, Denmark, Canada, US

For more details please contact: paul@worldfranchiseassociates.com
Oporto

Bold, fresh and spicy flame grilled Portuguese chicken

Portuguese flame grilled chicken basted with a unique zesty chilli sauce has formed the core offering of Oporto for more than 30 years. With over 150 franchised outlets serving Australian patrons with its bold and spicy flavors, Oporto is now expanding into international markets. “We are now sharing our famous Portuguese grilled chicken, delicious chicken burgers and addictive chilli sauce with the rest of the world,” says Craig Tozer, CEO. “Oporto has a stand out offering – a combination of Portuguese flavours with an Australian influence – it’s the perfect combination.”

Oporto has extensive market operations which have enabled the concept to be fine-tuned to work across a portfolio of store formats and delivery. Store formats range from a small store footprint of 60sqm, to food courts, shop fronts and large standalone drive-through restaurants. International Franchise Partners will be supplied with a four-week training program for their corporate and store management, plus two weeks of support in the field during their first store launch. Additional assistance includes local sourcing for store builds and ingredient supply chains.

Oporto extended into the New Zealand marketplace in 2001 where it currently trades across nine sites. More recently deals have been signed with partners in Singapore, Sri Lanka and Vietnam, with the brand now targeting the Middle East and Southeast Asia for the next phase of its master franchisee recruitment.

“Whilst Oporto has come a long way from the days of our first store in the Sydney beachside suburb of Bondi, we have never forgotten our heritage of high quality, great tasting and authentic fresh-grilled chicken and burgers,” adds Tozer. “We are seeking passionate master franchisees with a strong knowledge of their local food and beverage market. Strong property capabilities along with supply chain capabilities will also be advantageous.”

For more details please contact: troy@worldfranchiseassociates.com
MyeongDong Topokki
Korean Street Food

MyeongDong Topokki is an authentic Korean street food restaurant concept that produces home-made food including topokki & various twigim and mouth-watering selections of ramyun (ramen), jiggae (stew), bokkeumbap (fried rice) & deopbap along with light snacks inspired by the famous MyeongDong street in Seoul, South Korea.

MyeongDong Topokki was inspired and set its topokki footprint in the heart of Malaysia in 2014 with the concept derived from a busy Korea Subway Station in the MyeongDong district of Seoul, a street food haven.

Since then, we bring the mouth watering classic topokki, accompanied with generous selection of korean hot meals across Malaysia, grabbing many loyal fans attention to our stations (and yes, we are expanding more soon).

As the brand has grown, we have maintained our principle of preparing our best seller meals from the finest authentic ingredients and making sure you come back for another street food trip to Myeongdong without stamping your passport.

At MyeongDong Topokki, we serve popular Korean Street Food & Korean delicacies which makes for an ideal place for friends to hang out and family gatherings.

Key Business Features

- The trend setter - We pioneered Korea street food in the Malaysia market using a fast casual restaurant format and we are now soaring high in the industry.
- Originality – We insist on using the best and most authentic ingredients in our products to maintain the taste and high standard in quality.
- Healthy meals – We take pride in preparing a healthy version of Korean street food in a clean & organised environment.
- Varieties – We have extensive meal selections to suit the tastes of both young and old. While trends are constantly changing, we remain committed to innovation and satisfying our guest’s palates.
- Reasonable Investment – Building a MyeongDong Topokki outlet is affordable and our business model generates a high turnover in a small space.

Country of Origin
Malaysia

Target Markets
Singapore, Indonesia, Thailand, Vietnam, Philippine, Cambodia, Laos, Brunei, Myanmar, KSA, UAE, Kuwait, Qatar, Oman, Bahrain

For more details please contact:
troy@worldfranchiseassociates.com
Aussie Grill by Outback™

Fast-casual

Aussie Grill by Outback™ is a fast-casual restaurant that features a variety of craveable hand-crafted dishes with bold spices and portions. Aussie Grill is an opportunity to discover unique flavors that keep you coming back for more. It stands out from the crowd by offering new experiences and daring to be different, alongside of quicker service and more accessible prices that international customers increasingly demand.

Inspired by the adventurous spirit of Australia, Aussie Grill is a casual, warm and comfortable place where guests can enjoy an amazing handheld sandwich, entrée, or over the top dessert at affordable prices. Offering convenient, fast and genuinely friendly service in a fun environment.

Bold Flavors, Quality Ingredients, Aussie Spirit - These qualities have made Outback Steakhouse® a globally recognized brand and serve as the foundation of Aussie Grill’s taste adventure.

Site Selection & Design
Our footprints are flexible to meet the diverse needs of each location and a smaller footprint with improved economics is also available.

Supply Chain & Procurement
Assistance with Procurement, Logistics, Quality and Assurance, Planning and Analytics.

Research & Development
Considerable effort is made to ensure that the menu and products mirror the brand perception in the market to attract your targeted customer.

Construction
Seasoned leadership to help consult and guide you through the construction process.

Restaurant Operations Training
New store opening training support.

New Store Opening Marketing
Support in creating marketing plans and providing marketing materials for all channels and new store opening events.

Ongoing Assistance
Cross-functional ongoing support from all departments, including Finance, Marketing, Operations, R&D, Supply Chain, IT, and Human Resources.

Country of Origin
United States

Target Markets
Middle East, North Africa, Southeast Asia (minus China)

Training & Support
We pride ourselves on providing ample support for our franchisees. Our experience and key learnings will put you on solid ground and equip you with everything you need for the fun ahead. From the first steps of opening your restaurant to ongoing support, we’ll provide assistance with the following:

For more details please contact:
fiona@worldfranchiseassociates.com
Astoria
Original Chilean Sandwiches, among world’s top 10

Astoria was founded in 2009 in Concepcion Chile, serving traditional Chilean Sandwiches made to order using well loved Chilean recipes.

During that first year of operations, we experienced incredible sales and everything looked rosy. However, destiny had a different road planned for us.

In February 2010, we faced unexpected challenges starting with an earthquake measuring 8.8 on the Richter scale. With its epicenter in Concepcion, that calamity destroyed the first Astoria restaurant. Recovering from the earthquake, Astoria worked hard to open a new restaurant and in that same year, we found a new location and re-opened in a shopping mall.

The success of the brand and the products were again immediate from day one.

However, in February 2011, just one year after opening, the shopping center was destroyed by a fire. Once again, after all the hard work and effort it seemed that fate was working against our success and discouraging our entrepreneurial spirit.

In July 2011, we re-opened for the second time in 3 years at the same shopping mall. The response of the customers was incredible and after the previous disasters, we were third time lucky.

From that point, Astoria grew steadily. By 2014, we were able to start franchising across Chile. Now, Astoria is looking to bring our original Chilean sandwiches to the world and we are actively seeking international master franchisees to help us do so.

For more details please contact: troy@worldfranchiseassociates.com

100% Handmade Chilean sandwiches

Country of Origin
Chile

Target Markets
Indonesia, Malaysia, Thailand, Philippines, Singapore, Japan, China, Saudi Arabia, UAE, Egypt, Asia, MENA
Captain D’s
The Taste of the Coast

Captain D’s is the industry-leading fast-casual seafood franchise in the United States. Captain D’s was founded in Donelson, Tennessee in 1969. Since that time, we have successfully grown our brand to over 550 restaurants. For 50 years, Captain D’s has delighted guests with our hand-crafted cooking of quality seafood that customers crave.

Simply put, there is no seafood chain in America like Captain D’s. We own a unique and successfully growing category that faces very little direct competition. We have successfully democratized seafood and prominently stand as America’s seafood leader. Our seafood is carefully sourced; our famous batter-dipped entrees come from wild-caught pollock. Our seafood is always whole muscle fillets, never processed. Our seafood served fresh with our delicious sides in our beach design restaurants, transports our guests to The Taste of the Coast.

Captain D’s is successfully growing across America. We will accept franchise owners who are highly knowledgeable of the restaurant industry, who are strong operators, who provide outstanding service, and who seek growth potential in a less-competitive and rapidly growing seafood segment.

Fast-Casual QSR
Seafood Restaurants

Country of Origin
USA

Target Markets
UAE, Saudi Arabia, Qatar, Kuwait, Oman, Bahrain, Canada, Mexico, Central America, South America

For more details please contact: paul@worldfranchiseassociates.com
The Great Harvest Bakery Cafe

Authentic Bakery Cafe

Great Harvest started as a bread bakery in Montana, sourcing the healthiest, best tasting wheat in the world from local Montana farms. Today Great Harvest Bakery Cafés still bake all their breads from scratch, with fresh milled Montana wheat, but now are a place where you can sit down and enjoy a fresh made sandwich. Customers try any bread baked that day, and order their sandwiches with the bread of their choice, which makes their sandwiches fresh and unlike anything they have ever had.

Key Business Features

- Over 70 varieties of breads baked fresh from scratch daily
- All wheat is sourced from the Golden Triangle of Montana
- Flour is milled fresh on-site from the wheat berries daily for maximum freshness and taste
- All breads must be sold or used the day they come out of the oven
- All customers are greeted with a free slice of any of the fresh baked breads made that day
- Customers then order their sandwiches with the fresh baked bread of their choosing.
- Sandwiches are made fresh to order from local produce and proteins, on fresh baked breads selected by the customer
- Salads, Grain Bowls soups are also offered for lunch
- Hot Breakfast sandwiches, on fresh bread or biscuits are made from scratch daily
- Catering orders are made from all fresh breads offered daily and provide a unique fresh taste experience
- Everything is made fresh, on site locally- no commissaries- nothing frozen or packaged.
- Freedom franchise model allows for flexibility for success: Menu, Pricing, Local Décor/Design
- Hub and spoke model allows for leverage of baking investment, by opening of nearby Café’s serving sandwiches from local baking Bakery Café Hub.
- This is a menu that competes with Panera, but bakes everything fresh from scratch
- This is Bread. The Way it Ought to Be.

For more details please contact: paul@worldfranchiseassociates.com

Country of Origin
USA

Target Markets
GCC
Malaysia’s No. 1 Kopitiam

**Established in Malaysia since 1999, Oldtown White Coffee is currently represented in more than 20 countries worldwide and has won numerous awards for both its instant coffee mixes and the café chain. Oldtown White Coffee is halal certified and the cafés serve authentic Malaysian style street food and its signature white coffee range.**

**Key Business Features**

**UNIQUE PRODUCT**

1. Proprietary White Coffee series, and beverages such as White Milk Tea, and Enriched Chocolate.

2. Proprietary shelf stable pastes, and sauces to replicate the food products consistently anywhere worldwide.

**BRAND PRESENCE**

3. Established presence in Malaysia, Singapore, Indonesia, Hong Kong, China, Myanmar, and Cambodia.

4. Synergistic brand awareness through co-branding with Oldtown’s retail instant coffee mixes which are distributed in over 20 countries worldwide.

**SUPPORT & PROVEN SYSTEM**

5. Intellectual Property rights registration in all countries with Oldtown’s retail presence.

6. Highly experienced and professional management team.

7. Support from the Franchisor in the form of operational training, marketing guidance, and product development.

8. A proven franchise system with the capability of customization of the menu, product profile, café formats and designs and other elements to suit local needs.

For more details please contact: troy@worldfranchiseassociates.com
Kulcha King
Indian Inspired Food

Born in the heart of Dubai, Kulcha King has been delighting Indian food lovers with rich textures and mouth-watering flavors since 2010. By offering dining and delivery experiences that reflect passion and warmth, Kulcha King brings you Indian inspired every day food, from Dubai to the World.

Championing Kulcha as the next food disruptor, we grew to 10 corporately managed restaurants covering Dubai & Sharjah and are amongst the top 5 “most preferred” Indian Restaurants in the market.

Key Business Features

• Offering Kulcha to the World – Our yeast free home-made dough, layered with goodness of butter, our home blend herbs and spices, stuffed with a choice of fillings, all made by hand and baked crisp to perfection for an aromatic blast.

• Homemade Recipe – Standard recipes for every menu item with our chefs own special secret recipes of marinades.

• Brand Guidelines – Brand guidelines that are well thought through for the concept of fast casual with indian inspired elements that fits any markets. Whether at any of our restaurants or through reliable delivery systems, we guarantee consistent pleasure of food and service.

• Management Expertise – A pool of talents in shaping dining outlets comprehensive turn-key assistance from set up to operations’ start. Site evaluation, Project management and architectural support, technical know-how, kitchen layout and menu planning, equipment selection, standard work flow processes, Marketing strategy and guidance, Financial acumen.

• Brand Training – brand standard training for both back of the house as well as the front of the house team for successful launch of the operation.

• Operational Excellence guidance – Standard Processes, work flow procedures and audit processes that assist companies in excelling the work efficiencies in stores and through deliveries. Kulcha King relies heavily on kitchen automation and standardization of recipes.

• Product Specification Standards – A comprehensive list of products, equipment with specifications that suits the cuisine for the product quality and consistency. World class delivery packaging distinguish Kulcha King from the rest of the crowd.

• Operational Audits – Periodical audits in a structured manner for ensuring the brand guidelines, standards, quality consistency, and business growth.

Country of Origin
UAE

Target Markets
United Arab Emirates, Kingdom of Saudi Arabia, Sultanate of Oman, India, Kuwait, Qatar, Kingdom of Bahrain, Egypt, UK & Europe, USA

For more details please contact: paul@worldfranchiseassociates.com
Cosi
Simply Good Taste

Cosi® has its headquarters in Boston and over 70 locations in a variety of markets and settings, including transportation centers, universities, cities, and suburbs. Regardless of the market or setting, our goals are always the same: to welcome our guests, to make delicious food, and to share our story. As a private company with new ownership at the helm and with a renewed focus on the guest experience, we are putting in place support for operational improvements, enhancing the experience within the four walls, and refreshing our restaurants and our food program.

Key Business Features
Cosi® became a private company focused on our customers and taking the company back to the original quality concept just over two years ago.

- Completed two store refreshes, first in over 2 years and opened three new and very successful corporate restaurants in record time.
- The return on initial investment for the three new Cosi restaurants has been less than 6 months.
- The refresh and new corporate restaurant opening process will continue throughout the next year with at least 3 scheduled in early 2019.
- Working with a first-class real estate team, we have added significant duration to the lease portfolio.
- Initiated the process of implementing a significant operations talent and upgrade program focusing on bringing top quality operational leaders to the brand.
- Working closely with founder of Cosi® in Paris, Drew Harre, to refocus on the Company on its origin and foundational success.
- Initiated the process to upgrade the Company’s customer ordering platform, catering, menu revitalization, and complete in-store guest experience improvement.
- Tested and deployed a guest ordering Kiosk system in 30 corporate restaurants, to improve the guest experience and quicken speed of service.
- Focused successfully on franchise profitability by improving food cost, new technology and reduced in store labor.

For more details please contact: paul@worldfranchiseassociates.com

Country of Origin
USA

Target Markets
UAE, KSA, GCC Region

The Quality Sandwich Segment

Food Fast Casual
Brisket Southern BBQ and Bar

Contemporary Southern BBQ

Brisket Southern BBQ & Bar was founded in Zurich, Switzerland in 2015 and quickly became one of the city’s most popular dining destinations. It’s owned by the von Matt family of Von Matt Hospitality Group (VMHG) based in Zurich and is one of four restaurant concepts created by them. Their specialization lies in gourmet-style American food experiences, where they focus on serving fantastic menu creations within a vibrant, street-style ambience.

The von Matt’s spent nearly six months traveling The States, learning the ropes about American cuisine, testing out different recipes, variations, techniques & traditions. Now, with four restaurants, they’ve managed to penetrate the market in Zurich and see great potential to expand their brands globally.

VMHG setup a local headquarters located in Bangkok, Thailand, which will be your liaison and trusted partner throughout the journey of becoming a franchisee. The HQ’s will provide you with hands-on support and help you grow your new business venture to become a successful and thriving restaurant in your market.

For more details please contact:
fiona@worldfranchiseassociates.com

Country of Origin
Switzerland

Target Markets
Thailand, Vietnam, Philippines, Indonesia, Malaysia, S.Korea, Japan, Singapore

Brisket offers authentic, mouth-watering Texan BBQ combined with a stylish, urban dining experience. Caters to a high-volume of guests, requires minimal kitchen space and offers above industry-standard margins.

Key Business Features

• Ongoing culinary and operational support in your region through APAC headquarter (Bangkok)
• Experience with site selection, design and construction process
• Using 2nd Cuts to create delicious menu items, allows for great food margins.
• Ideal concept for serving high volumes, minimal kitchen space required
• Premium Swiss hospitality meets American high-quality casual dining

Texan-style BBQ restaurant, menu comprised of traditional Southern BBQ items and an extensive craft cocktail offering.
The Bite
Edgy Artisanal Burgers

Gourmet burgers with a streetstyle attitude. Taking the world’s most iconic food and turning it into a lifestyle.

Country of Origin
Switzerland

Target Markets
Thailand, Vietnam, Philippines, Indonesia, Malaysia, S.Korea, Japan, Singapore

The Bite was founded in Zurich, Switzerland in 2013 and quickly became one of the city’s most popular dining destinations. It’s owned by the von Matt family of Von Matt Hospitality Group (VMHG) based in Zurich and is one of four restaurant concepts created by them. Their specialization lies in gourmet-style American restaurants, where they focus on serving fantastic menu creations within a vibrant, street-style ambience.

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VMHG setup a local headquarters located in Bangkok, Thailand, which will be your liaison and trusted partner throughout the journey of becoming a franchisee. The HQ’s will provide you with hands-on support and help you grow your new business venture into a successful and thriving restaurant in your market.

Key Business Features

- Ongoing culinary and operational support in your region through APAC headquarter (Bangkok) during pre- & post-opening.

- The Bite is unique in that it offers an elevated menu that can be executed by a team with basic F&B experience without the need for highly skilled chefs.

- “Zero Waste” - menu was designed to ensure minimal waste and nearly zero yield when it comes to preparation.

- Index of 200 delicious burger creations & recipes that can be used as rotating weekly burger specials.

- Comparatively low setup fees, excellent cost structure for franchisees.

- 100% craft tastes & ingredients – no mass-produced brand name products on the menu.

For more details please contact:
fiona@worldfranchiseassociates.com
Yardbird Southern Fried Chicken
Gourmet Fried Chicken

Yardbird is not just a fried chicken restaurant, it serves a high-quality product using top shelf ingredients, and targets a metropolitan clientele. Impress your guests with Swiss quality & hospitality and benefit from a menu designed to promote ease of execution while also maintaining an excellent cost structure.

Yardbird Southern Fried Chicken was founded in Zurich, Switzerland in 2017 and since become one of the most popular dining destinations in the city. It’s a family-owned business that was created by the von Matt’s of Von Matt Hospitality Group (VMHG) based in Zurich. Yardbird is one of four restaurant concepts created by VMHG. Their specialization lies in gourmet-style American dining, focusing on serving fantastic menu creations within a vibrant, street-style ambience.

The von Matt’s spent nearly six months traveling The States, learning the ropes of American cuisine. Thereafter, they brought each concept back to Switzerland to combine it with the world-renowned Swiss hospitality and quality standards.

VMHG setup a local headquarters located in Bangkok, Thailand, which will be your liaison and trusted partner throughout the journey of becoming a franchisee. The HQ’s will provide you with hands-on support and help you grow your new business venture to become a successful and thriving restaurant in your market.

Key Business Features
- Yardbird is unique in that it offers an elevated menu that can be executed by a team with basic F&B experience without the need for highly skilled chefs.
- Full support throughout the entire pre-opening process whilst enjoying comparatively low set up costs.
- Provides soul food at its finest! A concept created with the growing middle class in mind.
- Continual support in culinary and operational tasks – will be provided in your region through the APAC headquarters of Yardbird (based in Bangkok)
- Premium Swiss standards and hospitality brought to life through American soul food and casual dining.
- Concept works well as a single standing unit or within an upscale shopping mall.

Country of Origin
UK

Target Markets
Saudi Arabia, Qatar, Sweden, Denmark, Canada, US

For more details please contact:
fiona@worldfranchiseassociates.com
Burger King’s (US) Parent Targets for More Global Growth

By Kimberly Chin WSJ Mon., Feb. 11, 2019
Restaurants Brands International Inc., the parent of Burger King, Tim Hortons and Popeyes Louisiana Kitchen, is marching ahead on expanding the international presence of all three brands as it scouts for sales growth. With slowing sales growth in the U.S. for Burger King and Popeyes and flat growth for Tim Hortons in Canada, the Toronto-based company has worked to open up restaurants or form partnerships with local franchisees.

UFC GYM (US) Plans to Open 55 Locations in Russia

UFC GYM, the rapidly expanding global fitness franchise, today announced its new franchise partnership agreement with Russian Fitness Group (RFG), the market leader in the premium and luxury segments in Russia, to open 55 locations throughout the country.

The new franchise locations will offer full-service fitness, including high-quality equipment, coaching, classes, and amenities geared towards all levels.

Sincerely Yogurt (US) Continues International Expansion

Sincerely Yogurt, a Pittsburgh-based Frozen Yogurt franchise chain is proud to announce the newest location in the Istanbul Airport, one of the largest airports in the world. Kübra Kalkan, Sincerely Yogurt Master Franchisee in Turkey, has done a fantastic job in developing Sincerely Yogurt’s first international region in the Republic of Turkey.

Carwiz (Croatia) Targets Global Market

With more and more Croatian brands earning international respect, the founder and owner of the Croatian brand Carwiz reveals his plans to set Croatia’s newest rent-a-car company on the path of the global market through franchises already agreed with five European countries.

Hotel Brands Expand With Developments Abroad

Hotels are setting roots across the U.K., Europe, and the Mediterranean. Big brands and boutique estates are all part of the recent developments overseas:

Dalata Expands With London Opening

Dalata Hotel Group PLC continues its expansion with the opening of its Clayton Hotel, City of London. The four-star hotel located in the city’s financial district is the eighth Clayton to open in the U.K. and the third London hotel in the group.

World Franchise Associates (UK) Signs Agreement with Physique 57 (US)

World Franchise Associates has announced the signing of an agreement to exclusively represent Physique 57 (US) for development opportunities worldwide.

Physique 57 is the world’s best results-driven barre fitness program. The brand is recognized around the world for forging communities of strong and powerful women and delivering unparalleled results. Physique 57 offers a fitness experience that touches lives far beyond the barre.

World Franchise Associates (UK) Signs Agreement with Marco Pierre White (UK)

World Franchise Associates has announced the signing of an agreement to exclusively represent several Marco Pierre White brands (UK) for development opportunities worldwide.

Marco Pierre White is the creator of several successful brands and one of the world’s greatest chefs and restauranteurs. White has been called the godfather of modern cooking by Australian MasterChef and has been dubbed the first celebrity chef.

World Franchise Associates (UK) Signs Agreement with Playsy (Bahrain)

World Franchise Associates has announced the signing of an agreement to exclusively represent Playsy (Bahrain) for development opportunities worldwide.

Playsy is not just another play center for kids. It’s one of the Middle East’s fastest growing franchise concepts. Playsy is a dual reality play experience that fosters creative thinking and analytical skills in children aged 4-12.

Truly Nolen International (US) Opens Eight Franchises in 2018

“We are excited to have welcomed eight new service offices to our family,” said Jose Lutz, CEO, Truly Nolen International. “Coming off adding 12 service offices in 2017, the addition of 20 total offices the last two years continues to make this one of the most successful periods in our company’s history in terms of expansion and growth.”

Truly Nolen International’s goal remains to be present in every country in the world.

Hooters (US) Continues its Global Expansion

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

World Franchise Associates (UK) Signs Agreement with Kulcha King (UAE)

Agreement targets exclusive development opportunities for a leader in providing Indian Inspired Everyday Food for Everyone.

World Franchise Associates has announced the signing of an agreement to represent Kulcha King (United Arab Emirates) for exclusive development opportunities worldwide including GCC, Egypt, United Kingdom, Europe and India.

Inside Shake Shack’s (US) Unusual Global Strategy

Shake Shack is expanding its global empire with a location in Mexico City.

The burger brand, which turns 15 this summer, is tiny compared to rival international chains. McDonald’s (MCD) had nearly 38,000 restaurants worldwide at the end of 2018, and Burger King finished last year with nearly 18,000 locations. Shake Shack, on the other hand, operates about 285 restaurants altogether, but sells in 15 countries.

TRIB3 (UK) Accelerates European Expansion with Second Madrid Studio

UK-based boutique fitness operator TRIB3 has opened its second studio in the Spanish capital Madrid.

TRIB3 has developed the site in partnership with Holmes Place Spain and is part of a larger roll-out of the brand across the country.

Josep Viadot, CEO Holmes Place Spain, said: “We’re delighted with the launch of our second studio in Madrid, our flagship store success in Cueto.

“We are looking forward to many more stores in the coming months.”
Coffee Planet
Specialty coffeehouse chain

100% Arabica coffee sourced from the World’s best coffee farmers

Country of Origin
United Arab Emirates

Target Markets
UK, Africa, Europe

We are on a journey to bring our coffee to the World and we are looking for partners to help deliver our mission and share in our combined success.

At Coffee Planet we roast our 100% Arabica specialty coffee in our own roastery on the Arabian Peninsula, where Arabica roasting began over 500 years ago. The combination of this heritage, the World’s finest Arabica beans and our expert know-how, helps us create truly unique specialty coffees. We are looking for franchise partners to help as many people as possible experience and enjoy our 100% Arabica specialty coffees, combined with wholesome food in unique and inspiring settings. We already work with franchise partners in several countries across the World and we believe there is a huge global opportunity for Coffee Planet.

Key Business Features
- High growth category
- Well-differentiated brand
- Premium-grade specialty product
- Stylish & timeless outlet solutions
- Competitive franchising charges based on territory size and outlet number commitment

For more details please contact:
paul@worldfranchiseassociates.com
Mystery Sandwich
Discover the Secret!

We at Mystery have discovered the secret to providing a novel satisfaction for our customers. How? it will be our secret. “Shhhh”
We serve the highest quality ingredients, including 100% fresh local beef, chicken, and premium cheese handcrafted with our exclusive formula into mysterious goodness.

We put so much love and mystery into our craft adding our secret signature on every dish.

Mystery Sandwich is a Saudi fast casual brand that is positioned distinctively through our creative approach.

At Mystery Sandwich we provide a combination of excellent food at value pricing and a great atmosphere that fulfills an increasing demand for fast casual food.

Key Business Features
- 100% fresh local beef
- Great taste
- High quality
- All sauces made in house
- Affordable
- Unique theme
- Good for seating and to go
- Table service
- Food Presentation
- Fresh ’n Tasty
- Pure puzzling joy

Country of Origin
Saudi Arabia

Target Markets
Saudi Arabia, Bahrain, UAE, Kuwait, Oman

For more details please contact: paul@worldfranchiseassociates.com
Chicken Cottage

Fried Chicken

Authentic unique fusion of East and West Cuisine.

Chicken Cottage is fully owned by Terengganu Inc., an arm of the Terengganu State Government. The first Chicken Cottage opened in 1994 in Wembley, London. From this inception we have grown to approximately 100 stores worldwide, currently operating out of 10 countries our global presence has been firmly established. Nestled away in Croydon our Head Office is based above our international distribution Centre, this providing quality service and efficient supply chain of our core ingredients and our distinctive packaging to all of our franchise partners around the world.

“I can call it a very successful 13 years”
(Khalid Daulatzai, Franchisee, Holborn)

“If you are hardworking and want to be your own boss then you will be a great success.”
(Muhammad Ali, Franchisee, Westow Hill)

Training & Support
We provide in-house training and ‘Franchise Forums’ where different guest speakers can give presentations in a variety of topics. Our award-winning senior management are highly skilled, and our dedicated support team works hard to pro-actively assist and guide our (master) franchisees.

Country of Origin
United Kingdom

Target Markets
United Arab Emirates, India, China, Thailand, Japan, Indonesia, Hong Kong

For more details please contact:
troy@worldfranchiseassociates.com
Louis Le Duff opened his first bakery Brioche Dorée in Brest in 1976.

Today, the Le Duff Group is composed of several large restaurant chains, in France and abroad. In addition to being a major player in table and fast food restaurants, today it is one of the world’s leading bakeries thanks to its industrial subsidiary Bridor.

Leader of the French style quick service market, Brioche Dorée is currently operating in 30 countries and territories across 5 continents with 615 restaurants.

The brand is named for its values: quality, traceability, freshness, innovation, environment and friendliness. It offers a wide range of products: pastries, sandwiches, salads, drinks, breads, etc.

Totalizing 400,000 customers every day worldwide, Brioche Dorée has been awarded “Best sandwich chain of the year” in France (Marne la Vallée) in May 2019.

Inspired by the atmosphere of traditional Parisian bistros, a new Brioche Dorée design is born in France (Marne la Vallée) in May 2019.

**Key Business Features**

- **Tradition**: 40 years of experience bakery café
- **Innovation**: more than 50 original recipes developed each year
- **Efficiency**: high traffic sites (airports, railways, highways, malls, city centers)
- **Digital customer journey**, with an extensive CRM program.

**Country of Origin**
France

**Target Markets**
Belgium, Netherlands, Luxembourg, Germany, Switzerland

For more details please contact: paul@worldfranchiseassociates.com
German engineered fresh chopped salads with live kitchen.

Country of Origin
Germany

Target Markets
UK & Europe, DACH, MENA

For more details please contact:
paul@worldfranchiseassociates.com

Choppaluna
Fresh. Chopped. Salads.

Your Town or City doesn’t need another fast food store or sandwich shop - there are plenty already.

Conceived in Berlin, under the brand name SALAID, Choppaluna is bringing a new dimension to the healthy-eating market, with a menu that features flavour-exploding chopped salads, smoothie bowls and choprolls inspired from destinations across the globe.

The innovative experience allows customers to choose from over 60 fresh toppings before watching the brand’s talented team chop their salads and choprolls live in front of their eyes.

We aren’t a solution to a passing trend, we are the brand to represent this global cultural shift to healthy eating at home, at work and at play. This is why we believe Choppaluna will be a true star of the fast-casual space.

Choppaluna isn’t just an amazing place to for lunch either – we have plenty of filling dishes like our generous Caesar or the Thai Prawn for people who want to take their time eating with friends in the evening, refueling after the gym or even on a date.

As day turns to evening, ceramic crockery and polished cutlery add elegance to our restaurant quality food. A range of hot fillings matched with our delicious destination breads are more than capable of turning burrito lovers into loyal fans!

With our new breakfast menu, there is no time of the day or evening that your Choppaluna franchise shouldn’t be buzzing with delighted guests!

Our flagship UK store is in Bloomsbury, London. We have a dozen more already signed up for 2019/2020 openings.
Choppaluna has been designed and proven in Germany with all the precision and attention to detail a franchise partner could wish for. We can offer you:

- Multi-site agreements for great territories
- A fast and reliable supply chain
- Incredible on and off-line marketing
- Not hot food consent required means a greater choice of sites
- An all-day menu (also featuring our USP destination Choprolls)
- Sit in, takeaway, collect, home delivery
- Stunning store designs and branding

**Ideal Partner**

Choppaluna is looking to hear from ambitious, existing food retail operators. We will consider the following partner arrangements:

- Multi-site Franchisees
- Master Franchisees
- Country Developers
- Area Representatives

**USPs**

No hot food consent required - no classic kitchen necessary!

- Unique Destination Breads to compliment your salad, like a corn-jalapeno bread for the Mexican salad
- Designed for current and future food trends (vegan, superfoods, raw, halal & more)
- Dressings come from a three generations of family recipes and given a modern, healthy twist
- Strong and experienced international franchise team
The No. 1 Gourmet kebabs franchise

Country of Origin
Germany

Target Markets
Asia, Australia, New Zealand, North America, South America, Europe

GDK is the perfect solution to the gap in the market between fast food kebabs and gourmet restaurant kebabs and is already taking the UK fast casual industry by storm.

GDK was created in Berlin, Germany in 1989, with the vision of creating classic, authentic and healthy kebabs, combining lean meats, handmade breads and signature sauces with a dine in experience and excellent customer service. GDK launched in Dubai in 2013 and soon had multiple locations opening in the UAE thanks to its appealing franchise model. GDK came to the UK in 2016 and has grown rapidly, with many of the country’s most experienced multi-site franchisees coming on board already.

Over 350 UK locations have now been committed to, with 36 already open (55 by the end of 2019). Average unit net sales in the UK is £19,000 per week ($24k).

With almost 60 stores operating globally there are clear opportunities for seasoned franchise partners to be part of this journey.

For more details please contact:
paul@worldfranchiseassociates.com

We now operate in Abu Dhabi, Dubai, Bahrain, Oman, Sweden and the UK, and interest in the brand is growing across Europe and North America. New stores opening in the US & Canada this year are in Vancouver, Ottawa, New York, Houston & Dallas.

Our mission is to be recognised as one of the top fast casual food brands in the world and unquestionably. to be the No.1 for kebabs.

We are in the fast growing Mediterranean Grilled vertical, but unlike other brands in the sector that are struggling to scale, we are not dependent on having large seasonal menus or highly trained chefs.

We offer guests a focused menu choice – core products, rich in taste and flavor, complemented by enticing extras such as Flaming Fries, Quesadilla and Lahmacun.

Our systems and procedures are so well designed, that your teams will be able to offer guests consistency, standards and reliability, while you work to maximize each outlets’ potential and secure your next locations.
We offer you:

- Multi-site agreements for great territories
- A fast and reliable supply chain
- Incredible on and off-line marketing
- An all-day menu
- Sit in, takeaway, collect, home delivery
- Stunning store designs and branding

USPs

- German engineered efficient processes
- Clear product focus and simple operations
- Designed for current and future food trends (healthy, lean meat, halal, vegetarian)
- Every kitchen is in full view of the restaurant
- Strong and experienced international franchise team

Ideal Partner

GDK is looking to hear from ambitious, existing food retail operators. We will consider the following partner arrangements:

- Multi-site Franchisees
- Master Franchisees
- Country Developers
- Area Representatives

International Growth

German Doner Kebab is part of the Scottish based Hero Brands group. The group finds great fast-casual brands with the potential to reach a global audience. Its team of experts support these innovative new brands with supply chain management, franchise expertise, operational know how as well as financial investment. The company attracts experienced multi-unit operators to be franchisees of its brands, meaning it can move at pace knowing its partners are top class.

UK

German Doner Kebab has announced major growth plans for the UK as it serves-up £1m of kebabs in its restaurants every week. The gourmet Doner kebab chain is one of the UK’s fastest growing restaurant chains with 36 outlets opened during the past two years, with a further 19 new stores opening by the end of the year in key regional locations.

GDK CEO Imran Sayeed said: “It’s incredible to be hitting £1m kebab sales a week as we announce further growth plans across the country.

“Our idea of bringing a gourmet kebab that is healthy and nutritionally balanced has been a massive hit with UK consumers, and this has been reflected in the huge growth we have already achieved in the past two years.

“Our new upcoming outlets will give us further key strategic locations to reach even more consumers whilst also creating significant job opportunities.”

He added: “We have developed a strong growth pipeline with some of the UK’s most established franchise entrepreneurs and our focus will be to work closely with them to identify new sites and respond to the growing consumer demand across the UK.”

Saudi Arabia

The UK growth plans follows news that the brand is embarking on plans to expand into Saudi Arabia. As was noted in Forbes, the Ajlan and Brothers Group has been signed-up as the master franchisee, with a development agreement of 100 stores over the next ten years, with the first store scheduled to open its doors in Riyadh by August this year.

The group is one of the country’s wealthiest family businesses, sitting at number 18 on the Saudi rich list. German Doner Kebab will join some of the world’s most iconic brands in Ajlan’s Saudi portfolio, which include Valentino, Cavalli, Hugo Boss, Cerruti 1881, Puma, Nike, Adidas and Reebok.

North America

Further growth has been announced in North America. Franchises have been signed in Canada’s Ontario and British Columbia provinces and negotiations are underway to open outlets in New York’s Manhattan and New Jersey in the USA. One of the USA’s largest franchise operators has also signed a development agreement for an initial 12 GDK outlets in Houston, Dallas and Las Vegas which will be rolled-out over the next two years.

Texas-based Tanweer Ahmed has signed a development agreement for an initial 12 GDK outlets in Houston, Dallas and Las Vegas which will be rolled-out over the next two years. The partnership with German Doner Kebab further grows Mr Ahmed’s portfolio, which includes 153 KFC outlets, 58 Pizza Huts and 24 Taco Bells.
Global CEO, Imran Sayeed, said: “The USA offers a huge opportunity for GDK and we are excited to be embarking on an aggressive growth strategy for the region.

“Our idea of bringing a gourmet kebab that is healthy and nutritionally balanced has truly resonated with consumers and our ambition will be to disrupt and open-up a new area of the fast-casual market place.”

He added: “Tanweer Ahmed is the perfect partner for us – he shares our brand vision and brings great experience in the fast-casual space. We are looking forward to our first opening in Texas and working closely with Tanweer in his development area to bring the German Doner Kebab experience to the US consumer.”

Tanweer Ahmed said: “German Doner Kebab is a disruptive fast-casual concept that has been a phenomenal hit with consumers in Europe and the Middle East. I’ve been truly struck by the vision and energy of the senior team and their ambitions to bring the brand experience to US consumers.

“I’m excited to be partnering with them and utilising all of shared expertise and infrastructure to launch and grow German Doner Kebab in key development areas including Houston, Dallas and Las Vegas.”

Additionally, GDK has now announced that it will open its first US restaurant in the American Dream complex in New Jersey. The 3-million sq ft shopping and entertainment destination at the Meadowlands is set to open in October this year, featuring over 300 stores and 15 entertainment venues.

The opening is in partnership with franchisee Yunus Shahul, who brings significant experience in the restaurant industry. The New York native operates two Saravana Bhavan Indian restaurants and a growing Cousins Maine Lobster portfolio throughout New York and Connecticut.

GDK’s American Dream store is its second US location, following the successful opening of a joint venture outlet in Las Vegas earlier this year.

Nigel Belton, managing director for GDK North America, said: “The USA offers a huge opportunity for GDK and we are excited to be launching our first store so soon. Yunus is another perfect partner for us and again brings a great track record in the fast-casual space.”

Franchises have been signed in Canada’s Ontario and British Columbia provinces and negotiations are also underway to open an outlet in New York City. The brand expects five stores to be opened in 2019.

Europe

GDK’s European master franchisees are also in the mood for rapid expansion. The gourmet doner kebab chain already has five stores throughout the country in Malmo, Stockholm and Helsingborgs.

GDK master franchisee for Sweden, Hassan Khan Niazi, revealed that the brand is growing consumer awareness across Sweden, ranking amongst the top food brands on social media for followers and engagement during the past six months. He is set to open four more stores by the end of Summer 2019, including Gothenburg, Umeå, Lund and Gävle.

With such rapid growth and high calibre of franchise partners, GDK is inviting experienced, ambitious, food retail operators to get in touch to discuss Master Franchise, Country Developer, Area Representative, Multi-site and in some territories, they may consider a Joint Venture.

South India

Such was the appeal of the GDK master franchise licence for South India, that it caught the attention of multi-award-winning entrepreneur Dr Sam Paul from the hugely successful Paulsons Group. The group, which has just signed its master franchise agreement with GDK, operates a very impressive portfolio of brands across the region including Toni & Guy, Haagen-Dazs, SLAM Lifestyle & Fitness Studios, Chakra Urban Spa, Jonah’s Bistro and Sulthan’s Biriyani. Altogether, the group has over 225 outlets and is planning an extensive roll out of GDK stores in 2020.

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Herfy
Saudi Arabia’s Leading Quick Service Restaurant Brand

Herfy is a Quick Service Restaurant covering chicken, burgers, wraps, salads and children’s menu. Herfy the largest fast food chain for Kingdom of Saudi Arabia.

As a result of the phenomenal growth in the food business worldwide during the eighties, The Herfy Food Service Company was established in 1981 with the vision of capitalizing on the remarkable evolution of the business in the regional markets. Herfy Food Service Co. has grown at an impressive speed; taking on board the latest in both food and bakery. Today, only in KSA 373+ stores in operations that makes Herfy the largest fast food chain for Kingdom of Saudi Arabia. Herfy Food Service is 100% Saudi based public company. Which provide 100% Halal products to its consumers in each experience.

Herfy’s phenomenal success has positioned the company for even more growth beyond KSA. Herfy wants to be a market leader where it enter, by non stop endeavor to provide product and meals with highest standard.

Key Business Features

- Herfy is the largest fast food chain in Kingdom of Saudi Arabia with 373+ stores in operation.
- Herfy is 100% Saudi based brand.
- Herfy serves, all 100% Halal products to its customers. Which are manufactured in Saudi based plants.
- Herfy produce meat, bread, sauces in its own plants to maintain uniform standard across all stores domestically and internationally.

Country of Origin

Saudi Arabia

Target Markets

Pakistan, India, Uzbekistan, Nigeria, Iraq, UAE, Oman, Bahrain, Egypt, Turkey, Lebanon, Jordan, Singapore, Malaysia, Indonesia

For more details please contact:
paul@worldfranchiseassociates.com
Food that fuels your life

Country of Origin
USA

Target Markets
Kingdom of Saudi Arabia, United Arab Emirates, State of Qatar, Sultanate of Oman, Kingdom of Bahrain, State of Kuwait

For more details please contact: paul@worldfranchiseassociates.com

At coolgreens our daily in house prep means our menu is food-focused, chef-driven, delicious and packed with flavor. We’ve grown from “mostly salads” to what we are now: an innovator in healthy-to-you foods, from salads, sandwiches, flatbreads, grain bowls and more – inspiring our customers to lead an active lifestyle and to drive healthy communities.

Founded in 2009, at a time when there were few, if any, quick, fresh and delicious dining options, we filled a void in the healthy dining landscape. Because of the success we have seen inspiring our local customers to lead and live a healthy lifestyle we are committed to providing ‘more than’ – more than just a high quality, fresh and natural dining experience. We offer menus that cater to all lifestyles. More than a quick service restaurant; we are dedicated to making the markets that we server better places to live. More than a chain; we align ourselves with partners who are passionate about serving and educating their communities on the benefits of healthy living.

With 9 years of in store operation experience, we have continually refined our procedures, proven our systems, and simplified our buildout and equipment requirements. By designing for throughput and efficiency, our footprint of 167m² to 222 m² (1,800 – 2,400 sf) allows us to maximize ROI and minimize buildout time & cost. With more than 8 years of in store operational experience prior to franchising we have proven our model with success and can now share in our franchise offering.
Arby’s celebrates the art of Meatcraft® by serving sandwiches with a variety of high-quality proteins, as well as innovative, craveable sides, such as Curly Fries and Jamocha shakes. Arby’s Fast Crafted® restaurant services feature a unique blend of quick-serve speed combined with the quality and made-for-you care of fast casual.

**Key Business Features**

- Made-to-order sandwiches made from the highest quality proteins and breads.
- The only restaurant concept that combines the convenience, speed-of-service, and affordability of a fast food concept with the high quality ingredients and menu variety of a fast casual concept. We call this Fast Crafted.

**Country of Origin**

USA

**Target Markets**

United Kingdom, United Arab Emirates, France, Poland, Singapore, Philippines, Hong Kong, Taiwan

For more details please contact:

paul@worldfranchiseassociates.com
Dickey’s Barbecue Pit

Global leader in the QSR barbecue category

**Country of Origin**
Dallas, Texas, USA

**Target Markets**
Egypt, North America, Canada, South East Asia, UK, Europe, Philippines, Malaysia Indonesia, Vietnam, Thailand, Singapore S. Korea, Japan, Northern Africa

The world’s largest barbecue chain founded in 1941 out of Dallas, TX.

Top 100 Movers and Shakers (#7), Fast Casual (2018)

Top 500 Franchises, Entrepreneur (2018)

Top 100 Movers and Shakers (#8), Fast Casual (2017)


Top 100 Movers and Shakers (#1), Fast Casual (2016)

**Key Business Features**

Dickey’s Barbecue Pit offers a successful business model, low start-up costs, multiple revenue streams and an expert Home Office support team for franchise owners. Dickey’s also ensures every owner is fully prepared to open their own location by teaching them everything from how to smoke a brisket to how to create the best Pit Crew in our three-week training course, Barbecue University.

Franchise owners enjoy the following features at Dickey’s Barbecue Pit:

- 6 Revenue Streams
- 20 years of experience in real estate to support you during site selection
- A project manager to support you during the construction phase (No charge)
- Low franchise fees ($20,000 for the first restaurant and $15,000 for each additional restaurant)
- Operations support
- Marketing support
- Business model provided (no restaurant experience required)
- Comprehensive training program – Barbecue University
- Group purchasing power
- Various locations available ranging from traditional to non-traditional and c-stores

For more details please contact:
paul@worldfranchiseassociates.com

For Image 1: Dickey's Barbecue Pit logo and franchisee store exterior
For Image 2: Dickey's Barbecue Pit menu items and franchisee store interior
For Image 3: Dickey's Barbecue Pit team members and promotional signage

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Dallas, Texas, USA

**Target Markets**
Egypt, North America, Canada, South East Asia, UK, Europe, Philippines, Malaysia Indonesia, Vietnam, Thailand, Singapore S. Korea, Japan, Northern Africa

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paul@worldfranchiseassociates.com

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This is Hot Dog was established in Dubai in 2015, bringing a new twist to classic, timeless cuisine. As a proud, UAE-born concept, This is Hot Dog has quickly become a beloved favorite of foodies across the region.

Who says you can't teach an old dog new tricks? When it comes to hot dogs, we've really changed the game. Our winning formula relies on a combination of unrivalled quality, inventive new flavors, and exceptional service and presentation.

**QUALITY & CARE**

- **Our Meat is No Mystery**
  What really sets This is Hot Dog apart is our commitment to serving the freshest, healthiest, highest-quality meat imaginable. Our hot dogs are made with 100 percent all-natural meat – just pure, high-grade beef (or chicken; it’s your choice!). And if meat’s not your thing, we even offer a delicious vegetarian dog option with any of our hot dog sandwiches. We prepare our hot dogs with the highest quality, and grill them to order on natural lava stones. And our hot dogs aren’t the only meats we’ve managed to master: This is Hot Dog also serves up the most succulent brisket, tenderly marinated in its own juices and slow-cooked for eight to 10 hours in a special oven. Using only the finest cuts of Australian beef, our brisket is melt-in-your-mouth delicious.

- **The Bun is Half the Fun**
  We wouldn’t dream of serving our mouthwatering hot dogs in anything less than the best, which is why all of our breads and buns are baked fresh every day, and served to warm, toasted perfection. And just like our dogs, you won’t find any additives or preservatives in these buns.

- **Going Green**
  Variety is the spice of life, and our sprawling salad bar is the liveliest you’ll ever visit! With an array of delicious, fresh – and unconventional – ingredients, even our most health-conscious customers will find exceptional fare at This is Hot Dog.

**Frankly Speaking... This Is Hot Dog!**

**Country of Origin**
UAE

**Target Markets**
KSA, GCC, USA, UK, Canada, Jordan, Egypt

For more details please contact:
[mailto;paul@worldfranchiseassociates.com](mailto;paul@worldfranchiseassociates.com)
Café Dépôt
Coffee and fresh food

Café Depot has been serving quality coffee since 1994. With more than 50 establishments in Quebec, Canada. Our restaurants offer an impressive menu of specialty coffee, homemade pastries, wide selection of fresh sandwiches and salads.

Café Depot is part of the MTY Group, one of North America’s leading franchisors in fast-casual, casual dining restaurants, cafés and dessert bars. The unit count in the MTY Group portfolio of brands is around 6,000 locations with approximately 45% of the business in the United States, 45% in Canada, 10% international with a very strong presence in the Middle East and especially in the GCC.

**Key Business Features**

In a constant evolving market Café Dépôt stand out by respecting simple principles:

- Innovating constantly and offer a large range of specialized high-quality espresso base product.
- Diversified offer with smoothie, iced drinks, cold brew and fine teas matching the current market trends.
- A selection of freshly made muffins, pastries, sandwiches and salads prepared daily.
- Work in partnership with local producers.
- Having intelligent management.

**Country of Origin**
Canada

**Target Markets**
MENA

For more details please contact:
yuliya@worldfranchiseassociates.com
OAKBERRY Açaí Bowls
Quick, natural, nutritious and delicious experience.

Not only delicious, it’s a superfood and super healthy!

Country of Origin
Brazil

Target Markets
Middle East, Africa, Europe, Canada

Key Business Features

- 100% Natural Açaí and always fresh
- Does not contain: Agrochemicals, Dyes, Trans Fat and Cholesterol
- Natural source of Antioxidants, Fibers, Iron, Omega 6 and 9 and Vitamin C
- Açaí fruit is a true natural energetic and natural source of Antioxidants, Fibers, Iron, Omega 6 and 9 and Vitamin C
- Oakberry is a leader in sales of products in the region - selling over 180 tons of Acai per month
- Affordable level of Investment to set up the store
- Design of the store created by famous Brazilian Architect and Designer- Joao Armentano
- Break even point in less than 12 months

For more details please contact: yuliya.bilous@worldfranchiseassociates.com
Kung Fu Tea
Fresh - Innovative - Fearless

Made-to-order tea

Country of Origin
USA

Target Markets
Spain, Portugal

For more details please contact:
paul@worldfranchiseassociates.com

Kung Fu Tea was founded in 2009 by Michael, Ray, Allen and Sean. The company now has over 180 locations across the U.S. with several International in Canada, Vietnam and Australia. In 2018, Kung Fu Tea founded National Bubble Tea Day to be celebrated annually on April 30th, the day Kung Fu Tea opened its first location.

Key Business Features
• Our tea is freshly brewed every 3 hours
• Our delicious bubbles are cooked every 2 hours
• High quality ingredients from Taiwan
• Every drink is made-to-order and customizable
Chatime
Shaking tea up

Founded in Taiwan during 2005, Chatime set out to introduce the world to the fresh, delicious flavour and fun of modern Taiwanese tea. With over 1,000 T-Breweries worldwide in 40 countries, we’re confidently achieving that goal. We’re proud of our heritage, and are excited to continue evolving the brand.

Key Business Features
• Our core brand values come straight from the tea itself; a high quality, innovative, fun-infused.
• Our vision is to grow our network and align ourselves with passionate and hard-working Partners.
• We view this relationship as more than a business deal – to us, it’s a partnership.
• We will work hard with you to open, operate and optimize your exciting new T-Brewery.
• The Chatime model has been tried and tested in Worldwide for years.
• Our innovative approach has made us one of the fastest growing franchises in the World.
• Our innovative approach has made us one of the fastest growing franchises in the World.
• We’re committed to producing a high quality product, brewed from the freshest ingredients, with the fullest flavours.
• An innovating & experimenting to come up with new brews that keep our products tip of taste buds.
• We’re inventing, branding, shaking or brewing. Fun is at the heart of everything we do.

Where there is a sunrise, there is Chatime

Country of Origin
Taiwan

Target Markets
Thailand, Singapore, Vietnam, Africa, North America, Europe, South East Asia, Myanmar

For more details please contact: paul@worldfranchiseassociates.com
Segafredo Select delivers ‘the pinnacle of Italian coffee culture’ to coffee lovers globally. It features modern Italian design, an exceptional food & drink offer, and the Italian relaxed ‘piazza’ atmosphere.

**Key Business Features**

- **ARTISAN ROASTING, SPECIALITY BREWING.** Segafredo Select lets you match the best global speciality techniques on offer. From the Italian classics to global speciality brews, the new Segafredo Select range of roasts are crafted locally or at in-cafe Roasteries.

- **GOURMET ITALIAN FOOD, WINE & COCKTAILS.** Open new markets, increase spend per client and open up new times of the day with Segafredo Select. The offer can be extended to include authentic Italian dishes, gelato and pastry, premium Italian wines, coffee (and non-coffee) cocktails, opening the appeal of the franchise beyond coffee.

- **CUSTOMIZABLE FOR EVERY NEED.** Segafredo Select is designed to fit perfectly in a wide range of markets and physical spaces. Each solution is entirely customizable, featuring ready-to-implement modularity with full turnkey execution and optional extras.

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**Country of Origin**

Italy

**Target Markets**

SE Asia (excluding Thailand & Indonesia), China, Middle East / GCC countries

For more details please contact: 
troy@worldfranchiseassociates.com
Funk Coffee + Food
Fresh, natural, local.

At Funk Coffee + Food, we let the coffee and the food do all the talking. Yes, we may use social media outlets like Facebook and Twitter to help push the brand to a new clientele, but that is where our addiction to the media starts and stops.

Because at Funk Coffee + Food our food is freshly prepared; Cold Cut Meats sliced every morning; breads baked fresh in the wee hours and delivered to our shops daily.

Grade A quality Fruit and Veg delivered and sliced in-store... B Graders don’t make the cut and get sent packing.

Diligent we may be, but we’re not sorry about it. We expect the best so that you walk away with a food product as fresh as can possibly be... NO questions.

We want to fill you up with the quality, love and real goodness that we put into every bite!

The same passion for excellence goes into every cup of coffee.

The Funk Coffee Blend was created with the busy CBD crew in mind. A coffee blend that is not afraid of challengers, delivering a balanced hit of dark chocolate flavours to a discerning coffee loving public.

We also source specialty coffee and products to constantly offer our customers the best of what we can get our hands on.

This coupled with Baristas that are trained in the art of making a damn fine cup of coffee, makes for a first class coffee and food experience.

Country of Origin
Australia

Target Markets
Southeast Asia, Middle East, Worldwide

For more details please contact: troy@worldfranchiseassociates.com
Coffeeshop Company

Home in Vienna

The Coffeeshop Company stands for a perfect coffee experience coupled with a comfortable, balanced atmosphere and ambience and presents itself as a new interpretation of the classic Viennese Coffeehouse tradition, which was included in the UNESCO list of intangible cultural heritage” in 2011.

With Coffeeshop Company, the Schärf group of companies, with over 60 years of excellence in the coffee industry, aims at bringing the traditional coffee house culture and the modern “coffee to go” trend into harmony as effectively as possible by also repositioning coffee as a “lifestyle product”.

This hugely successful international franchise concept is today represented by more than 250 outlets across 5 continents, with an organic growth and expansion into new markets coming up within the coming months.

International franchise concept based on high quality coffee

Country of Origin
Austria

Target Markets
GCC: U.A.E., Saudi Arabia, Bahrain, Oman, Jordan, Lebanon
North Africa: Egypt, Morocco, Tunisia
Asia: Turkmenistan, Kyrgyzstan, Uzbekistan, India

For more details please contact: paul@worldfranchiseassociates.com
Pure Nectar
Nourishment for a happier you

Pure Nectar, the premier cold-pressed juice brand leads the way for the healthy lifestyle consumers that demand great taste without sacrificing nutrition.

Pure Nectar juices are formulated with just the right combination of fruits, veggies and herbs to extract the maximum nutritional value and create the perfect taste. It’s a science we take very seriously.

Our extensive line is 100% natural, fresh, unpasteurized, with no additives or preservatives include:

• Cold-pressed juices
• Fruit blends
• Yogurt blends
• Teas & coffees
• Cashew nut milk
• Juice cleanses

Our research team routinely creates new flavors and unique recipes of juice blends that take delicious to a whole new level.

Production & Distribution Business
Pure Nectar Juice offers a fantastic business model with multiple wholesale and retail revenue streams allowing the Area Developer to build a substantial production and distribution business with low operating breakeven and high profit margins.

The Pure Nectar Area Developer opens a production facility in an exclusive market producing Pure Nectar juices using locally grown fresh produce.

Pure Nectar products are marketed and distributed to area restaurants, coffee shop chains, gyms, office buildings, etc. Retail customers order through our e-commerce site with convenience of delivery to their door.

Comprehensive Training, Support and Technology
A Pure Nectar Area Developer acquires a complete system for building a substantial business with low investment and huge upside. Our powerful SMART Technology Portal provides seamless, efficient, and smart decision making to operate the business at its optimum.

Our experienced international team assists you in everything from facility design, equipment ordering, health & safety, production planning, and technology as part of the Pure Nectar franchise package. In addition, we provide comprehensive training for the entire team, operations and marketing support on an on-going basis.

Operating profit 40% +
2-Year ROI

Country of Origin
Philippines

Target Markets
South East Asia, Middle East, Africa, Europe, worldwide

For more details please contact:
troy@worldfranchiseassociates.com
Icons Coffee Couture
Make Life Remarkable

Initiate the step to unlock possibilities and opportunities in your life

Awarded as the ‘Best Franchise Brand 2016’ and ‘Best Emerging Brand 2014’ by MENAFA, “Icons Coffee Couture” is a lifestyle coffee chain occupying presence in major parts of UAE as well as Oman, Qatar, Austria, KSA and Bahrain. Originally having its roots in Germany, the matchless concept of combining healthy beverages and unique food choices with aspects of a healthy lifestyle was developed in 2012 by former top fashion model Elena Weber. Being inspired by challenges regarding the pressure of retaining a “size zero” physique has resulted in the creation of a brand that specializes essentially on a range of guilt-free creations which perfectly satisfy the craving for something sweet, with no compromise on taste.

Rather than using conventional sugar, Icons seizes all-natural, organic low calorie-sweeteners like Stevia, agave, monk fruit and other natural substitutes in baked products, desserts and other sweet products in order to give all of the sweetness of sugar with zero calories. This central food philosophy is combined with the vision of creating an environment which is reminiscent of the working atmosphere, of the fashion industry and an embracement of in-vogue styles and trends. Offering a wide range of high quality products yet with prices favorably comparable to those of the major coffee shop brands, makes Icons additionally an excellent value-for-money choice.

Finally, a strong ethos of naturalness and corporate social responsibility unpins the Icons brand, with ingredients ethically sourced from sustainable, organic farms. The aim is to contribute to the betterment of society and common good of all, accompanied by generous acts of charity and kindness. Furthermore, it is of fundamental meaning to encourage and give confidence also to customers to express their own unique style and flair in their everyday lives.

For more details please contact: sary@worldfranchiseassociates.com
**German Doner Kebeb to Launch 100 Sites in Saudi Arabia**

A fast food retailer specialising in low calorie doner kebabs has unveiled plans to launch 100 outlets over the next decade as it expands with a new partnership in the Middle East.

German Doner Kebab (GDK) – owned by the Glasgow-based Sarwar family – has announced it is to move into the Saudi Arabian market after signing up The Allan Company as its master franchisee for the kingdom. The Scottish chain is set to open the doors of its first site in Riyadh by August.

**Dickey’s Barbecue Pit (US) Opens New International Location in Dubai**

Dickey’s Barbecue Pit opens the second international location in Dubai, after seeing great success with the first opening overseas in Abu Dhabi. The new location was opened by Serenity Hospitality, a group based in the Middle East.

As the largest barbecue franchise, Dickey’s is proud to bring authentic, Texas-style barbecue to different communities across the world. Dubai is only the second international location to open.

**Majid Al Futtaim Holding LLC, an operator of French retailer Carrefour SA outlets, plans to boost its presence in Kenya as it looks to expand into eastern and southern Africa.**

Growing the franchise in Africa will boost competition for the likes of Shelflife Holdings Ltd., the continent’s biggest grocer, and Walmart Inc.’s competition for the likes of Shoprite Holdings Ltd., as it expands with a new partnership in the Middle East.

**IHG (UK) Signs Master Franchise Agreement with Valor Hospitality Partners Africa**

InterContinental Hotels Group (IHG) has signed a Master Development Agreement with Valor Hospitality Partners Africa to roll out multiple franchise hotels over the next 10 years, across IHG’s portfolio of brands in mid-scale, upscale and luxury segments.

The agreement will see IHG expand its presence in sub-Saharan Africa, including countries such as South Africa, Botswana, Mozambique, Mauritius, Ethiopia, Zambia and Kenya.

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**Carrefour (France) Franchisee to Expand Presence in Africa**

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**The Little Mistress Group (UK) to Expand into the Middle East**

The Little Mistress Group is looking to expand into new product categories for its marketplace following its launch last month.

The group is searching for brand partners across categories including make-up, beauty, living and gifts, face and body, lingerie and nightwear and swimwear. It comes after the business, which owns Little Mistress, Girls on Film and Paper Dolls, launched a new online marketplace in March.

**Dusit International (Thailand) Plans to Open Hotels in Bahrain and Oman**

Dusit International’s new additions will bring the company’s portfolio in the GCC to nine hotels.

Thailand’s Dusit International plans to open a hotel in Bahrain this year and three in Oman in 2020-2021 as part of its regional expansion plans, company officials said at the Arabian.

**Petland (US) Continues International Expansion**

Chillicothe-based Petland Inc. is excited to announce that the first Petland has opened in Saudi Arabia.

In 2016, Petland announced the expansion into the Middle East North Africa region with the signing of a Master Franchise Agreement.

Petland has 135 locations in international markets, including stores in Brazil, Canada, Mexico, China, El Salvador and South Africa. Last year, Entrepreneur magazine ranked Petland #20 in the top global franchisees.

**Costa Coffee (UK) and Afghanim Industries Expand Partnership in the Middle East**

UK-based coffee shop chain, Costa Coffee and Afghanim Industries have announced an expansion of their successful partnership. Moving forward, Afghanim Industries will have development rights to Costa Coffee just not in Kuwait but also in Saudi Arabia and Oman, making Afghanim the largest franchisee by territory.

The Costa Coffee-Afghanim partnership has flourished since its 2013 formation, growing to more than 75 stores today.

**Fatburger (US) and Buffalo’s Express (US) Open Co-Branded Location in Tunisia**

FAT(Fresh. Authentic. Tasty.) Brands Inc. (“FAT Brands” or the “Company”), parent company of Fatburger, is excited to announce the opening of its newest international location in Tunisia. The co-branded Fatburger and Buffalo’s Express, located within the Food Court of the Manar City Mall, will officially open its doors on March 11, marking the third location for the brands in Tunisia.

Fatburger is best known for its mouthwatering, juicy burgers.

**Marriott (US) Signs Historic Franchise Agreement for Hotel in Monrovia**

New project near Monrovia City Hall to become Liberia’s first internationally branded hotel.

Pioneering hospitality management company, Aleph Hospitality, on Monday, February 11 announced the signing of a franchise agreement with Marriott International for the first Four Points by Sheraton hotel in Liberia. Located in the capital city, Monrovia, the hotel is due to become the first internationally branded hotel in the country upon opening in 2020.

**EAT’N’GO Makes LSE List of Companies to Inspire Africa in 2019**

Eat’n’go Limited, Nigeria’s master franchise for the No. 1 pizza company in the world – Domino’s Pizza and its two other brands, Cold Stone Creamery and Pinkberry Gourmet Frozen Yoghurt, has again marked its footprints in Africa as it has been recognised by the London Stock Exchange group, LSE, as one of the companies to inspire Africa in 2019.

This was announced at the launch of the second edition of the ‘Companies to Inspire Africa’ report during the market opening.

**3 Franchising Trends in South Africa**

A recent survey conducted by the Franchise Association of South Africa (FASA) revealed that the franchise industry has grown from contributing 13.3% to the South African Gross Domestic Product (GDP) in 2017 to its current figure of 15.7% despite the tough economic climate and its impact on franchises.

Morne Cronje, head of franchising at FNB Business said franchising is a tested business model that should be considered as a treasure trove in creating jobs.
Duck Donuts
Fresh made donuts

The idea and name for Duck Donuts originated in Duck, North Carolina, where the family vacationed for many years. They enjoyed all there was to see and do in the quiet, family-oriented town, but they noticed there was nowhere to get that sweet staple of happiness—a warm, fresh donut. What started as a whim developed into fun recipe sessions, many months of research and collaboration, and eventually led to the first Duck Donuts opening in the town of Duck, NC in 2007!

They soon found that their warm, fresh and made-to-order donuts paired with a great selection of coffees was a recipe for success! They expanded to other locations and states, and added many franchise owners to their Duck Donuts family. Along the way, they have kept their focus on offering a welcoming, family-friendly and delicious experience to everyone that visits one of their stores.

They love to create donuts, and they love to create smiles!

Key Business Features
• Simple business to run
• High margins
• Adaptable locations

Training & Support
• Training in PA as well as training on site at store opening
• Assistance in store design and supply chain
• Sub franchise rights in select markets

Country of Origin
USA

Target Markets
USA, South East Asia, GCC, Europe, Canada

For more details please contact:
paul@worldfranchiseassociates.com

Warm, Delicious and Made to Order®

For more details please contact:
paul@worldfranchiseassociates.com
Spanish Doughnuts
El Churro Cafe

The Spanish have been making Churros for centuries... now it’s your turn. This is a truly unique opportunity to join an International brand and own your own part of Spanish Doughnuts.

Spanish Doughnuts is one of the most original food concepts to arrive during the past decade.

In an ever expanding market, Spanish Doughnuts has emerged as a refreshing and exciting alternative café experience.

Launched in Melbourne, Australia, Spanish Doughnuts is now spreading throughout the world with stores now open in Korea and China. Each café bakes its own churro’s freshly on-site, using equipment specially designed for Spanish Doughnuts. The product itself is simple and easy to make and requires only basic training by staff. There are no specialty chefs and everyone on the team is trained to carry out the operational functions of the business.

Our supportive, hands-on team ensure Spanish Doughnuts:
• Secures the best retail locations;
• Serves the finest product, and
• Maintains an unbeatable reputation.

Choosing Spanish Doughnuts means doing business with a distinctly Spanish flavour. Our unique and authentic product is loved around the globe.

We’re dedicated to providing what you need to make your business a success. This is a fantastic opportunity to get in on the ground floor of a fast growing franchise opportunity.

For its international expansion, Spanish Doughnuts is looking for outstanding partners with a proven track record in business and a vision and passion for this hugely exciting, growing category.

Doughnut Miss Out!

An Australian twist on a traditional Spanish favourite

Country of Origin
Australia

Target Markets
South East Asia, Middle East, Europe, India, Japan, S. Korea, China

For more details please contact:
paul@worldfranchiseassociates.com
Welcome to the business of smiles, where every day is sweet and sunny and all about making people grin with glee. Gelato’s our game and it could be yours too.

In 2002 we traversed land and sea to discover one of Italy’s most delicious traditions. We found a secret family recipe that we knew would both surprise and delight the taste buds of Australians everywhere, so we brought it home with us.

Just as we expected, Australia’s appetite for gelato was infinite. The people of this sunburnt country needed an answer to humid days, hot nights and first dates. We took on the challenge with our quality artisan gelato, and we did not disappoint.

Taste buds were tantalised, cravings were cured and dinner turned into dessert. Since making our mark in 2002, and commencing franchising in 2004, we have shared our tasty formula for success and extended our family of likeminded gelato lovers. Today, we’re serving the world one scoop at a time in Australia, and internationally throughout South East Asia and the Middle East.

With over 70 locations across the globe, Gelatissimo is in the business of selling smiles – one scoop of gelato at a time. Famous for delicious gelato options for everyone made with wholesome ingredients, Gelatissimo is ready to start your franchise success story.

Key Business Features

- Expert Product development team producing exciting and unique flavours
- Established brand with a strong presence in 7 countries and Australia’s largest Gelato Brand
- High quality store design with a low investment level
- Gelato is made fresh in store with our revolutionary system
- No artificial colors or Flavours used in any product

Country of Origin
Australia

Target Markets
USA, South East Asia, GCC

For more details please contact: fiona@worldfranchiseassociates.com
Superano
Hot dogs ice cream and more

Every day fun ice cream, snacks & drinks

Country of Origin
Riyadh, Saudi Arabia

Target Markets
United Arab Emirates, Kuwait, Bahrain

The world class Ice Cream basically owned by Rakeen Food Company which develops business model that offers diverse revenue streams and enhances the core business. Superano does not only specialize in hotdog but also serves tasty ice cream in a wide range of flavors with great passion and love besides Pizza, 100% Natural Juice and hot & cold drinks.

Key Business Features

- Affordable investment with an assured high turnover and very satisfactory profit levels
- Fast Served, tasty, refreshing, trendy foods
- Endeavor to constantly innovate and develop works.
- Easy to operate

For more details please contact:
paul@worldfranchiseassociates.com
Froz
Frozen Yogurt and More

Froz is a sub of “Frozen” where we introduce Frozen Yogurt, and all types of Ice Cream. Froz is a Saudi trademark owned by (Froz United Corporation)

Country of Origin
Saudi Arabia

Target Markets
UK, Egypt, Turkey, UAE, Bahrain, Kuwait, Oman

For more details please contact: paul@worldfranchiseassociates.com

It established in Riyadh late of 2012 to be the headquarter of multi markets specialized in Iced products. Froz introduces a different experiment of self-service in which the customer can make his own Ice cream cup. Froz – multiple choices and assorted Add-ons of fresh fruit or others’ like chocolate.

As success means respecting customers, Froz is committed to present the products in a way and quality that satisfy its customers. We strive to meet all customers needs through all our branches, through our contribution of all types of customers’ celebrations or occasions, or through Ice cream cars supported with customer-specified quantity and quality with payment as your cup weighs, cookies and nuts add-ons. Froz specialty is in celebrations and occasions.

Froz (Make your own pleasure cup)
Karmello Chocolatier
Chocolatier and Café

Chocolates in Karmello are produced in a hand-made way to provide an innovative taste and attractive form. Our goal is to show our customers how the true taste of chocolate and coffee should be. Our cafes serve mouth-watering desserts and Karmello famous drinks.

Key Business Features

What is it about Karmello chocolate that makes it so smooth, flavorful, and melt-in-your-mouth irresistible? The secret lies in quality ingredients and expert processing, combined with a spirit of innovation that continues to refine Karmello chocolate even today.

Now Open

• RIYADH - Riyadh Park
• RIYADH - Veranda Mall
• RIYADH - Al-Sahafa District
• ABHA - Al Rashed Mall
• KHOBAR - Pepsi Street

Country of Origin
Saudi Arabia

Target Markets
GCC, Northern Africa

Mr. Abdullah Mohamed Abudabeel, CEO

For more details please contact: paul@worldfranchiseassociates.com
Munch Bakery
Cupcakes and Sweets Shop

Munch started with an idea to share happiness and smiles through mouth-watering delights, that can give people a reason to congregate with family & friends or simply take out time for oneself and savour the moment.

Munch started with an idea to share happiness and smiles through mouthwatering delights that can give people a reason to congregate with family & friends or simply take out time for oneself and savour the moment. Whenever a craving kick in, it triggers a noble pursuit we call ‘munch’. It’s calling that has no defined time, place or occasion, so you just answer it instinctively with your favourite cupcake, tart, cake or candies at Munch Bakery.

For more details please contact:
paul@worldfranchiseassociates.com

Country of Origin
Saudi Arabia

Target Markets
MENA

Munch Bakery started in 2008 by Mr. Ibrahim Alshemimry with one store in Jeddah, expanded in ten years to 20 locations in KSA, with a central factory.

We are at our best when we use our imagination and creativity to do what is considered impossible by most people. This is one of the most fundamental values that we nurture at Munch Bakery, as well as a mantra that we enchant in our workplace, day-in & day-out.

We use only the best of natural ingredients to deliver a unique flavor in all Munch Bakery products. The secret to our taste and quality is in the superiority of our ingredients, which allows us to make the best munchies, just for you.

The epitome of our efforts is to come up with new ways to add fun and excitement to your experience. Hence, we are very keen on adding innovative processes to deliver consistent quality throughout our branch network.

It is our promise to add fun & excitement to your experience every time you visit our stores or visit our social networks.

When the task at hand is to satisfy all the taste buds of our loyal customers on a large scale, we need the assistance of the most advanced technologies. Munch Bakery makes every delight on state-of-the-art production facilities to ensure consistency and quality.
Papas Fresh Potato Chips
Fresh potato chips

Papas is the first and only kiosk concept in the Philippines and Asia that serves 100% freshly cut, potato chips from farm-fresh, never frozen, locally grown potatoes. Our potato chips are served CRISPY, and then coated with a variety of 15 classic or wild flavors for customers to choose from.

PAPAS gives freshly cut potato chips some flavour! PAPAS potato chips come in an array of classic flavours like cheese, sour cream & BBQ; or customers can be more adventurous and try flavours like salted egg, garlic parmesan, milk chocolate, honey & cream cheese.

PAPAS is a proud partner of trade and industry to farmers of Philippine products due to the Farm-to-Table approach of the brand.

Country of Origin
Philippines

Target Markets
Malaysia, Indonesia, Thailand, Vietnam, KSA, Kuwait, Qatar, Bahrain, SEA Region, MENA Region

For more details please contact: troy@worldfranchiseassociates.com
Heavenly Desserts
Luxury desserts

Founded in 2008, Heavenly Desserts provides the very finest in delectable sweet treats. Our experienced artisans use only the finest ingredients to create tantalising works of art and create an unrivalled aroma experienced only in one of our stylish outlets. Heavenly Desserts is successfully managed by Yousif and Imran.

Key Business Features
1. An aspirational shop-fit and atmosphere;
2. Fresh product to the table;
3. Table service within our elegant designs;
4. Every store successful;
5. 18 months Return on Investment;
6. BFA accredited;
7. Discreet service style, ideal for families and couples;
8. Key customer profile: 18-40 years old;
9. Uk average of £15,000 pw sales in our large store format;
10. EBITDA 20%+ year 1

For more details please contact: paul@worldfranchiseassociates.com

Country of Origin
UK

Target Markets
GCC, Middle East, Pakistan, India, SE Asia Far East, Europe, USA, S. Africa
In 2012 founder Asad Khan opened the first Snowflake Luxury Gelato in Bayswater London, built on the principles XX,XX,XX. Fast forward 6 years Snowflake now have 4 stores in central London, one concession in Selfridges and another in Westfield. Keeping to these principles has led to 26 Great Taste Gold Stars.

For more details please contact: paul@worldfranchiseassociates.com

Country of Origin
UK

Target Markets
India, Pakistan, Middle East, GCC, South East Asia, Europe, USA, South Africa, Worldwide

For more details please contact: paul@worldfranchiseassociates.com
Established in 1976, Saadeddin Pastry has been leading the treats business in the kingdom of Saudi Arabia by offering a wide range of sweets and pastries including Arabic Sweets: (Kunafa, Othmaliya, Baklava, Namora, Mammoul, Barazek, Moshbak), European Pastries: (Gateaux, Danish Pastry, Cookies, Petit-four), Cakes: (Wedding Cakes, Birthday Cakes), Chocolate, Ice Cream: (Arabic Ice Cream (Bouza) and Italian Ice Cream), Coffee, Nuts and Dates, Hot and Cold Meals, Sandwiches, Salads Canapes, Croissants and Savouries in addition to a wide range of low-calorie sweets and pastries all of which are available in pre-packaged and in loose-format in addition to accessories and gift-wrapping, banqueting and catering services.

For more details please contact: sary@worldfranchiseassociates.com

Country of Origin
Saudi Arabia

Target Markets
Emirates, Jordan, Oman, Kuwait, Saudi (North-South), Turkey, Iran, Africa
Following a time-honoured tradition, Bostani Chocolatier offers chocolate lovers an array of ready-made rich and tantalizing plain or filled dark, white, milk, bittersweet and sugar-free chocolates. All products are offered loose or in gift boxes, trays and accessories, while complimentary products for special occasions provide significant revenue streams. Bostani Chocolatier’s semi and fully customizable product suits birthdays, weddings, anniversaries and other simple expressions of appreciation or wishes of success, while a key growth market is its especially crafted VIP personalized chocolate business gifts for the corporate sector, which show a great sense of success and achievement.

The state-of-the-art Bostani chocolate factory in Belgium equips the network with a consistent product supply chain with a total daily capacity of 1 ton of chocolates in distinguished shapes, delicious fillings and tempting flavors. With operations in the Kingdom of Saudi Arabia, the UAE and France, Bostani Chocolatier offers a truly authentic retail experience – the Bostani family started producing confectionery and candies in 1879 and started a chocolate production line in Aleppo in 1962 – and its scalable store model requires minimal space and investment levels.

Franchise partners in suitable GCC markets will be fully supported by the Bostani Chocolatier franchise team, from evaluation of locations and service providers, through store layout design, pre-launch training in Bostani Chocolatier locations and in-territory and post launch support. All technical systems are provided including point-of-sale, cashiering and accounting, as wells as launch and annual marketing plans, ongoing market research and new product development.

For more details please contact: sary@worldfranchiseassociates.com

Country of Origin
Belgium

Target Markets
UAE, Kuwait, Qatar, Bahrain, Oman
Doc Popcorn

Fresh-popped kettle-cooked popcorn

Doc Popcorn is the largest franchised retailer of fresh-popped kettle-cooked popcorn in the world. Doc Popcorn fills a unique niche by offering the most delicious, high-quality popcorn experience in high-traffic venues such as malls, stadiums and event gathering places including, theme parks, convention centres, festivals and all types of sporting and entertainment arenas. Our passion and mission is creating smiles for all we touch, in all that we do.

Doc Popcorn is truly revolutionizing the way popcorn is produced and sold in high traffic-venues. From our delicious proprietary popcorn flavours to our mode of distribution, we have created a distinctive and different way to snack.

The kernel to our success is that we offer an indulgent yet better-for-you product while creating a system, the Doc Popcorn Fresh Pop Flavour System™, to produce it in a way that is simple, efficient, affordable and scalable.

Doc Popcorn has three business models:
1) Modular PopCart™ is mobile and expressly designed to go where consumers are including indoor and outdoor special event sites.
2) PopKiosk™ which works well in shopping mall common areas and other high-traffic venues, operating in as little as 180 sq. ft. and
3) PopShop™ is also unique and inviting, operating in 800 sq. ft.

For more details please contact: martin@worldfranchiseassociates.com

Country of Origin
USA

Target Markets
UAE, Saudi Arabia, Kuwait, Bahrain, Qatar, Middle East, Asia, worldwide
Camille’s Ice Cream Bars

Hand-dipped Ice Cream Bars

Camille’s Ice Cream Bars has locations in The Pearl Qatar and Riyadh, Saudi Arabia with rapid expansion efforts throughout the MENA region! Camille’s cool concept promises to be the hottest brand to develop.

As featured in Entrepreneur Magazine’s October 2014 Issue, Camille’s is the brainchild of serial entrepreneur Rome Gregorio. Camille’s stores specialize in ice-cream, frozen yogurt, and fruit bars, made fresh daily using flash-freeze technology. The difference between Camille’s and others is high quality ingredients, the decadence of Italian gelato, and the inventiveness of the traditional American ice cream bar on a stick.

Named after Rome’s daughter, the brand is the ultimate family-friendly food and beverage business and builds on this strength through providing a fun, interactive experience which invites the customer to create their own frozen treat. What marks the concept out as unique is the ‘handcrafted’ nature of its product – it’s ‘pick, dip, and dress system which sees customers select a ‘base’ ice cream bar, dip it in melted chocolate and then dress it in a topping of choice such as sprinkles, roasted nuts, fresh fruit, shaved coconut or even crushed M&Ms.

Premium ice cream, rich chocolate and delicious toppings, makes the first-time customer a lifelong ‘Fan’ after a visit to Camille’s. With varieties of flavors, an Ice Cream Chef can make up to 250 bars per hour. Menu items include roasted nuts, freshly squeezed lemonade and delicious milkshakes.

This eye-popping process makes Camille’s an exciting destination for family treats and the brand can claim to be the first ice cream bar franchise in the USA to offer this ‘handcrafted’ product.

Launched in 2010, the concept has been refined and proven across locations in the southwest United States and new developments in Latin America coming soon!

The concept has been adapted to suit a variety of different site footprints and would suit transport hubs, shopping centers, sports arenas and entertainment centers.

Simultaneously, Camille’s is offering Master Franchise opportunities in various international territories to well capitalized groups with multiunit food or retail development experience. Rome’s network of investors and host of delegates through the WFA have identified the region as an incredibly strong market for international franchise expansion of Camille’s.

“The area has a great demand for ice cream and provides a strong economic climate, not to mention that it is hot,” he said. “Our frozen desserts in the desert climate would make a lot of people happy. Camille’s is an innovative concept that is attractive to markets looking for trendy or ‘fashion-forward’ additions to their lavish malls, hotels and quality retail centers.”

Visit our convenient location in Dallas-Ft Worth International Airport, Terminal E, Gate 13.
Eggspectation
Grab the day by the eggs

Eggspectation is an upscale casual restaurant group covering breakfast, brunch, lunch, dinner, and bar and café service. The menu is created from discriminating but broadly accepted tastes, born from its breakfast and egg heritage, and focused on being natural, healthy, and environmentally friendly.

Investor Profile
Our ideal partner is a multi-unit franchisee who is passionate about hospitality. Experienced and committed, they have opened stores, leveraged brands, have a team in place and the resources and capital to develop with.

Country of Origin
Canada

Target Markets
U.K., Morocco, Middle East, Europe

For more details please contact:
sary@worldfranchiseassociates.com
Ben & Florentine
It’s all about the food

Founded in 2009 in Montreal, Quebec, Ben & Florentine currently operates a franchise system of 60 locations offering a great variety of food for breakfast, lunch & dinner with the famous avocado toasts and benedicts, sandwiches, wraps, quesadillas, crepes, pancakes, waffles and many other healthy choices served on the old-fashioned skillets together with signature fries.

Ben & Florentine story started with Ben’s love for generous portions and with Florentine’s passion for healthy foods. A story of perfect recipe for life, love, happiness and good food.

Sharing the same philosophy “It’s all about the food”, they created memorable dishes with devotion to quality, family values and team work are at the heart of their mission (The Ben & Florentine heritage).

Country of Origin
Canada

Target Markets
Georgia, Cyprus, Iran, Turkey, Bangladesh, Pakistan, Morocco, Algeria, Tunisia, Libya, Egypt, Iraq, Lebanon, Jordan, Oman, Qatar, Kuwait, Saudi Arabia, Armenia, UAE, Middle East

For more details please contact: sary@worldfranchiseassociates.com
Your culinary journey begins here, at Bombay Borough

Country of Origin
India

Target Markets
UAE, UK, South East Asia

For more details please contact:
paul@worldfranchiseassociates.com

Re-discover India through an explosion of flavour and a showcase of hyper-local Indian ingredients. Sample small plates or indulge in large ones, from an eclectic selection of ingredients and pairings that infuse the familiar with the unexpected. Satisfy those cravings for good conversation and great food, through an exciting adventure that serves up the very best of India’s ingredients and dishes for the armchair traveller.

Unique Selling Points:
1. Experimental Indian Cuisine
2. Ingredient Inspired Menu
3. Innovation
4. BAR Story
In 1982, Jim Disbrow and Scott Lowery moved to Ohio from Buffalo, NY. Suddenly they craved authentic Buffalo-style chicken wings. Since no restaurant offered wings, they launched Buffalo Wild Wings. Today, we continue to deliver hand-spun wings in a high energy, interactive and social environment that brings our fans together.

Key Business Features

- America’s Sports Bar
- Authentic, Buffalo-style chicken wings with several bold flavors.
- Menu features burgers, salads, wraps/sandwiches
- Munch beverages.
- Wide selection of beer, alcoholic, and non-alcoholic beverages.
- The place to come watch your favorite team or watch sports from around the world
- Ingenuity & technology for fan experience: Video gaming, e-sports, virtual reality.
- A restaurant to gather your friends or family together.
- High energy, exciting, engaging environment.

“Escape To Football”.

Country of Origin
USA

Target Markets
Japan, Poland, Czech Republic, United Kingdom, Colombia, Chile, Hong Kong, Kuwait

For more details please contact:
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Copper Chimney
Contemporary Indian Restaurant Since 1972

During the Partition of India in 1947, Mr J K Kapur left everything behind and migrated to Bombay from modern-day Pakistan. He always wanted to share with the city the culinary experience reminiscent of his years growing up near the North West Frontier Province. In November 1972, 25 years after he first landed in this new city, his love for food took shape as the first Copper Chimney in the heart of Bombay.

The Philosophy
At Copper Chimney, the Tandoors are fired at first light, grills marinated for over eight hours and the signature dal is slow-cooked to perfection. Central to this process are the ‘Ustads’ or master chefs of Copper Chimney. These chefs are trained and nurtured for decades, gaining in-depth knowledge of ingredients, cooking styles and recipes handed down over generations.

The Food
The menu features recipes that celebrate cuisines from Peshawar to Delhi. The Starter Plates and Tandoor Grills include the Multan region-inspired Paneer Tikka, White Pepper Chicken Chop, signature Chelo Kababs, the Khyber region inspired tender Grilled Burrah Lamb Chops.

A visit to Copper Chimney is incomplete without its signature Biryani and the Curries. They are made from scratch and include the signature Chicken Bharta, the 21 spice-blend Rogan Josh, the soft Benaras Malai Kofta and the classic Bazaar Ke Chole.

Country of Origin
India

Target Markets
GCC, MENA, UK, USA, South East Asia

For more details please contact:
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Little Sheep Hot Pot
Chinese Hot Pot

First launched in Inner Mongolia in 1999, Little Sheep has become a household name and a customer favorite hot pot, known for its consistent commitment to quality and taste. Little Sheep now operates almost 300 restaurants around the world including Shanghai, Hong Kong, Tokyo, New York and Singapore.

Key Business Features

PRODUCT
Little Sheep has always adhered to the priority of using “natural”, “healthy” and “rare” ingredients. Its unique pairing of a pot of exceptional broth and a plate of superb meat, is what makes the legend of Little Sheep Hot Pot.

SYSTEM
As a brand owned by YumChina, Little Sheep uses systems and standards similar to other YumChina owned brands and operates at the same high level of professionalism.

BRAND
As a YumChina brand, Little Sheep is one of the most well known Chinese hot pot brands within China and also worldwide.

By introducing the principle of homology of seven magic spices, Little Sheep selects special ingredients from all over the world. The dish of “a plate of superb meat” is originated from 4-12 months old spring lambs.

Country of Origin
China

Target Markets
Malaysia, Indonesia, Thailand, Vietnam, South Korea, Philippines, Laos, Brunei, GCC

For more details please contact: troy@worldfranchiseassociates.com
Known for its world-famous Hooters Style chicken wings, the first Hooters opened in 1983 in Clearwater, Florida. Since then millions have been enjoying great food, fun and one-of-a-kind hospitality that can only be served up by the Hooters Girls. Hooters has over 425 locations in 26 countries.

**Key Business Features**

- Over 425 Locations in 25 international markets, and growing
- World-famous Hooters Girl Hospitality
- Iconic, Global Brand with a 35 Year History of Success
- Uniquely Differentiated Casual Dining Concept
- Fresh, High Quality, Uniquely American Casual Fare
- High Energy bar environment with full range of liquor, beer & wine
- Impactful Marketing Campaigns
- Fresh and Modern Prototype
- Compelling Unit Level Economics
- Strong Franchise Support Across Disciplines

**Country of Origin**

USA

**Target Markets**

South Korea, China, Poland, Romania

For more details please contact:

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Astons
Singapore’s #1 Steakhouse Chain

Bringing quality Western cuisine to the masses at affordable prices

Country of Origin
Singapore

Target Markets
Indonesia, Malaysia, Philippines, Vietnam, Cambodia, Thailand, South East Asia, UAE, Saudi Arabia, Kuwait, Qatar, Middle East, East Asia

ASTONS is a classic American Steakhouse with a value-for-money business approach. Discerning customers in this region are spoilt with numerous F&B choices and are always on the lookout for quality selections without having to pay disproportionately more. Hence, when Mr. Aston Soon, who had a vision of providing quality western cuisine in a revolutionary way started ASTONS Specialities in 2005, the business took off almost immediately. 14 years and more than 30 outlets worldwide later, ASTONS is still a household brand that is synonymous with quality and value-for-money.

OUR PRODUCTS
Our comprehensive menu comprises a variety of steak cuts, chicken, lamb, pork and fish with other staples such as Pasta and Burgers. A wide selection of freshly prepared hot and cold side dishes are also our crowd-pleasers. ASTONS’ contemporary cowboy-themed interior design has proven to be evergreen and befitting to all and has gained loyal fans from all walks of life in Singapore, especially young professionals and tertiary students.

UNIQUE BUSINESS PROPOSITION
ASTONS’ business approach is constantly about providing quality food at value-for-money prices. This creates high volume of business that brings excellent returns. A clear and streamlined operational approach that has been proven successful for the past 14 years makes this unique steakhouse free of chefs and can be operated with basic F&B experience and know-hows.

For more details please contact:
troy@worldfranchiseassociates.com
Outback Steakhouse
Australian themed steakhouse restaurant

Outback Steakhouse® is an Australian-themed steakhouse restaurant. The brand’s roots lie heavy as the authority on steak. Although beef and steak items make up a good portion of the menu, chicken, ribs, seafood, and pasta dishes are also offered. Our strategy is to differentiate our restaurants by emphasizing consistently high-quality food and service, generous portions at moderate prices, and a casual atmosphere suggestive of the Australian Outback.

In 1988, Outback Steakhouse® was founded in Tampa, Florida by four friends who were all veterans of the hospitality industry and had the dream of opening their own restaurant. They wanted a place with a casual atmosphere and a strong focus on quality food and service. They had a “No Rules, Just Right” mentality and took food very serious, but without taking themselves too seriously and operated under the premise that nothing stands in the way of pleasing the customer. Outback Steakhouse® quickly became known as the place that serves great steak at a reasonable price by people who genuinely cared about the comfort, well-being, and joy of their guests.

Today Outback Steakhouse® is an international casual dining leader with more than 200 restaurant locations in over 20 countries, including Brazil, South Korea, Hong Kong, and China.

For more details please contact:
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Earl of Sandwich, Planet Hollywood and Buca di Beppo
Brands with star power

**EARL OF SANDWICH**

Robert Earl and the current 11th Earl of Sandwich John Montagu, a direct descendent of the 4th Earl of Sandwich who is credited with inventing the sandwich in 1762, offers an excitingly targeted QSR which has now developed in over 27 locations in the US and reached into international markets with a flagship store in Disneyland Paris. St Petersburg, US showcases the new Earl of Sandwich design model.

Earl of Sandwich’s ingenious branding connection to the inventor of the sandwich provides a clear differentiator for diners, styling its signature menu item as ‘The World’s Greatest Hot Sandwich’.

Restaurants serve a wide array of hot sandwiches served on freshly baked signature artisan bread and a variety of hand-tossed salads and wraps at an appealing and competitive price point. Additional revenue is generated through freshly baked desserts as well as a hot breakfast menu and in some locations dinner items.

**PLANET HOLLYWOOD**

Planet Hollywood restaurants offer guests a glimpse into the fabulous world of film and television. Each restaurant promises a dynamic venue that provides an unmatched entertainment value, featuring classic movie memorabilia and fashionable merchandise lines.

For more details please contact:

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**Country of Origin**
USA

**Target Markets**
Middle East, Europe, UK, South East Asia

The menu offers classic American favourites including burgers, wings and specialty cocktails as well as authentic Asian and Italian dishes. Popular with families and groups, Planet Hollywood restaurants cater for receptions, themed events, breakfast meetings, holiday parties, networking events and even product launches.

**BUCA DI BEPPO**

With 103 restaurants throughout the US, a master franchise operation for 10 restaurants in the UAE with 3 restaurants already trading and a master franchise operation operating five locations in the UK, Buca di Beppo has redesigned the neighborhood Italian restaurant to fit the nationwide franchise chain model. A franchise opened in Manila, Philippines last year and this year, a franchise will open in Malta.

The brand, which is named for the cellar or ‘bucà’ in which its first location was based, is famed for its fun and entertaining atmosphere generated by its vintage décor and eclectic, family-sized shared dining experience.

Buca di Beppo restaurants serve modern Italian cuisine favorites, such as spaghetti with meatballs, fried calamari, lasagna and Italiano pizzas, in two portion sizes: small feeds up to three people; large feeds up to six.
Marco’s New York Italian, Marconi, Bardolino Pizzeria, Bellini and Espresso Bar

“We put interest, where there is no interest”
Marco Pierre White

Marco’s New York Italian
INSPIRED BY MARCO PIERRE WHITE’S ITALIAN HERITAGE AND LOVE FOR NEW YORK, THE NEW YORK ITALIAN BRAND IS FOCUSED AROUND HIS BELIEF THAT QUALITY FOOD SHOULD BE AN EXPERIENCE THAT IS SHARED AND ENJOYED WITH FRIENDS AND FAMILY, WHATEVER THE OCCASION.

Marconi
WITH FOND MEMORIES AS A CHILD OF VISITING THE GELATO BARS IN HIS MOTHER’S HOME TOWN OF BARDOLINO, MARCONI WAS BORN OUT OF MARCO PIERRE WHITE’S DESIRE TO OPEN A PLACE WHERE PEOPLE CAN RELAX OVER A FRESHLY BREWED COFFEE OR ENJOY AN ICE CREAM.

Bardolino Pizzeria, Bellini and Espresso Bar
GROWING-UP MARCO PIERRE WHITE WOULD SPEND HOLIDAYS WITH HIS ITALIAN FAMILY, WHO RAN A DELICATESSEN IN BARDOLINO.

It is his Italian family’s culinary heritage, which now inspires the Bardolino restaurants.
MPW Steakhouse, Mr. White’s English Chophouse, Wheeler’s of St James’s, Oyster Bar and Grill Room

**MPW STEAKHOUSE**

The Marco Pierre White Steakhouse Bar & Grill is a captivating dining experience, which serves locally-sourced produce and delicious cocktails in an understated, elegant and vibrant setting.

**WHEELER’S OF ST JAMES’S, OYSTER BAR & GRILL ROOM**

The original Wheeler’s brand was established in 1856 and is credited as being the ‘world’s oldest and finest fish brand’.

Marco Pierre White has now given this long-established institution a new lease of life, by re-working the classic seafood recipes into something today’s discerning diners are looking for.

**MR. WHITE’S ENGLISH CHOPHOUSE**

Chophouses first emerged in London in the 1690s serving individual portions of meat, known as chops, to their wealthy customers.

Marco Pierre White, one of the world’s most famous chefs, has now developed this brand which will appeal to those wanting to enjoy something that is distinctly British.

**Country of Origin**

UK

**Target Markets**

UAE, Australia, Singapore, USA

For more details please contact: paul@worldfranchisearrisonates.com
Hard Rock Café
Music, food and great times

Hard Rock is one of the most globally recognized companies

Country of Origin
USA

Target Markets
Philippines, Taiwan, New Zealand, S. Korea, Hong Kong, Indonesia, Vietnam, Australia, Latvia, Slovenia, Turkey, Saudi Arabia, Kuwait, Qatar, Jordan, Kenya, Ghana, Canada

For more details please contact:
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With venues in 73 countries, including 178 cafes, 24 hotels and 11 casinos, Hard Rock International (HRI) is one of the most globally recognized companies.

Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. HRI owns the global trademark for all Hard Rock brands.

The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, FL, both owned and operated by HRI parent company The Seminole Tribe of Florida, as well as other exciting locations including Bali, Chicago, Cancun, Ibiza, Las Vegas, and San Diego.

Mathnasium (US) to Franchise in Australia

Mathnasium of Hornsby is open for business, bringing fun and impactful supplementary math programs to community children in primary and secondary school. The learning center at 10/23-29 Hunter Street, Hornsby 2077, was carefully designed to foster learning and instructor-student interaction.

Himanshu Gupta and Ratika Khandelwal, master franchisees for New South Wales and Australian Capital Territory, plan to subfranchise an estimated 25 centers over the next few years.

Mark Wahlberg Backs Australian Fitness Franchise F45 Training

Mark Wahlberg Investment Group and F45 Capital are buying a minority stake in F45 Training, a fitness franchise that will use the capital to fuel its global expansion.

The deal for the closely-held company, which was founded in Sydney, Australia, in 2012, values it at roughly $450 million, according to a person familiar with the matter. Founder Rob Deutsch said the deal calls for 19 IHOP locations throughout the country over the next 9 years, 9 of which will be franchised by the principals of Gerry’s Group with the other ten sub-franchised. The first location is expected to open in Karachi by the end of 2019.

12RND (Australia) to Expand Internationally

Australian boxing themed fitness franchise, 12RND’s global expansion plans have been bolstered, with territories signed in New Zealand, Singapore and the UK.

The latest announcement follows significant domestic growth for the brand. Since launching in 2016, 12RND has exploded in popularity opening 60 locations nationwide, with 25 more on the way.

UFC GYM (US) Continues Global Expansion

UFC GYM, the rapidly expanding fitness franchise that creates training programs for all levels and ages inspired by the training regimens of UFC athletes, today announced plans to open franchise locations in New Zealand.

The brand currently has 10 locations open throughout the Australian market with another 10 set to open in 2019, all operating under Maz Hagemrad. The UFC GYM Australia team will also operate the new locations based in New Zealand.

Dine Brands (US) Continues Asia Expansion

Dine Brands Global Inc. has announced a deal with several principals of Gerry’s Group, a leading Pakistan-based logistics and Food and Beverage group, to bring the IHOP brand to the Islamic Republic of Pakistan.

The deal calls for 10 IHOP locations throughout the country over the next 9 years, with one of which will be franchised by the principals of Gerry’s Group with the other ten sub-franchised. The first location is expected to open in Karachi by the end of 2019.

Bruxie (US) Adds VPs to Intensify National and International Franchise Growth

On the heels of introducing domestic and international franchise opportunities, Bruxie, known for its chicken sandwiches that replace bread with waffles, has hired John Ramsay as its VP of Development and Danielle Contreras as its director of Operations.

“Bruxie found itself on the forefront of the Fried Chicken frenzy by appealing to adventurous eaters and gaining buzz as the creator of The Original Fried Chicken & Waffle Sandwich,” Bruxie CEO Anthony Smith, said.

New Initiative Aims to Help SMEs Expand and Run Franchises Overseas

A new programme has been launched to make it easier for small and medium-sized enterprises (SMEs) to expand and run franchises overseas.

The Franchise Competence Framework was announced by the Franchising and Licensing Association (FLA) Singapore on Tuesday (June 4) at a forum organised by the association at the Marina Mandarin Hotel.

BRUXIE (US) Takes Creative & Craveable Fried Chicken Global

The Original Fried Chicken & Waffle Sandwich capitalizes on being bold, fun and unconventional as it increases its U.S. footprint with new Domestic Franchising opportunities as it expands internationally.

What started out as an ambitious single 400-square-foot location 8 years ago in Southern California’s historic Old Towne Orange is now one of the most successful, innovative concepts to be tapped in markets around the world.

Hyatt (US) Announces Plans for a Hyatt Centric Hotel in Minhang, Shanghai

Hyatt Hotels Corporation announced today that a Hyatt affiliate has entered into a management agreement with Shanghai Xintian Real Estate Co., Ltd., a joint venture by Shanghai Industrial Urban Development Group Limited (SIUD), Sun Hung Kai Properties Limited (SHKP), and Shanghai Minhang Urban Construction Investment Co., Ltd. for a Hyatt Centric hotel in the rising southwestern Shanghai.

MUSE Global (US) Targets India as Next Step in International Expansion

MUSE Global, an innovative early childhood education franchise founded by James Cameron, Suzy Amis Cameron and Rebecca Amis, has announced plans to expand into India and is actively seeking owners. MUSE Global began offering franchising opportunities throughout the United States and internationally last fall, with India becoming an early front-runner for MUSE schools.

MUSE Global is perfect for the business owner or educator who is dedicated to helping children.
Carl Sagan, an American astronomer, cosmologist, astrophysicist, astrobiologist, and author, best known for his work as a science popularizer and communicator was definitely correct when he said, “We live in a society exquisitely dependent on science and technology, in which hardly anyone knows anything about science and technology.”

As I begin this article, I am going to use Mr. Sagan’s quote as my disclaimer by admitting that I am one of those people who “knows hardly anything about science and technology.”

Steve Jobs, the co-founder of Apple, is a legend when it comes to technology and innovation, so it is no surprise that he said that “Innovation distinguishes between a leader and a follower” but what is perhaps a bit surprising is that government leaders around the world are also starting to understand and embrace the power of innovation and technology. For example, India’s Prime Minister Narendra Modi noted that “The pace at which people are taking to digital technology defies our stereotypes of age, education, language and income.”

Innovation & Technology are becoming prevalent in many aspects of our day to day lives including 1) Education; 2) Communication; 3) Government; 4) Military; 5) Medical Science; 6) Transportation; 7) Religion & 8) Business and terms like Big Data, IR4.0 and Disruption are being used more and more in boardrooms, business meetings, seminars etc.

**Big Data**

**Disruption**

While Innovation has been a buzzword since the 1st Industrial Revolution, the term Disruption has started to become more common during the present day 4th Industrial Revolution or IR4.0. In researching Disruption versus Innovation, I learned that Disruptors are always innovators, but not all innovators are disruptors. I also learned that Innovation and Disruption are similar in that they are both creators and builders. Disruption veers completely away from a given course by literally shifting how we think, act, and conduct business and also how we learn and manage our day-to-day lives. Describing disruption, Harvard Business School professor and disruption guru Clayton Christensen says that “a disruption displaces an existing market, industry, or technology and produces something new and more efficient and worthwhile. It is at once destructive and creative.”

“The pace at which people are taking to digital technology defies our stereotypes of age, education, language and income.”
How Times have Changed

One only needs to look at the well known trademarks/logos in this picture to reinforce how times have changed as most of these companies were not in business or were merely start-ups at the end of the previous century. Several of these companies could be described as both innovators and disruptors:

The Amazon effect

One company that has been recognized as a major disruptor of organized retail is Amazon which now has a phenomenon known as the Amazon Effect attached to its name. The Amazon effect is the ongoing evolution and disruption of the retail market, both online and in physical outlets, resulting from increased e-commerce. The name is an acknowledgement of Amazon’s early and continuing domination in online sales, which has driven much of the disruption.

“A disruption displaces an existing market, industry, or technology and produces something new and more efficient and worthwhile. It is at once destructive and creative.”

The major manifestation of the Amazon effect is the ongoing consumer shift to shopping online. Another manifestation of the Amazon effect is the way physical retailers and malls are attempting to make in-person shopping a more compelling experience for consumers. Hybrid e-commerce models, like click and collect, have also arisen to streamline the purchasing and payment processes. Click and collect allows customers to select and pay for an item online and pick it up in-store.

Beacon-based technology is another transformation of the retail environment. Beacons located throughout stores can communicate with customers’ mobile devices to help them locate products and services and deliver proximity marketing messages, among other possibilities. Proximity marketing might target a customer standing in front of a product display with discount or upgrade offers. The same technology can also enable contactless and automatic payment so the user can just select their items and walk out of the store with them.

Another giant in the technology sector which built its foundation on online shopping and trading is the Ali Baba Group founded by Jack Ma. One of the world’s richest men, Mr. Ma was quoted as saying “Trust the young people; trust this generation’s innovation. They’re making things, changing innovation every day. And all the consumers are the same: they want new things, they want cheap things, they want good things, they want unique things. If we can create these kind of things for consumers, they will come.”
How Technology Benefits Franchises

Technology can help franchises use their capital and human resources more effectively. Technology provides franchises greater efficiency and versatility and is often a logical evolution for the systems, tools and processes a franchise has had in place for years. In many cases franchises may need to make investments and adaptations to maximize the benefits of technology, but in today’s world the transition is often quick and pain-free and the benefits can be realized reasonably quickly. Some specific areas where technology can help franchises are as follows:

- Productivity
- Financial Management
- Marketing
- Training & Development
- Customer Service & Engagement
- Mobile Workplace
- Telecommuting

Cloud Technology

Another term initially popularized by Amazon is cloud computing. The use of Cloud Computing Technology or Cloud Technology makes computer system resources, especially storage and computing power, available on demand without direct active management by the individual user. The term is generally used to describe data centres available to many users over the Internet. Cloud Technology and in particular enterprise clouds are emerging as a solution of choice across all sector of the franchise industry including F&B, Retail and Services. Specific applications and benefits of Cloud Technology for franchise businesses includes:

- Consolidating Platforms for Systems, Tools & Processes
- Implementing Real-Time Inventory Management
- Implementing Real-Time Labour Management
- Establishing a unified gift card function
- Integrating Customer Data, Gift Card, Reward & Loyalty Programs
- Click and Collect Programs
- Improving Information Integrity
- Enhancing Customer Experience

StarBanks – Looking specifically at Rewards & Loyalty programs it is very interesting to note that Starbucks is holding more consumer cash than many established international financial institutions:

- $4.25
- $3.56
- $3.17
- $3.48
- $1.2 billion
- $0.76
- $0.56

Other key technological advancements that are having a positive impact on franchises include:

- Gift Card, Rewards & Loyalty Programs
- 3rd Party Delivery Services
- Beacon / Proximity Marketing
- Self-Service Ordering Technology
- Digital Merchandizing Solutions
- Product & Equipment Technology

Emerging Markets Leading Technology Advancements

While the uninformed might believe that technology is being driven by developed countries and leading global economies the fact is that emerging markets are at the forefront of global technology growth.

Many emerging market tech companies are the most innovative and fastest growing in the world, driven by young, increasingly affluent and tech-savvy populations. The MSCI Emerging Market Index now has the largest technology weighting of any global index, with its share rising from 13% at the end of 2010 to 28% by the end of January 2018. Here are some reasons why emerging markets are leading the tech revolution:

- Huge Appetite for Technology
- The Power of the Mobile Phone
- Taking the Lead in FinTech
- Governments are Committed
- Technological Leapfrogging
- Emerging Market Technology Titans

Access to the internet including rapidly growing access to smart phones is one of key drivers behind this trend. For example, China, India and Brazil identified as 3 of the top 5 internet users, with the sales of smartphones in emerging markets over the past decade far ahead of smartphone sales in developed markets. Interestingly, China, India and Brazil are also listed as the countries with the smallest percentage of their urban population not using the internet so the upside for these markets over the next decade is phenomenal. Notably these same 3 countries are listed as among the top countries in terms of being digitally active in adopting FinTech services.

FinTech Adoption rates

I will wrap up with a quote from William Pollard, an American physicist who started his career as a professor of physics in 1936 at University of Tennessee who said “Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow”. While Mr. Pollard’s quote is almost 70 years old, it is more relevant now than ever and I believe it is fair to say that to remain competitive and relevant across any sector of the franchise industry brands are going to need to Catch Up & Keep Up or they should probably Give Up.

By: Troy Franklin
COO, World Franchise Associates Southeast Asia
Billed as “the ultimate trampoline park”, Rockin’ Jump is a Californian brand that is quickly becoming a global one. Established in 2010 by a duo of husband and wife couples Andrew and Sue Wilson and Marc and Michelle Collopy, the concept has expanded quickly to cover 25 locations in the USA plus its first international site in Bangkok.

They key to its growth has been the establishment of a franchise model which has enabled investors to build businesses focused on quality customer service, cleanliness and safety with the end goal of creating enjoyable fitness opportunities for families. Five-unit master franchises have been signed in China and Spain with the first parks in each region due to open by the end of the year. The company has 83 new franchised parks set to open over the next two years and is capable of supporting up to 150 by the end of 2019.

Marc Collopy reflects: “It took a lot of grueling hours and many sleepless nights to open our first park, but it was well worth it. Soon we had a success on our hands and we realized that Rockin’ Jump had the potential of expanding across the country and around the world.”

All Rockin’ Jump parks are open daily, offering special jump times for toddlers and parents, night time events for teens and community specific activities and fundraisers. Activities and facilities include dodgeball, basketball, foam pits, airbag pits, X beams, vertical rock climbing walls and laser tag mazes. In addition all parks have seating areas complete with massage chairs and monitors of the park’s activity areas, so parents can always keep an eye on their kids. Each park also features private party rooms that are available for rent to host birthday parties or corporate events, and most have onsite cafes.

Guests can burn up to 1,000 calories per hour during their trampoline workouts, providing an array of health benefits from strengthening the heart to stimulating the metabolism. Importantly, safety is the number one priority. “We’ve developed an exclusive safety program to ensure that every experience at Rockin’ Jump aligns with our core standards and each area of our parks is monitored by staff,” says Collopy.

Rockin’ Jump is seeking franchise partners around the world who have a love for kids, a background in hospitality and a commitment to giving back to the community. “These traits are part of our culture,” says Marc. “They all lead back to our core priority: providing an environment of safe, clean fun for all the family.”
Charanga

Kids Fashion

CHARANGA is a well-established kids’ fashion franchise from Spain since 1991 successfully operating in Europe, Middle East and other regions. The company’s trademarks Charanga Kids and TopTop Kids are colorful and fashionable with coordinated outfits, which make dressing children in style easy and fun!

Key Business Features

• Innovative business model
• Guaranteed margin during the whole trading year
• Merchandise on consignment with automatic replenishments (check the availability per market)
• Over 30 years of experience in kids fashion retail
• Around 1,200 references per year
• Different lines including sportswear, casual and formal lines, from Newborn (0 months) up to Junior (14 years)

About CHARANGA

CHARANGA was set up in 1991, based on a project to provide quality clothes with an exclusive design and a vertical distribution, as well as a brand philosophy with a clear orientation towards the shop concept. Thanks to these key points it quickly became one of the leading children’s fashion brands in Spain, and a pioneer in operating through the franchising system.

Training & Support

• Support in the selection of the premises
• Customized feasibility study for each new store
• Integral design of the store
• Training of the Brand Manager and VM Manager at the headquarters
• Management of the merchandise transport, both initial as well as replenishments (consult conditions for your market)
• Opening support: participation from our visual merchandising team, digital marketing pack
• Continued digital marketing support and advice in the development of the marketing strategy and campaigns.
• Continued commercial monitoring and visual merchandising follow-up, operations manual, analysis of shop management indicators

Country of Origin

Spain

Target Markets

MENA, APAC, Department Stores worldwide

For more details please contact: yuliya.bilous@worldfranchiseassociates.com
Carlota Costa was created in mid-2007 with the aim of developing fashion focused on the feminine universe and its small details. Prints and embroidery are the strengths of the brand, synonymous with elegance and style. The brand is already a success among Brazilian celebrities such as Alexandra Richter, Bianca Muller and others, who use and adore Carlota Costa, making it a national desire, with personality and style.

The Carlota Costa collections are developed by a team of designers who interpret the contemporary and classic world fashion. Without losing sight of the position and identity of the brand. The brand caters to women on the rise, in the 20-30 age bracket, with casual lines and concepts, looks that give comfort both for work, gatherings and great events. For those who seek the glamour of the night find in the brand something surprising!

Much more than an icon of women’s clothing

Country of Origin
Brazil

Target Markets
Middle East (all countries), Stans (Kazakhstan, Azerbaijan), Africa, Egypt, Tunisia, Canada, USA

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Lanidor is Portugal’s leading women’s ready-to-wear brand, with 90 franchised stores operating nationwide. Lanidor’s style is elegant, relaxed and cool, aimed at urban women who look to this brand for styling suggestions for their professional lives. Lanidor’s lines are suited to formal occasions but also for moments of relaxation and leisure.

Lanidor’s collections are developed by a team of designers that interpret fashion trends without losing sight of the brand’s positioning and identity, which offers value-for-money and differentiating style. They include its Black Label line which is 100% made in Portugal, as well as in-house produced knitwear, all catering for women in their late 20s onwards.

Lanidor established its first stores outside Portugal in the 1990s and is now operating in 9 international marketplaces including Spain, Cyprus, Lebanon, Qatar, Egypt, Ecuador and Romania. The brand recently signed a master franchise for the Republic of Ireland which benefitted from the Lanidor support package including store opening support, visual merchandising guidelines, retail operating and product training, and advertising and promotional support.

The company is seeking further network growth worldwide, with partners who possess industry experience, access to prime locations and financial stability.

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**Country of Origin**
Portugal

**Target Markets**
MENA, Africa, Asia, Central and Latin America, Eastern Europe, Worldwide
Globe
Timeless and elegant style

Inspired by a timeless style, a sophisticated and classic contemporary look Globe’s mission is to design collections that offer a true intrinsic value that enhances the brand image. Each piece is designed and produced to achieve the highest quality standards, using the most carefully crafted designs, the finest materials and the neatest finish.

Portuguese brand has ambitious international expansion program and already established franchise partners in Spain, Ecuador and Angola. Lanidor Group, the brand’s parent company, has identified target markets in the MENA region, Central and Southeast Asia, South Africa, Eastern Europe, North and South America and Australasia as it seeks master franchisee partners with financial stability and resources, industry experience, a mature commercial team and access to prime locations.

Globe produces more than 90% of its collection in Europe, particularly in Portugal where we take advantage of the know-how of those who remain true to tradition. The selection of raw materials to the quality of the finishing touches, every detail is important. Equally so, is being able to work with the best domestic manufacturers who have a true understanding of the quality and skill required to build each piece to the aspired standards.

With support provided including store opening assistance, visual merchandising guidelines, retail operating and product training and advertising and promotional support, Globe offers a quality fashion retail concept suited to downtown locations, malls and shopping centers.

Country of Origin
Portugal

Target Markets
MENA, Africa, Asia, Central and Latin America, Eastern Europe, Worldwide

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Camicissima
Italian Men’s Fashion

One of the oldest
Italian shirt makers
est. 1931

Country of Origin
Italy

Target Markets
Russia, South Korea, Hong Kong, Singapore, India, Western Europe, Eastern Europe, North Africa, Latin America

Camicissima has expanded very quickly since it entered International markets only a few years ago. Our network of International franchise stores spans from America’s through Europe and Middle East to Asia with over 320 International stores in 18 countries. We are constantly on a look out for new market opportunities and are keen to develop strong partnership with experienced retail partners.

• Based in Milan, we are always close to the latest fashion trends and never far from our heritage.
• We have a regional office in Shanghai, to support our expansion in Asia.
• Due to our long-standing experience in manufacturing and sourcing quality tailored product we offer extremely competitive prices and exclusive product collections.
• The collections include shirts, accessories, polos, knitwear, trousers and jackets. A total look with an elegant, trendy, practical and exceptional style.

• We offer a vast assortment of over 300 different men’s shirts, with 3 standard fits and sizes from 37 to 50 (14” to 20”), in European and Asian cut.
• In every CAMICISSIMA store we offer unique personal embroidery service which guarantees exclusivity and personal touch.
• We also have small format stores and no royalty on sales.
• Our collections are designed in Milan and presented to our partners twice a year for SS and AW.
• Our permanent multibuy offer on Shirts, Ties, Jackets, Knitwear and Chinos guarantees outstanding value all year round.
• Customers can choose from a wide range of products and save over 30% all year round, driving customer loyalty and frequency of visits.
• As an example, 2 Non-Iron Shirts are just €129.90 and 3 100% cotton shirts retail for €99.90 in Europe. 3 Silk Ties retail for €69.90

For more details please contact:
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Founded in 2004, Flip Flop Shops began franchising in 2007 with a typical shop measuring between 600 to 900 square feet. The majority of the shops are located within the United States. There are master franchise agreements outside the country, including South Africa, Mexico, Canada, various Caribbean jurisdictions, Spain, and India. Our shops not only carry footwear, but apparel, jewelry and other supporting accessories.

The Flip Flop Shops management team has several decades of experience within the shoe industry and regularly introduce new brands and styles to maximize revenue opportunities.

The Flip Flop Shops management team has several decades of experience within the shoe industry and regularly introduce new brands and styles to maximize revenue opportunities.

Flip Flop Shops allows our franchise partners to gain instant access to iconic brands and the advantages that only come from years of working together.

Key Business Features

- Hottest brands with the best pricing and latest styles flip-flops and casual footwear.
- Low start up and strong annual ROI exceeding 20% annually
- Assistance in all aspects of the business: design, operations, purchasing, staffing and labor control, marketing support.
- Aggressive worldwide growth in next 5 years
- CEO/owner Tom Romeo has over 30 years of experience in the shoe business having founded the Bearpaw brand that is one of the most successful shoe world-wide brands.

Our Brands:

- cobian
- Puma
- Flojos
- Bearpaw
- REEF
- TOMS
- Crocs
- Birkenstock
- Sanuk
- Sperry
- Rainbow Sandals
- OluKai
Architects of Skin
Sophisticated, elegant and ultra-modern

Architects of Skin is a high end cosmetic and aesthetic clinic offering the latest medical trends and treatments to the sophisticated and astute client looking to improve their appearance and, in turn, self-confidence.

“Architects of Skin is not a beauty therapy clinic or salon, but offers on trend aesthetic medical formulated procedures in a sophisticated, ultra-modern facility,” says CEO Stephanie Sherlock. “Our number one objective is to provide our clients with an experience like they have never experienced before, from the moment they step into one of our clinics until the moment they leave.”

Architects of Skin’s range of procedures cover hair growth treatments, laser hair removal, botox and fillers, fractional laser treatments, acne treatments, fat loss, body sculpting, muscle building, skin resurfacing and anti-aging treatments. Architects of Skin has carefully choreographed a high-end client experience, which replaces the waiting room with a visit to its health bar, where dietician prescribed teas, tonics and drinks target desired needs such as hair growth, improved skin complexion, fat loss and increased energy. Post procedure, clients are educated about their treatment and prescribed several retail solutions for their cosmetic concerns such as skin treatment solutions, home use LED therapiestes, weight loss teas and hair serums.

“Our highly trained cosmetic physicians maintain return clientele and our retail products are western brands that are formulated by doctors for maximum effect,” says Sherlock. “The health bar adds another luxury component to the model, providing prescribed refreshments which tie into our holistic approach to health and wellness. For franchisees, margins are very healthy and repeat business is high.”

Architects of Skin has been established in Australia since 2013 and offers its products and services through over 1,000 distributors. The company is now launching a franchised network of clinics under its own brand and is already building a presence in the USA, the UK, India and China. “We are targeting countries with sophisticated clientele, who would accept a proven business model at a time where pricing and profits are high,” reflects Sherlock. “Demand is also high and on the increase.”

“Our ideal franchisee would be willing to invest in a high-end skin and aesthetic clinic where sophistication, elegance, privacy and significant clinical outcomes are achieved. Our franchisee would be highly motivated to provide a service often seen in six star hotels and establishments. Industry experience is not essential however the desire to provide exceptional service and ensure consistency of clinical outcomes is imperative.”

For more details please contact: martin@worldfranchiseassociates.com

Country of Origin
Australia

Target Markets
Middle East, South East Asia, India
Banta
Home Furniture and Accessories

Franchise cost effective home furniture and accessories

Country of Origin
State of Kuwait

Target Markets
MENA

Banta is a Kuwaiti based leading retailer of Home Furnishing and Décor Items since 1980. Targeting mid and mid low segment of customers, BANTA managed to establish a successful combination of product designing and fabrication maintaining a consistent leading edge over competition and providing shorter lead time. Two extensive production facilities equipped with modern machinery and well-trained work force allows BANTA to produce over 72000 units per year of customized kitchens, sofas, mobile homes and other home furniture.

• Banta Runs its own Sofa & kitchen production facility using latest technology based on ASTM INTERNATIONAL STANDARDS.
• Made to measure production of sofas and kitchens with wide selection of fine fabrics and finishes.

• Customized production of fully furnished Mobile houses.
• BANTA produces over 72000 Units per year.
• Distinctive products designed by Banta Industrial Design Team.
• Wide range of product assortment in 15 different furniture and home accessories categories.
• Full circle of delivery and installation services.
• Highly qualified after sales and customer service teams.
• Five spacious showrooms in Kuwait and KSA.
• Over 100 well trained sales force.
• Online and mobile applications sales channel.
• Fully integrated processes and cohesive procedures.
• +600 employees.

For more details please contact: yuliya.bilous@worldfranchiseassociates.com
With the growing adoption of new technologies in visual communication such as digital signage, QR codes and mobile websites, businesses are finding new cost-effective ways to compete in building their brand presence and attracting new customers. Strongly positioned to assist business clients to make the most of these opportunities, FastSigns has developed a global network of centers providing marketing and visual communications solutions to businesses, organizations and events of all types and sizes through a wide variety of sign and graphics solutions.

FastSigns franchisees become recognized in their local business communities as experts in visual communication, offering an invaluable combination of consultancy (outlining visibility strategies that meet a client’s objectives and goals), project management (from the creation to the execution of marketing and graphic projects) and product solutions (covering vehicle graphics, interior décor signs, point of purchase signs, next generation digital signs, interactive mobile websites, printing and mailing, promotional products, exhibits and displays).

“The need for the services that we provide crosses borders,” says Catherine Monson, FastSigns CEO. “Companies across the globe are always going to need brand awareness and visibility. Our goal is to remain a leader in the sign and visual graphics industry by meeting that demand with our full-service visual communications solutions, both domestically and in other countries.”

Recent new FastSigns center openings in Saudi Arabia, Puerto Rico and Grand Cayman testify to the global appeal of what is recognized as one of the top global franchise systems. Named as such by Entrepreneur Magazine, which also ranked FastSigns as the number one sign franchise for the last three years, the company has built a worldwide network of 330 franchised units in eight countries, including the USA, the UK, Brazil and Australia, since it was founded in 1985 and operates a professional franchise support and development program.

“The FastSigns service is about helping our clients to attract more customers, launch new products and improve business visibility,” Catherine continues. “We’re more than a signs company, we’re a visual ideas company that is committed to bringing business communications to life using the right mix of innovative graphic solutions.”

In 2012, FastSigns signed 37 new franchise agreements in addition to opening 27 centers across the world. Says Catherine: “2012 was a record breaking year for FastSigns in every measure: from the number of new franchisees joining our family; to average unit volume, franchisee profitability and network sales; to even higher franchise partner satisfaction ratings. We have entered new markets in previously untapped countries, we have added a Co-Brand opportunity to offer new opportunities for businesses in related industries to join the FastSigns network and our brand is stronger than ever.”

With planned expansion through franchising in the Middle East, India, Central and South America, FastSigns is seeking experienced master franchisees and area developers to augment the company’s growth efforts worldwide.
Indian Subcontinent

**InterContinental Hotels Group (UK) to Open 39 New Hotels in India**

The new properties will add 6,200 hotel rooms in India.

InterContinental Hotels Group (IHG) has 39 new hotels in the pipelines in India which will add a total of 6,200 rooms in the next two to three years.

The group that already has 39 hotels in India – InterContinental Hotels and Resorts, Crowne Plaza Hotels.

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**LuLu Group Retail Arm to Expand to 300 Stores, Targets Rs 4 bn Revenue by 2020**

The strategy is to establish its presence in South India and move to North India with various brands Tablez, the organised retail arm of LuLu Group International, is planning to expand its presence in India with around 300 stores by 2020. The company, which has a franchise to global brands in food, beverages, toys, lifestyle and apparel, is expecting to turn profitable next year and is targeting a revenue of Rs 4 billion by 2020, from Rs 1 billion at present.

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**UFC GYM (US) Opens First Franchise Location in India**

UFC GYM, the first major brand extension of UFC, today announced the continued expansion of its global footprint with the opening of its first-ever franchise location in India. Located at 38/61, 2nd Floor, Club Road, West Punjabi Bagh, New Delhi, this 10,500-square foot location, operated in partnership with Artaxerxes Fitness & Lifestyle Pvt. Ltd.

“We are thrilled to bring UFC GYM to India as we know the brand and unique training philosophy will be embraced.”

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**Brioche Doree (France) Signs Master Franchise Agreement for India**

French bakery chain Brioche Doree on Saturday forayed into India with the launch of its first store in Connaught Place, New Delhi. Brioche Doree has partnered with HR Bakers – launched by sweets and snaks manufacturer Haldiram’s managing director Ashish Agarwal – for its first store, the company said in a statement.

“Internationally acclaimed Parisian French Bakery Brioche Doree launched its first exclusive store in India today with HR Bakers at Connaught Place, New Delhi.”

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**FAT Brands (US) Announces 60-Unit Expansion in India**

Over the next 10 years, FAT Brands is developing 60 co-branded Fatburger and Buffalo’s Express restaurants throughout India in partnership with Franglobal Advisors Private Limited, according to a company press release.

“We are very excited to expand Fatburger and Buffalo’s Express globally and serve customers our signature, all-American offerings,” CEO Andy Wiederhorn said in the release about the California-based chain.

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**Simon Carter (UK) to Launch 3 New Indian Franchise Stores**

Simon Carter, British menswear business, will launch three franchise stores in India this year. These stores will be of 1,200 sq ft and will open between March and May in 2019.

These 3 more Indian stores will be introduced with franchise partner Aditya Birla. They will be located in malls in Jodhpur, Chennai and Kolkata.

Presently, the eponymous brand has five standalone stores in the country. Its first store was launched in Mumbai at Phoenix Market City.

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**Oyo (India) to Accelerate International Expansion**

Indian unicorn Oyo is accelerating its international expansion and is entering the Japan market with a rental apartment service targeting millennials, said a report in Nikkei Asian Review.

Concurrently, the Indian budget hotel chain has also commenced operations in Saudi Arabia, where it has signed deals for 50 hotels with more than 3,000 rooms across seven cities, it said in a statement.

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**Mumuso (South Korea) Plans Over 300 Outlets in India by Mid-2022**

Mumuso, South Korean lifestyle brand, is planning to add more than 300 outlets in India by mid-2022 with an aim to have a business turnover of Rs 1,000 crore. The company eyes opening new stores in cities like Delhi, Chennai, Bengaluru, Hyderabad, Kolkata, Pune, Goa, Jaipur, Indore and Surat.

Its global growth momentum with the opening of its first store in Bangladesh.

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**Domino’s Pizza (US) Opens First Store in Bangladesh**

Domino’s Pizza, the largest pizza company in the world based on global retail sales, is continuing its global growth momentum with the opening of its first store in Bangladesh. Residents of the capital Dhaka can now enjoy hot, freshly-baked pizza in-store or delivered to their doorstep by Domino’s local operator Golden Harvest.

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**Lulu Group (UAE) Arm Plans to Open 20 Toy Stores in India**

Tablez, the brand retailing arm of Dubai-based LuLu Group International, is planning to set up 20 Toy R Us shops across the country, said a top official.

“As part of the plan, we opened the first store in Chennai at Phoenix Market City recently,” said Adeeb Ahamed, managing director, Tablez.

“The rest will be opened in different parts of the country within a year, he said.

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**New York Fries (Canada) Signs 35-Unit, 5-Year Agreement for Northern India**

Canadian franchisor New York Fries has signed a multi-unit deal to develop 35 restaurants in Northern India over the next 5 years. The franchisees are Naveen and Anita Vaasht, Shailendar Kaushik, and Sameer Sharma.

“We’ve had India in our expansion plans for a while, but were waiting for the right partner to bring New York Fries to the Indian market,” said Craig Burt, vice president of New York Fries, in a press release announcing the deal.
FiltaFry
A master opportunity with multiple income streams

Fryer and cooking oil management service

Country of Origin
UK

Target Markets
Kingdom of Saudi Arabia, UAE, Oman, Qatar, Bahrain, Kuwait, Europe, Canada, Southeast Asia, worldwide

For more details please contact:
paul@worldfranchiseassociates.com

A multi-brand franchisee well established in the mature UK marketplace, The Filta Group is seeking English speaking partners who want to develop its primary global brand. FiltaFry is a huge success story domestically and internationally, with 45 UK franchisees and over 350 franchisees in international networks including the USA (over 300), Australia, Germany, South Africa and Benelux.

“The opportunity is to own the master licence rights to your country for the FiltaFry brand,” says Vice President of Franchise Development Adam Blake. “You will be able to develop either your own corporate fleet of vans servicing commercial kitchens on a daily basis, generating income through end user sales utilizing the FiltaFry ‘Total Fryer Management Service’, or sub franchise within your country generating income through franchise recruitment and royalty streams and consumables. Or you could combine the two options.”

The FiltaFry business benefits from multiple income streams. The average van requires only 25 to 30 customers (based on the US model), while income is increased with additional add-on sales of fresh oil and the resale of waste cooking oil.

“The weekly repeat business means that franchisees do not have to continually look for new customers instead they concentrate on offering their client base exceptional customer service and work to expand their network of clients through cross referral and recommendation,” adds Slater.

“This is how client networks all over the world have been built and generated over the last 20 years. Filta service some of the biggest names in catering such as Compass Group, Sodexo, Aramark and IKEA to name a few.”

Prospective master franchisees need no prior experience in the catering of commercial kitchen sectors – more important are good people management skills and an ability to approach and pitch to potential clients at a senior management level.
This is your opportunity to own the master license rights for the FiltaSeal brand. You will be able to develop your own corporate fleet of vans servicing commercial kitchens with an on-site supply and fitting service for replacement Refrigeration door seals. The service not only reduces response time for the customer but also reduces costs, typically up to 40% when compared with other door seal replacement solutions. Filta services some of the biggest names in the catering industry such as: Mitchells & Butlers, McDonald’s, The Restaurant Group, Tesco’s and many more.

**Training & Support**

Full training and ongoing support provided.
Algorithmics
International school of programming for kids

Change the future of kids in your country!

Country of Origin
Russia

Target Markets
MENA, Turkey, Europe, Worldwide

Algorithmics is one of the largest international programming schools for kids & teens that has over 150,000 students in 15 countries, including: Russia, USA, Mexico, Ecuador, Australia, Azerbaijan, Kazakhstan, Cyprus and Spain.

Algorithmics knows how to make computer science lessons entertaining. We provide strong methodology and innovative approach to learning process, and support our partners with all that’s necessary for organizing coding lessons:

- Educational courses for children aged 5-17;
- Methodological guidelines and materials for each lesson;
- An online platform where children solve tasks and create their own projects while teachers can track the students’ progress and manage the learning process.

Unique Business Propositions:

- Modest investments with high earning potential - Investment in our franchise has a low entry barrier with fast payback and operational profitability
- Teacher support - Provision of teacher training; webinars with detailed instructions and Q&A sessions
- Own unique IT-platform - Featuring monitoring of each student’s progress (LMS) and the quality of teaching
- A strong team of programmers and methodologists - Unique methods, psychologists, teachers; continuous improvement of courses; translation of educational materials
- Personal account manager and all necessary materials - Open a franchise with step-by-step instructions accompanied by a personal account manager

For more details please contact: yuliya@worldfranchiseassociates.com
Hop into a bright future!

Tiny Hoppers
Early Learning Centres

After seeing a void in the market for quality child care, Brigida, an experienced business professional, and Theresa, a certified, primary school teacher, with additional qualifications in Early Childhood Education, decided to establish their own early learning centre in Ottawa, Canada in 2005. With interest growing nationally and internationally for Tiny Hoppers curriculum, in 2013 Rashid Nasim joined the ownership team bringing additional expertise in business development and finance. Today, Tiny Hoppers has become one of the largest premium childcare franchise systems in Canada being recognized for its high quality in education. We have also gained popularity in the international scene, where we have recently signed the Master Franchise rights to Saudi Arabia and have opened two centres in China. Tiny Hoppers has won “People’s Choice” awards in almost every city where we have opened a centre.

For more details please contact:
paul@worldfranchiseassociates.com

Country of Origin
Canada

Target Markets
MENA, Asia/SEA
Playsy
Children’s Edutainment Experience

Owner Sama Yateem founded Play Bahrain in 2010. A hands-on, innovative children’s center. In 2016 a JV was formed with Yana Antoniadis and the creation of Playsy was born. Together, Sama and Yana are building an international childcare business incorporating technology unlike any other.

Key Business Features
Children’s Services include:
- Drop & Shop Service
- Stay & Play
- Meta-Learning Activities
- Field Trips
- Birthday Parties
- Seasonal Events
- Merchandise

Changing the future of play!

Country of Origin
Bahrain

Target Markets
KSA, UAE, Kuwait, Oman, Worldwide

For more details please contact: paul@worldfranchiseassociates.com
Pingu’s English

English language training and international kindergarten franchise

Fun and effective English language training and international kindergarten franchise

Country of Origin
UK

Target Markets
China, Thailand, Myanmar, Indonesia, Malaysia, Pakistan, Cambodia, Vietnam, Brazil, Italy, Cyprus, Lithuania, Estonia

For more details please contact:
troy@worldfranchiseassociates.com

Rewarding and exclusive Master Franchise global opportunities with Pingu’s English

Invest in the multi-billion-dollar English language training business with the globally popular Pingu’s English – already a worldwide leader in early years education in twenty countries worldwide.

Pingu’s English is the fun and effective kindergarten and pre-school franchise from the UK, that encourages children to be speaking English fluently before they start school, as well as much more besides.

As their Pingu’s English Master Licensee, you’ll have the exclusive rights nationwide, to reach the lucrative pre-school education market in your country every day, all year round, using both of their premium international programs:

- A brand new, three-year full-time international English kindergarten curriculum, for young children of 3 - 6 years old. Developed in partnership with Kingston University London. Ready-made curriculum with over 3,500 hours of teaching content, 36 Teacher Manuals and daily lesson plans!
- A four-level international ENGLISH LANGUAGE TRAINING (ELT) program for young, aimed at developing a child’s confidence in the English language.

The Linguaphone Group Ltd is a global language training provider with over 115 years of experience in the language training market, operating under the international brands of Pingu’s English and Direct English.

Why do other global investors join Pingu’s English?

- Nationwide exclusivity.
- Proven business model from an internationally recognised and respected global brand.
- No education experience necessary.
- World-leading teaching resources including Student Packs and Teacher Manuals.
- Ongoing and unlimited training, marketing, operational and business development support from day one.
Tumbles
Getting kids moving and thinking

Child obesity is a global epidemic. Worldwide, more than 41 million children 5-and-under are overweight or obese. Why so many? A lack of physical activity is the No. 1 problem. Tumbles is a company that offers a solution.

“We want to get children moving and thinking,” says CEO Manish Vakil, “Physical activity is essential for children, even toddlers, and it can help reduce the likelihood of becoming overweight or obese.”

As Tumbles’ CEO, Vakil manages a franchise of 9 learning playgrounds in the USA — locations where kids get the recommended 60 minutes of daily physical activity. Indoor playgrounds are growing in popularity. But many businesses in this niche are new, inexperienced and driven solely by financial opportunity.

Tumbles is different. For 30-plus years, Tumbles has served families with safe, fun environments where children can play, interact with peers and have a blast — all in a structured way that promotes accelerated development.

Through its history, Tumbles has constantly evolved to best meet the needs of families. Today, the company offers a finely tuned experience that kids love for the entertainment and that parents love for the development.

At Tumbles, visitors find more than just a place to kill time — they find a carefully crafted environment and curriculum that blends fun with physical, social and mental growth.

Tumbles is also employee-owned, which means team members are passionate about and fully invested in serving the Tumbles mission while also growing the business. Every aspect of the company has been scrutinized and improved, including the branding, systems and physical locations.

“We offer a complete business model that’s been developed and improved over 30 years,” Vakil says. “Best of all, the model includes a number of revenue streams that help new locations quickly develop needed cash flow.”

In short, Tumbles is primed for growth into new markets worldwide. For that reason, Tumbles is now seeking international partners who see the business opportunity — and who are also excited about making a difference in customers’ lives.

For more details please contact:
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Sherpa Kids
Serving the needs of local communities

These days both parents are likely to be employed and working longer hours than ever, so families and communities are desperate for good quality, affordable day care or outside school hours care.

Sherpa Kids assists local communities with creative, engaging, fun, safe and secure environments for the care of school-aged children. Our teams manage the stress for families with before/after school and during holidays care that is delivered directly on school or similar premises by qualified personnel meeting international best practice standards.

Dawn Engelbrecht, Managing Director, says: "We have the collective knowledge that comes with a larger, experienced out of school care service provider. A solid history, underpinned by a high level of knowhow, integrity, expertise and knowledge that professionalises our brand, our systems and most importantly our people since 1996."

Sherpa Kids operates in over 265 schools, supported by over 120 franchisees and looks after over 9000 primary school children in their local community EVERY day!

Its international franchise was launched in 2012 and has seen the brand extended into Australia, the UK, Ireland, Canada and South Africa. The popularity centred on its low-cost entry for local unit franchisees, well established business support platforms and a franchise system which has evolved from over 20 years of market experience. There is a high local demand, with the opportunity to operate in multiple, closely located schools.

"Sherpa Kids has intangible energy with a genuine passion for delivering a quality structured safe service and a solid business every time," says Engelbrecht. "In the same way as mountaineers use the skills and knowledge of the Sherpa people to guide them safely to their summit, franchisees can rely on Sherpa Kids' expertise to guide them with everything that goes with managing, planning and running an outstanding and affordable business."

Sherpa Kids are looking for individuals or companies who have the capability to develop and manage a country master franchise that makes a difference for their local communities. Ideal candidates will have a background in business development or management, an interest in children’s services and education, good communicators, people focused, confident and willing to grow a substantial business via franchise sales.

"Sherpa Kids provides an opportunity establish a strong local business that franchises can be proud of," adds Engelbrecht. "A business that serves their local communities, keeping children safe and returning an income directly back into the community it is based within – the franchisee and the school."

For more details please contact: martin@worldfranchiseassociates.com

Country of Origin
Australia / New Zealand

Target Markets
India, China, United States, UAE, Kuwait, Kingdom of Saudi Arabia, Qatar, Bahrain, Oman, Egypt, Tunisia, Algeria, Morocco, Worldwide

Make a difference to your local communities by providing out of school care services for primary aged children
**Auntie Anne’s (US) Opens in Myanmar**

Pretzel franchise Auntie Anne’s opened its first store in Myanmar recently at Yangon’s Junction City Mall.

The master franchise partner for Auntie Anne in Myanmar is Singapore-listed Yoma, a company with a diversified portfolio of businesses ranging from real estate to financial services.

Yoma CEO Melvyn Pun said in a press release that the Auntie Anne brand was brought into the country after an in-depth study was made of the dining preferences of consumers.

**Starbucks Chief: Luckin Won’t Beat Us in China**

Starbucks CEO Kevin Johnson doesn’t expect competitor Luckin to beat the world’s largest coffee brand in China by year’s end, despite Luckin’s claim it will have 4,500 stores in that time frame compared to Starbucks’ current 3,500 locations.

Luckin is a Chinese startup that launched at the start of 2018.

**APAC Realty Extends Direct Control over Franchises in Indonesia and Thailand**

APAC Realty, the parent company of real estate agency ERA Realty Network in Singapore, will acquire the master franchise of ERA Indonesia and take direct ownership of ERA Thailand. These regional expansions follow APAC Realty’s moves in establishing a foothold in China, Cambodia and Vietnam last year.

The company has partnered with current ERA Indonesia CEO Darmadi Darmawangsa to fund the purchase of the master franchise operations from its current stakeholders.

**A Guide to Franchising in China**

China is one of the biggest franchise markets in the world and a key target for international franchisors with its vast middle-class consumer base.

To gain a foothold in the Chinese market, franchisors are advised to familiarize themselves with the country’s regulatory structure and consumer market preferences.

In this article, we explain China’s franchise market and highlight necessary legal precautions for foreign companies seeking a presence in this market.

**Philippine Brands Expand to Foreign Markets**

Homegrown Philippine brands continue to level up to global standards with the help of franchising.

 Philippine Franchise Association president Richard Sanchez said about 30 Filipino brands have successfully penetrated markets overseas and that about a hundred more are expected to join the fold in three years. “We advocate Filipino franchises to go global. We want to see 100 of our brands in the international scene.”

**Wall Street English (Spain) Expands with Launch in Mongolia**

New franchise partner Metro Development Group Mongolia eyes further growth across region

Wall Street English announces the launch of a new franchise operation in Mongolia, with the first center due to open in Spring 2019 in Mongolia’s capital, Ulaanbaatar.

Launching with partner Metro Development Group (MDG) Mongolia, the new franchise has signed an agreement with Wall Street English to open a further 4 centers in the coming 4 years.

**T BUN (South Korea) to Compete Major Taiwanese Brands**

Korean milk tea brand is expanding fast enough to compete major Taiwanese brands

The milk tea business is becoming extremely popular international market. For the past 10 years, Taiwanese milk tea brands dominate the market and expand their business without any competitor.

However, there are some milk tea brands competing Taiwanese brands recently and one of them is Korean milk tea brand “T BUN”.

**Enterprise Holdings (US) Signs Franchise Agreement for Japan**

Enterprise Holdings has announced a new partnership with Nippon Rent-A-Car International to expand car rental services in Japan.

The two companies have entered into a franchise agreement that provides access to Enterprise’s brands for visitors to Japan, as well as for Japanese residents travelling overseas.

The agreement underscores Enterprise’s commitment to continue its international expansion.

**Missguided (UK) Opens First Store in Vietnam**

Missguided has just opened the doors to its first store in Vietnam, as the fashion retailer pushes on with international expansion while downsizing in the UK.

The new store is located at the Saigon Centre mall in Ho Chi Minh City and follows the closure of its loss-making flagship in Westfield Stratford City at the end of February.

**2019 Global Restaurant Leadership Conference to Take Place in Singapore**

The fourth annual Global Restaurant Leadership Conference (GRLC), presented by Winsight, LLC, will take place Nov. 3-6, 2019, at the Marina Bay Sands luxury hotel in Singapore.

GRLC is the restaurant industry’s premier conference, hosting more than 1,200 top executives from the world’s leading foodservice companies.
**fit20**

**Most effective training**

Fit in 20 minutes per week

fit20 is a rapidly growing personal health and fitness franchise founded in 2009 and based in the Netherlands. In the last 10 years it has grown to over 140 studios worldwide. Besides studios for private clients, fit20 has in-house studios in various multinational companies in the Netherlands such as Siemens and Ahold. fit20 provides a personal training service in an attractive, modern, clean and cooled boutique studio. The fit20 training method is science-based, employs proprietary technology optimizing training efficiency and can be categorized as high-intensity, low impact, full body resistance training. Clients perform at maximum intensity in 6 exercises covering the 6 large muscle groups. This achieves optimal results for health and fitness in one 20 minute session per week.

The training is by appointment only and always with a specifically trained fit20 personal trainer. As the exercises are in slow-motion and studios are cooled to 17°C/63°F clients don’t break a sweat. Consequently there is no need to change or shower. fit20 is safe, effective and highly time efficient. Clients of all age groups and fitness levels train at fit20. Health and fitness levels improve often in just a few sessions and continue to progress from there. fit20 accommodates clients with a busy lifestyle, clients who don’t feel comfortable in regular gyms, clients who need a personal trainer and clients that don’t like to exercise but feel they have to for their health.

fit20 is a solid and uncomplicated Franchise. As franchisor it offers startup and ongoing support. The fit20 Academy is multilingual with online and offline functionality. It prepares master franchisees, new studio owners and personal trainers for their jobs. fit20 marketing is a centrally coordinated international service provided to the master franchisees, multi or single sub-franchisees. It offers the most current insights and methods in an on- and offline marketing mix. The franchise fee structure is transparent, based on revenue and fair to all involved. Unit economics are excellent providing anyone engaged a profitable business opportunity.

**Unique Business Propositions:**

- Proven successful franchise opportunity
- Low start-up cost
- Excellent unit economics
- Vast current and future market potential
- Studio setting can be designed to accommodate gender exclusive personal training

For more details please contact: paul@worldfranchiseassociates.com

**Country of Origin**

Netherlands

**Target Markets**

GCC countries, Spain, Italy, Japan, Singapore, Australia, Canada
9Round
The High-Energy Franchise that Packs a Punch!

Country of Origin
USA

Target Markets
South America, Latin America, Asia, Africa

9Round’s Global Fitness Takeover

In a fitness industry that is currently worth $85 billion globally, with no signs of growth slowing down in the years to come, the market is heavily saturated for fitness franchises. Yet even as competition intensifies, 9Round, the world’s largest kickboxing-fitness chain, continues to spread across the globe at an accelerated rate.

9Round’s mission is to make people “stronger in 30 minutes, both physically and mentally,” with its intense kickboxing workouts. Developed in 2008 by world-champion kickboxer Shannon “The Cannon” Hudson, the 9Round workout emphasizes intensity over time with its 30-minute workout sessions that include a proprietary system of nine challenging stations that give members everything they could ask for in a workout: functional, interval, cardiovascular, and circuit training regimens. Since the workouts occur on a continuous circuit throughout the day, a major perk of 9Round is the fact that there are no scheduled class times; members can simply show up and jump into their first station of the day when the circuit starts over every three minutes.

“I wanted to bring the intensity of the kickboxing workout I knew and loved from my years of professional training to the masses, but without the ‘getting hit’ part,” says Hudson when he reflects on what inspired him to begin the brand. “In 2008, my wife Heather and I opened the doors to our first 9Round studio without even enough money to put a sign on the building, because we were passionate about the product we were going to provide to the members of our local community. It’s been an exciting ride since then to watch our dream turn into exactly what we originally envisioned it as on an international stage.”

Today, 11 years since that inaugural 9Round location opened, the brand’s network consists of more than 800 locations across 19 countries and counting. Just last year, the brand opened 202 new locations around the world, with 40 of those new locations based outside of the United States.

International franchising of the 9Round brand did not even begin until 2014. So, how is it that the brand has experienced such rapid yet sustainable international growth in less than half the time since the brand first opened?

For more details please contact: martin@worldfranchiseassociates.com
First and foremost, fitness is a universal language, and 9Round’s workouts appeal to members around the world despite their cultural differences. 9Round’s workouts are the same for every member, in every location, every day, as the workouts for each week are distributed from the headquarters office to all of the brand’s franchises around the world. Across the board, members enjoy the high-energy and effective fitness model that the brand offers.

But the brand is also flexible in order to appeal to the customs and needs of the countries where it plants its roots. For example, in Japan, the brand’s marketing messages emphasize stress relief as opposed to weight loss based on consumer expectations in this country. In United Arab Emirates, Kuwait, and Saudi Arabia, 9Round has opened women-only studios to align with the country’s cultural norms.

In addition to the model 9Round offers to its members, it has also evolved its franchising systems over the years to better appeal to franchise prospects worldwide. From day one, the brand has been focused on creating scalable systems to ensure that growth is steady and sustainable. It offers support resources to its franchisees that ensure confidence in the seamless operation of each location by utilizing 9Round’s ongoing support. By maintaining this focus on giving franchisees all the secrets to success, the brand continues to attract more and more franchise prospects each year as the brand’s scalable systems improve.

No stopping 9Round now

In the years to come, international expansion will remain a top priority for 9Round, leading to a projected 1,000 locations open and operating by 2020. In order to meet such lofty expansion goals, the brand recognizes its need to partner with the right organizations that can help simplify the international franchise sales process. For this reason, World Franchise Associates has been 9Round’s most impactful liaison between the brand and its international franchise sales.

Out of the 19 countries where 9Round is open and operating today, World Franchise Associates brokered 13 of those international deals: Costa Rica, Guatemala, Japan, Jordan, Lebanon, Mexico, Saudi Arabia, Turkey, United Arab Emirates, Kuwait, India, Argentina, Singapore, Egypt, and Ecuador.

World Franchise Associates has also brokered deals with an additional five countries where plans for future 9Round development have been confirmed, with each of their inaugural grand openings projected to occur before the end of this year: Oman, Bahrain, Panama, Morocco, and Colombia.

9Round is a prime example of the perfect recipe for rapid yet sustainable growth: Combine the right product with the right scalable systems with the right international partnerships, and global growth will be exponential.
BODYROK
Bodyrok is pilates re-designed

BODYROK is Pilates re-designed. A 40-minute, full body, high intensity, low impact workout, on our custom reformer. The hybrid pilates sequences will have you plank, lunge, pike, jump, and push your body to its limit. The experience is designed to create more energy and increase your metabolism, even after you leave. COME ROK WITH US!

Training & Support
BODYROK offers full training and support for both BODYROK Trainers and Studio Managers.

We hold trainings for New Instructors at our Corporate Headquarters every six weeks in San Francisco, California. Instructor training is 20 hours in-studio over a 4-day period (Thursday – Sunday). There are pre and post training requirements for new trainers as well. Franchises have the opportunity to have a BODYROK Training Director lead a training at their location if they choose to host a training.

Training for Studio Managers is offered at our Corporate Headquarters as well. It is a 4-day, 20-hour program that covers MindBody Online training, Manager Training, Hiring Training, and Operational training. It can also be done at a Franchise location if requested.

Country of Origin
USA

Target Markets
UAE, Netherlands, Japan, USA

For more details please contact: martin@worldfranchiseassociates.com
GYMGUYZ
Mobile in Home Personal Training

We have created a new category, the first and only mobile personal training franchise. We are the only fitness brand without brick and mortar. We bring the workout to you! We offer individual, group and corporate wellness programs under the instruction and guidance of our certified personal trainers. We are one of the fastest growing fitness brands in the United States.

Training & Support
We provide a week of training at our Corporate location prior to your 90-day launch period. We have ongoing marketing and recruiting support.

Country of Origin
USA

Target Markets
UK, Mexico, Australia

For more details please contact: sary@worldfranchiseassociates.com
Physique 57
Fitness for women

Physique 57 is the world’s best results-driven barre fitness program. Recognized around the world for forging communities of strong and powerful women and delivering unparalleled results, Physique 57 offers a fitness experience that touches lives far beyond the barre. The studio offerings are complemented by fitness retail boutiques and global video on demand platform.

Proof of concept in place internationally Every day, thousands of women arrive at our studios worldwide or workout with us online to push themselves to the limit because they know that our workouts will give them a better body than any other exercise method around.

Training & Support
When you join our franchise system you will be provided with support and training designed to empower you and your franchise efforts. Three weeks in New York to train up to 5 people: Manager, Master Trainer and Trainers. Our Support team, with more than 55 years of combined experience, offers guidance in the areas of construction and design, training, marketing and launch coordination. Each franchisee will have a dedicated team of franchise coaches and access to continuing virtual training.

Country of Origin
USA

Target Markets
GCC/Gulf States: United Arab Emirates (excluding Dubai), Kuwait, Qatar, Bahrain, Oman and Jordan.
North Africa: Egypt, and Morocco.

For more details please contact:
martin@worldfranchiseassociates.com
Snap Fitness
24/7 Results Driven Culture Changes Lives

Snap Fitness™ is the premiere wellness brand dedicated to providing members with more value and franchisees with more opportunity than other fitness companies. Founded by Peter Taunton in 2003, Snap Fitness, Inc. provides high intensity personal training, heart rate monitoring through Myzone technology, and 24/7 access. Snap Fitness not only helps members achieve their goals, but it changes lives.

Snap Fitness™ is the premiere wellness brand dedicated to providing members with more value and franchisees with more opportunity than other fitness companies. Founded by Peter Taunton in 2003, Snap Fitness, Inc. provides high intensity personal training, heart rate monitoring through Myzone technology, and 24/7 access. Snap Fitness not only helps members achieve their goals, but it changes lives.

The fitness industry is competitive, and Snap Fitness has been setting the bar high in both national and global markets. Entrepreneurs are drawn to the proprietary support system that Snap Fitness offers to franchisees and, with over 2,000 locations in 26 countries, it’s a proven business model and fitness method.

The high demand for an affordable fitness experience that provides value to members has not gone unnoticed by Snap Fitness.

“The importance of living a healthy and active lifestyle transcends cultures. The Snap Fitness™ model has proven to be successful across multiple continents,” says Taunton. “We are aggressively looking to attract new master franchisees who can build our brand in up-and-coming markets.” With the dynamic international growth experienced by Snap Fitness, the brand is only going to continue to gain momentum.

For more details please contact:
martin@worldfranchiseassociates.com

Country of Origin
USA

Target Markets
South America, Germany, Italy, Sweden, Poland, Austria
The Guinot - Mary Cohr Group holds a leading position in the professional beauty business in France but also in many other international markets, being represented in 70 countries all over the world through more than 17,000 stockists - beauty salons.

Founded in Paris and trading since 1963, our mission is to offer our clients an alternative aesthetics through patented & innovative devices, treatments and products, which are all manufactured in our own R&D laboratory / factory, located in France, meeting the highest pharmaceutical standards (ISO certifications 22 716, 14 001, FDA approved).

In 2010, in order to match the quality of our distribution with our brand, we have launched a franchise concept which underlines our clinical & results oriented image of a professional, reassuring and attractive beauty salon. Presently, there are more than 320 franchisees in more than 10 countries - France, UK, USA, Spain, Russia, Germany, Korea, Pakistan, India, Guatemala, Japan... - whose speed of development is increasing year after year (85 openings in 2018, about 90 planned during 2019 with new launch projects in Brazil, Canada, Uzbekistan).

Furthermore, after manufacturing high quality products and set out a profitable & reliable business concept, in 2013, we decided to launch our own Beauty Academy in Paris where we educate 400 students a year to become beauticians, managers or entrepreneurs. This allows our Group and our network of beauty salons to get the finest beauticians today which is...
Guinot, #1 skincare professional brand in France, is becoming the world leading skincare beauty salon franchise in the world! Through our exclusive and innovative treatment methods and our know-how in salon management, we are making the business of beauty salons a potent investment.

Mary Cohr

At the forefront in skincare research, Mary Cohr is a unique brand that has made major strides in the science of Beauty, allowing Beauty Therapists to help women obtain exceptional results. Through our exclusive and innovative treatment methods and our know-how in salon management, we are making beauty salons a potent business investment.

Unique Business Propositions:
- Presence in 70 countries
- Through 17,000 beauty salons
- Over 220 franchisees in France; and franchisees in UK, USA, Germany, Russia etc
- Over 80 openings per year
- 100% owned, managed and produced in France
- Highest pharmaceutical standards

Country of Origin
France

Target Markets
UAE, Saudi Arabia, Qatar, Kuwait, Oman, Lebanon, Bahrain

For more details please contact: paul@worldfranchiseassociates.com
Reliance Facilities Management
Enhancing the life of clients’ assets

Targeting a horizontally diversified marketplace, Reliance Facilities Management has established revenue streams via commercial, corporate and industrial clients, who value its comprehensive service range and reputation for quality of service. Reliance FM is a one-stop shop for B2B work place support services, its scope including cleaning, security, engineering maintenance, pest control, waste management, help desk and reception services, and more. “We provide quality FM services which result in productive work places and enhance the life of clients’ assets,” says Franchise Director Tayo Ola. “Ultimately, the benefit for the client is a better return on their investment.”

The company has been operating since 2003 and lists among its USPs its price level and fair return on capital for franchisees. “There is no standard pricing,” adds Ola. “Pricing is carried out on each service required by the client. This is dependent on the property type, size, assets and combination of services required.”

With two operations trading in its home market the UAE, the company has established international locations in Kuwait, Qatar, Nigeria and London. It has offices in Dubai, Abu Dhabi, London, Kuwait and Lagos. An ideal master franchisee candidate is identified as a large developer, big local FM Company or a large real estate firm, which is well connected and able to generate leads for the business.

The success of facilities management is based on the quality of its processes, and Reliance FM has invested in technology and support to ensure franchisees are able to achieve high levels of customer satisfaction. Its Sales Pro and FM software facilitate the growth of the business and delivery of the service, while marketing and branding assets provided include proposal and presentation templates and marketing strategies. The parent company will also refer existing high profile international clients where applicable. A month’s pre-launch training is followed up by quarterly visits by the Franchise Director and biannual in-territory meetings with the CEO.

Country of Origin
United Arab Emirates

Target Markets
South Africa, Kenya, Tanzania, Egypt, Ghana, Zimbabwe, Uganda, Iran, Lebanon, Saudi Arabia

For more details please contact: sary@worldfranchiseassociates.com
easyHotel
Let’s Go

Part of the 'easy' family of brands, easyHotel is an international super budget hotel chain and listed on the London Stock Exchange. As the owner, developer, operator and franchisor of branded hotels, its strategy is to target the super budget segment of the hotel industry by developing and marketing “clean, comfortable, stylish and safe” hotel rooms to its customers.

Every one of its hotels is based in a prime location – a great base offering great value and fulfilling its mission of making “being there possible for everyone”. easyHotel is for people who believe that life is for living. The type of person who wants to make the most of every moment. We make it simple for our customers to do what they want to do, when they want to do it: whether that’s exploring a city on a mini-break or holiday, spending time with friends and family, getting to an important business meeting, or just relaxing - they want to be located right in the heart of the action!

Our business model may be simple but we are relentlessly innovative and ambitious. We listen closely to our customers. They expect a great bed, well-trained, friendly staff, a good shower, air conditioning and well-designed rooms.

We aim to provide a great place for good night’s sleep, in a great location, at a great price. Nothing more and nothing less!

Country of Origin
UK

Target Markets
Turkey, Iran, Sri Lanka, UAE, Saudi Arabia, Kuwait, Jordan, Bahrain, Egypt, Morocco, Qatar, Worldwide

Unique Business Propositions:
- Excellent returns and a stable cash flow
- A trusted truly international brand
- Direct distribution via easyHotel.com
- Trading in the fastest growing ‘super budget’ sector
- We support you every step of the way
- A flexible model
- A competitive fee structure
- Typically 50-200 rooms
- Typically achieving 85% occupancy and margin of 45-55%
- 20 year franchise agreement
- Full support pre and post opening

For more details please contact: paul@worldfranchiseassociates.com
Conceptualized by Archipelago International, the largest Hotel Management and Franchise Company in Southeast Asia with over 200+ hotels, and over 5 Billion USD in assets under management.

favehotels have a proven track record of success, the concept is easily marketable and popular with a wide range of travelers, the hotels are with an approximate construction and outfitting cost of USD 28 to 35 000 per room bay inexpensive to build and many have achieved return of investments of less then 5 years.

While favehotels are by no means unattractive and boring they are simple to set up and operate under a very lean cost structure following Archipelago’s systems which makes them run like a “well oiled” machine producing superior profits, in many cases often achieving industry records.

If you’re interested in building a new hotel or converting an existing one we would love to hear from you and you can contact us through our franchising partner at World Franchise Associates.

Every hotel property that operates under the favehotel label receives dedicated operational staff expertise, easy to use systems, access to a world class distribution system and highly discounted commission levels on all major Online Travel Agents (OTAs) , processes and tools and the latest technologies to help build your business and make sure you get the peace of mind and the kind of returns you are expecting.

Archipelago International provides comprehensive training programs and training tools to help you and your team run a well-managed and profitable hotel you can be proud of and where guests will return again and again. Our knowledgeable design and supply teams offer a comprehensive and cost-efficient approach to hotel design that helps hotel owners and developers create the ultimate guest experience for your property.
In 2019 WFA is collaborating as a strategic partner with major franchise expos in the Middle East, United Kingdom and South East Asia and we invite you to join us.

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franchise &amp; License Expo Indonesia</td>
<td>13 - 15 Sep, 2019</td>
<td>Jakarta Convention Centre Jakarta, INDONESIA</td>
<td>Franchise &amp; License Expo Indonesia 2019 is your gateway to Indonesia, the biggest market in South East Asia.</td>
</tr>
<tr>
<td>Franchising &amp; Licensing Asia (FLAsia)</td>
<td>24 - 26 Oct, 2019</td>
<td>Marina Bay Sands 10 Bayfront Ave., SINGAPORE</td>
<td>Franchising &amp; Licensing Asia (FLAsia) is Asia’s largest and most international event of its kind, an excellent platform that brand owners choose to showcase innovative and unique business concepts.</td>
</tr>
<tr>
<td>Vietnam International Retailtech &amp; Franchise Show</td>
<td>31 Oct - 2 Nov, 2019</td>
<td>Saigon Expo &amp; Convention Centre Ho Chi Minh City, VIETNAM</td>
<td>VIETRF is returning with even more to offer in its 10th edition in 2019. This unique, highly successful trade show is owned by top exhibition company in South Korea, Coex and is the one and only Retail-tech &amp; Franchise trade show in Vietnam.</td>
</tr>
<tr>
<td>Global Restaurant Leadership Conference</td>
<td>3 - 6 Nov, 2019</td>
<td>Marina Bay Sands Singapore, SINGAPORE</td>
<td>The Global Restaurant Leadership Conference is a one-of-a-kind, invitation-only event delivering unparalleled thought-leadership to the top minds within the global restaurant industry including international franchisors, U.S. franchisors and international franchisees.</td>
</tr>
<tr>
<td>The Global Franchise Market</td>
<td>5 - 6 Nov, 2019</td>
<td>Dubai International Convention and Exhibition Centre Dubai, UNITED ARAB EMIRATES</td>
<td>The Global Franchise Market is the official franchising event in Dubai, held under the patronage of Dubai Economy.</td>
</tr>
<tr>
<td>Myanmar Franchise Expo &amp; Conference</td>
<td>6 - 8 Mar, 2020</td>
<td>Fortune Plaza, Corner of Miranda Road and Thumana Rd, Yangon 11232, MYANMAR</td>
<td>Transforming The Economy The Franchising Way. Meet The World Class Franchisors.</td>
</tr>
<tr>
<td>Franchise Asia Philippines</td>
<td>25 - 29 Mar, 2020</td>
<td>SMX Convention Center Manila, PHILIPPINES</td>
<td>Asia’s Biggest Franchise Show</td>
</tr>
<tr>
<td>Thailand Franchise &amp; Business Opportunities</td>
<td>16 - 19 Jul, 2020</td>
<td>@BITEC, Bangkok, THAILAND</td>
<td>Let’s do your brand journey together with ASEAN’s premier and biggest International exhibition “Thailand Franchise &amp; Business Opportunities 2020”.</td>
</tr>
<tr>
<td>Malaysia International Retail &amp; Franchise Exhibition</td>
<td>16 - 18 Jul, 2020</td>
<td>Kuala Lumpur Convention Centre, Kuala Lumpur, MALAYSIA</td>
<td>This Three-Day event will provide in-depth focus on the next wave of Franchise, Retail, Licensing, and E Tailing and the engagement between the retailers and consumers.</td>
</tr>
</tbody>
</table>
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Book your booth now to untapped the business opportunity in Myanmar, contact Ms. Michelle michelle@altexpo.my or support@altexpo.my for prime location booking.

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Organized By: ALT EXHIBITIONS

www.myanmarfranchise.org
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Email: tfbo@kavinintertrade.co.th
The Global Franchise Market (TGFM) is the leading franchising event in the Middle East and is a dedicated platform for franchisors to connect with investors and franchisees seeking diversified investments and business partnerships.

WHO EXHIBITED

- 71 EXHIBITORS (+35% vs 2017)
- 90 EXHIBITING BRANDS From 20 Countries

WHO ATTENDED

- 84% FRANCHISEES Looking for new opportunities
- 16% INVESTORS (i.e. corporate investor, individual investor, real estate & mall developer)

For exhibition information, please contact:

Wissam Ezzeddine
Business Development Manager
Tel: +971 4 520 8888
E-mail: exhibit@globalfranchisemarket.com

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The Only Global Foodservice Event in 2019

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About GRLC

The 4th annual Global Restaurant Leadership Conference is the premier global restaurant event. A one-of-a-kind, invitation-only event, GRLC delivers unparalleled thought leadership to the top minds from around the globe. This event gives executives a place of focus to connect with innovators, investors and suppliers, assess the future of the global restaurant industry and secure partnerships for years to come.

More than 1,200 restaurant executives, including franchisors, franchisees and suppliers from around the world, attend GRLC. It’s the most exclusive gathering, offering vital insights to drive growth overseas.

325 COMPANIES IN 2017

$BILLIONS OR 35% OF GLOBAL RESTAURANT INDUSTRY REVENUE

800+ OPERATORS
“The Asia-Pacific foodservice industry is nearly a $1 Trillion market that is projected to grow at a 6.8% compound annual growth rate over the next five years.”


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