

# LEGENDARY

RESTAURANT BRANDS

*The American Legends*



**STEAK and ALE®**

**BENNIGAN'S**  
ON THE FLY





## THE BENNIGAN'S STORY



Bennigan's was established in Atlanta, Georgia in 1976 by Norman Brinker, the founder of Steak & Ale. Over forty years later, Bennigan's is still the iconic brand loved by all and is re-establishing itself as the leader in casual dining. Committed to the welcoming, friendly and festive spirit of Irish Hospitality, Bennigan's offers more generous pours and portions and goes above and beyond the call of duty to deliver Legendary experiences to every guest, every meal, every day.

ESTABLISHED 1976



# BENNIGAN'S RENAISSANCE

"Everyone knows how passionate I am about Bennigan's and Steak and Ale, and Gwen and I have never been more excited about the brands' future than we are today," said Mangiamele. "My committed team and I have worked tirelessly in collaboration with our incredible franchise partners and our loyal vendor partners, to return Bennigan's to its rightful place as the leader of the casual dining segment. While there's still plenty of work to be done, it's clear that our work is bearing fruit, the emotional connections to the brands are stronger than ever and the best is yet to come!"

*Excerpt from Restaurant News  
Interview with Paul Mangiamele*



**BENNIGAN'S**  
AMERICAN FARE • IRISH HOSPITALITY™

**RETURN TO RELEVANCE**  
BLEEDING GREEN 25/8



**PAUL MANGIAMELE**  
PROUD CEO OF AN ICONIC BRAND



# WHY BENNIGAN'S?

## Iconic Brand with Pent-up Demand

People worldwide continue to have a deep, emotional connection to Bennigan's. Over 40 years of heritage and making memories!



K Verree Rodgers

Need y'all's Monte Cristo in my life again. Come back to Katy, Texas

Like · Reply · 25w



4



David Floyd

Come back to Bay County Florida but dont build in Panama City build one in Panama City Beach.

Like · Reply · 25w



2

↳ 1 Reply



Rusty Kutz

Pensacola needs you! Nice location on davis hwy in from of a large shoping center is available! Please come back @bennigans!

Like · Reply · 25w



3



Denise Chin

Please come back to Northern Virginia. There are no Bennigan's. I'm craving your Monte Cristo.

Like · Reply · 4w · Edited

↳ 2 Replies



Enid Costanzo

Please come back to Austin

Like · Reply · 4w



# WHY BENNIGAN'S?

## New Prototype

Our new prototype is generating increased volume with 40% less space. The contemporary design combined with nostalgic touches delivers a high energy vibe and a Legendary guest experience.







## WHY BENNIGAN'S?

### **Private Ownership**

Paul Mangiamele put his money where his passion is when he and his wife, Gwen purchased the company in 2015.

Legendary Restaurant Brands, LLC owns 100% of Bennigan's, Steak and Ale and Bennigan's On The Fly. With no outside influence, the company can focus on driving value and experience while offering franchisees flexibility, which many public companies are unable to do. We respect our franchisees' investment as we, too, have made a significant investment in the ownership of the brands.



# WHY BENNIGAN'S?

## Signature and Trademarked Menu Items

The World-Famous Monte Cristo, Death By Chocolate™, Long Ireland Iced Tea and all of our signature items continue to surprise and delight guests. We constantly strive for bold, new, made from scratch menu items that drive volume and increase traffic counts.





# WHY BENNIGAN'S?

## Community

- We are proud members of the Vet Fran Military Program as well as Diversity Fran.
- Giving Back/ B Involved Programs
- Senior V.I.P Program



## GIVING BACK THE GREEN

Join us for B-Involved Night at Bennigan's!

Present this flyer to your Bennigan's server on

Wednesday  
Thursday October

and 20% of your  
Main Street

Help Support Main  
enjoy great food

We'll see  
(don't forget to

Proudly hosted



bennigans.com

## GIVING BACK

TO THOSE WHO SERVE OUR COMMUNITY

Present this card and receive 15% off your food purchase.

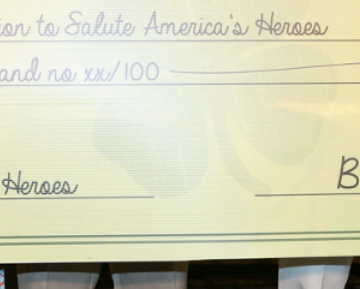
Not valid on alcoholic beverages or in conjunction with any other special offer. Tax and tip not included. Proof of ID may be requested. Discount offered for the card holder only. Valid at the Bennigan's location listed below. ©2017 Legendary Restaurant Brands, LLC. bennigans.com

Manager Signature: \_\_\_\_\_ Code: \_\_\_\_\_



1234 Somewhere Ave, Suite #102 | San Francisco, CA 85014

Expires September 24, 2013



## SENIOR V.I.P.

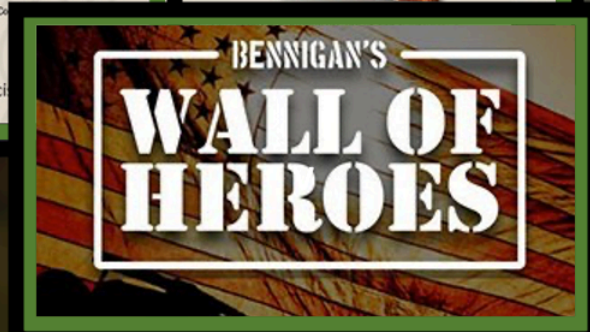
PRESENT THIS CARD AND RECEIVE  
10% OFF YOUR FOOD PURCHASE

Not valid on alcoholic beverages or in conjunction with any other special offer. Tax and tip not included. Must be at least 65 years of age to receive this discount. Proof of age may be requested. Discount offered for the card holder only. Valid at the Bennigan's location listed below. ©2017 Legendary Restaurant Brands, LLC. bennigans.com

Manager Signature: \_\_\_\_\_ Code: \_\_\_\_\_

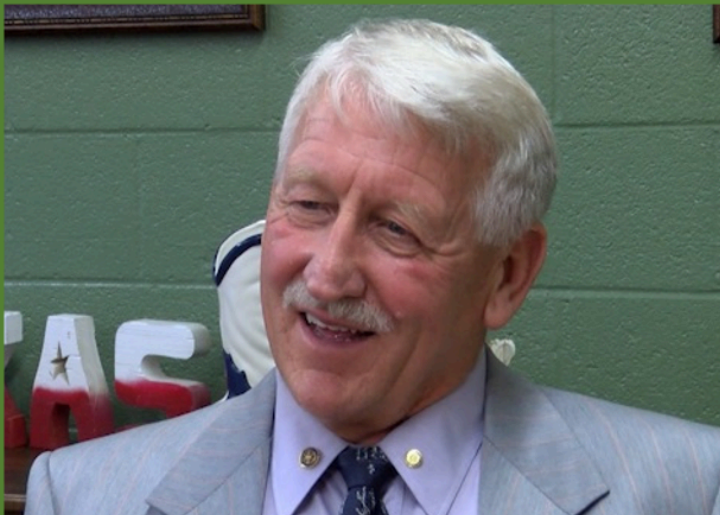


#102 | San Francisco  
September 24, 2013





# LIVING THE AMERICAN DREAM



“ With the deep and strong emotional connections to Bennigan’s, there is built-in demand for their signature menu items, and friendly Irish hospitality. As soon as we opened our doors, we had outstanding sales from day one making it a can’t miss combination for compelling returns on investment. ”

**David Cutbirth**  
**Franchise Partner in Texas**



“ I tell friends all the time: If you’re interested in going into the restaurant business, take a good long look at Bennigan’s. They don’t call it The American Legend for nothing. ”

**Subhir Patel**  
**Franchise Partner in Texas**



“ The ownership at Bennigan’s is passionate, energized and forward thinking. Their new prototype, made-from-scratch menu and operational support is impressive and very comforting for someone who has never been in the restaurant business before. ”

**Franco Carapellotti**  
**Franchise Partner in Ohio**



# BRAND ESSENCE

*Signature Items*



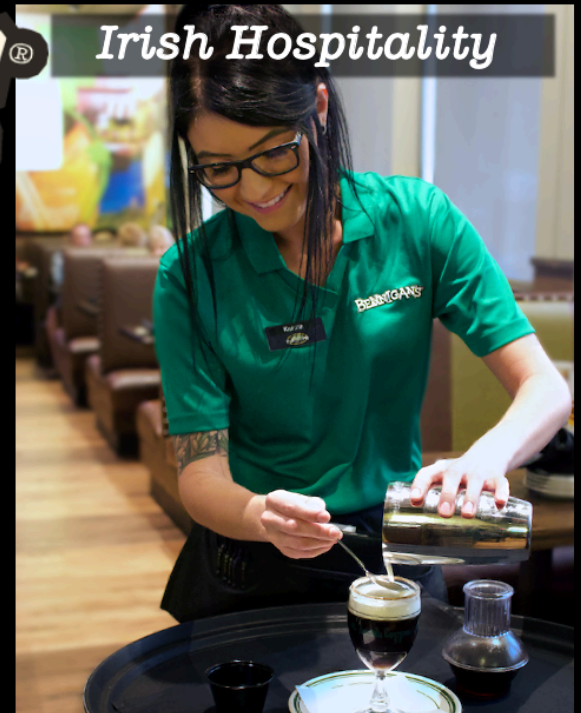
*You're with friends*



*Feel at home*



*Irish Hospitality*



*Welcoming*



*Legendary Service*



*Generous Portions*





# CORE MENU

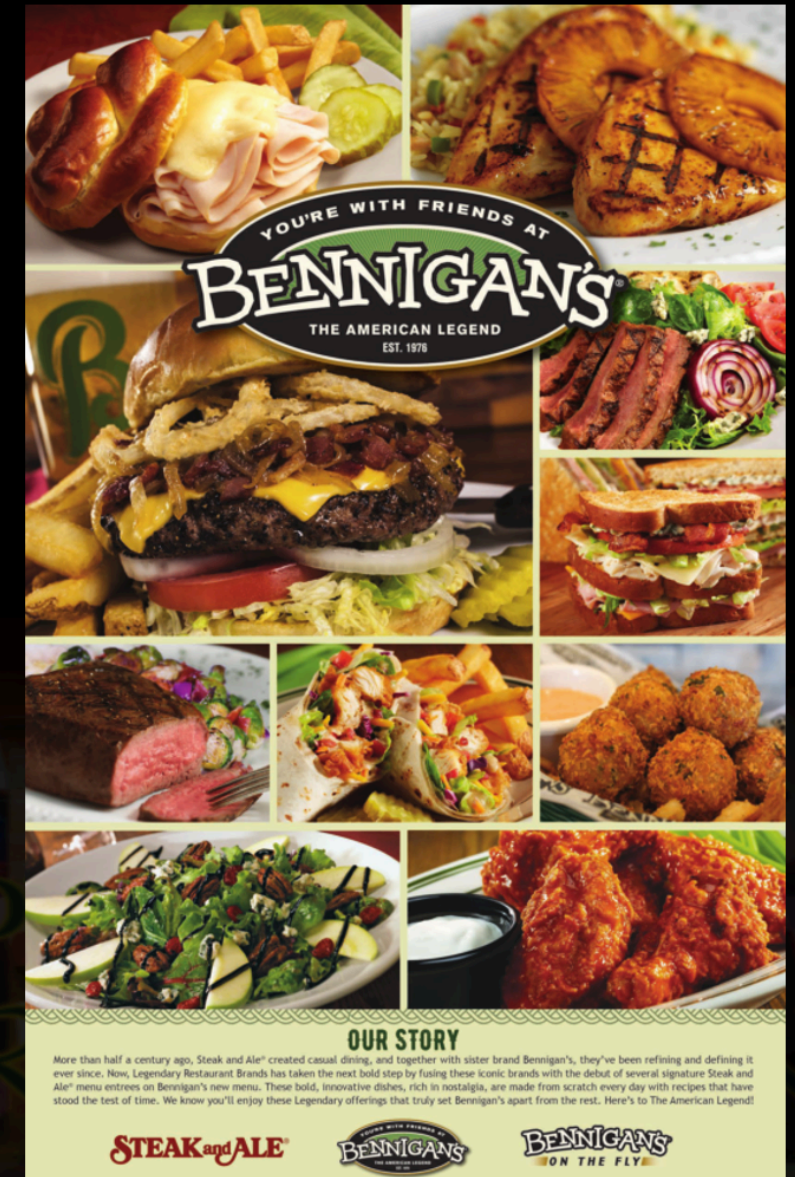
We deliver chef-driven food & innovative drink experiences and differentiate ourselves from the competition through our family fun, warm Irish Hospitality.





# CORE MENU

- We create a dynamic menu covers that celebrate our great food and pay homage to our proud history
- Our core menu items are developed with a modern feel and a streamlined presentation to deliver a consistent message in line with our new prototype
- We continue to bring back relevance to our signature items, while creating new and exciting taste profiles through food and beverage innovation
- We are proud of our chef-driven food & innovative cocktails
- Compelling value proposition – generous portions, value priced







## BEVERAGE PROGRAM





# BEVERAGE PROGRAM

*Experiential Delivery*

*Single Price Structure*

Bennigan's is known for creative and innovative beverages. Our beverage program is on trend, simple to execute and enhances our guests' experience.

*Hand Crafted Cocktails*

*Easy to Execute*

*Premium Ingredients*

*Signature Drinks*



# BENNIGAN'S IN THE NEWS



## Bennigan's on CNN Evening Express

213 views

Bennigan's CEO Paul Mangiamiele and waitress Hannah Hobbs discuss the Bennigan's Wall of Heroes.



## MSNBC - Paul Mangiamiele on Morning Joe.mp4

508 views

Tune into the MSNBC broadcast of Morning Joe, as our President and CEO, Paul Mangiamiele, speaks about our new initiative in which we partner with IFA and their VetFran program to assist our



**FOX BUSINESS** 10:20A MT  
**PAUL MANGIAMIELE** LEGENDARY RESTAURANT BRANDS CHAIRMAN AND CEO  
**TRUMP TO MEET WITH RESTAURANT INDUSTRY MEMBERS**  
**DOW** 24,482.90  
**797.48**  
**DJ TRANS** 8,238.86 ▲ 477.86 ▲ 5.8%  
**S&P 500** 2,949.07 ▲ 85.37 ▲ 2.9%  
**DELTA AIR LINES (DAL)** 21.41 ▲ 2.72 ▲ 14.4%

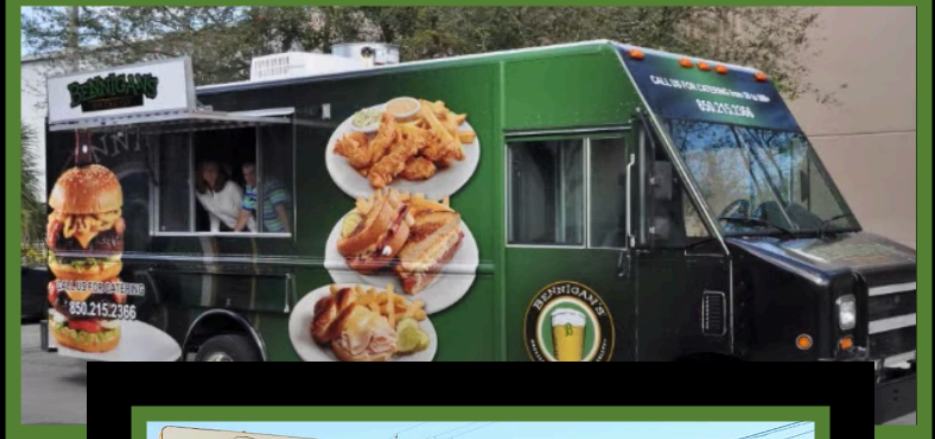
## Bennigan's restaurant coming to Mandan



**BENNIGAN'S**  
**AMERICAN FARE • IRISH**  
**CEO ON RESTAURANT IMPACT**  
**HOW RESTAURANTS ARE HANDLING LAYOFFS, SUPPLY CHAINS AMID COVID-19**  
**DOW** 24,482.90  
**797.48**  
**DJ TRANS** 8,238.86 ▲ 477.86 ▲ 5.8%  
**S&P 500** 2,949.07 ▲ 85.37 ▲ 2.9%  
**DELTA AIR LINES (DAL)** 21.41 ▲ 2.72 ▲ 14.4%



# EXPANDING REACH





# EXPANDING REACH

*Virtual Kitchens*  
are  
**Redefining  
Restaurants**



**DOWNLOAD**  
*our* **NEW APP**

A smartphone displaying the Benign's app interface. The app shows the Benign's logo, a photo of a dish, and navigation buttons like "Call Us", "Directions", "Share", "Locals", "Events", "Coupons", "Menu", and "More".

Scan this code today and start enjoying.

A QR code for downloading the Benign's app.

- APP REWARDS
- GPS COUPONS
- BLARNEY CAM
- & MUCH MORE...





The background of the slide is a blurred photograph of a Bennigan's restaurant interior. It shows a bar area with shelves of bottles, a counter, and a sign that says "BENNIGAN'S FLY HOSPITALITY".

# BENNIGAN'S®

## ON THE FLY

Bennigan's Nontraditional  
Foodservice Options



# BENNIGAN'S®

## ON THE FLY



**POLISHED FAST CASUAL  
RESTAURANTS**



**VIRTUAL RESTAURANTS**



**LICENSING TRADEMARKED  
AND SIGNATURE MENU  
ITEMS**



# POLISHED FAST CASUAL RESTAURANT MODEL

## CUSTOMIZED DESIGN

- Flexibility to adapt Bennigan's prototypical design to non-traditional spaces
- Bennigan's design elements are modern and sleek, providing a great atmosphere and high energy vibe for our guests

## SPACE REQUIREMENTS

- 1,500-4,000 sq. ft.
- Estimated build-out cost at \$150-\$200 per square foot





# POLISHED FAST CASUAL RESTAURANT MODEL

## SEATING

- Adaptable to common areas or dedicated seating
- Seating will depend on square footage of location

## IDEAL FOR

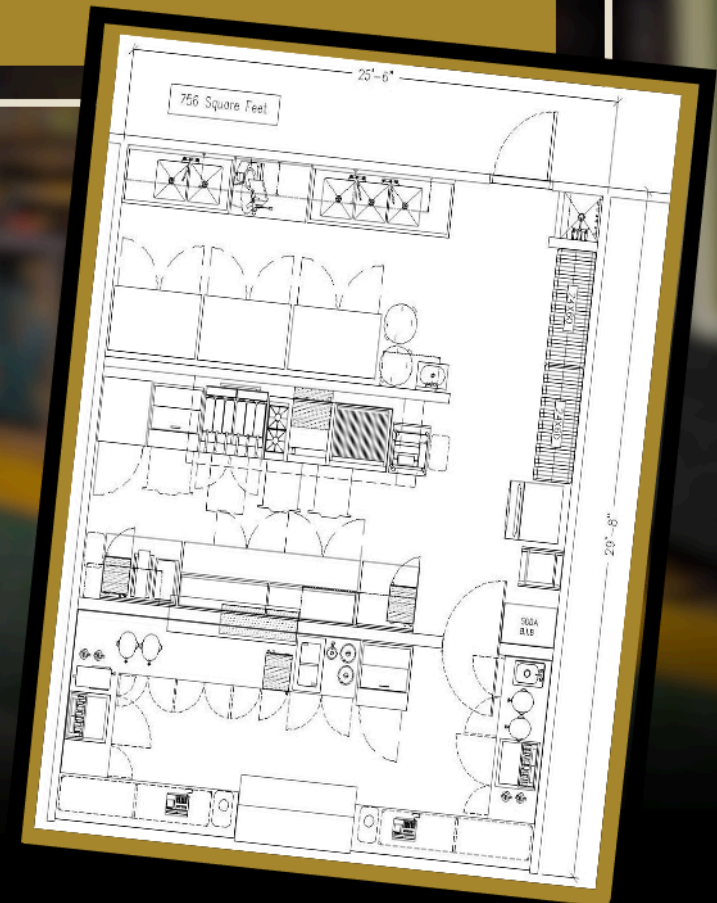
- Second Generation Space
- In-Line Retail Space or Strip Malls
- Hotels
- Airports
- Colleges & Universities
- Golf Clubs





# POLISHED FAST CASUAL RESTAURANT MODEL

Tailor made for non-traditional venues where there are real estate/space constraints or a need for a fast-casual venue.





# BENNIGAN'S®

ON THE FLY

VIRTUAL RESTAURANTS





# WHAT IS A VIRTUAL RESTAURANT?

Virtual Restaurants —also called **cloud** or **ghost kitchens** capitalize on the shift of customer behavior towards online ordering while reducing the costs associated with traditional brick-and-mortar restaurants

Restaurant operator rents commercial cooking space or utilizes space already owned such as hotels with kitchen, to prepare food that can be delivered through 3<sup>rd</sup> party platforms like DoorDash, UberEats and GrubHub

Menu items from well known brands are the best low risk option due to already established brand awareness, loyalty and built-in demand. The net result is increased sales and higher unit level profitability





# WHY CONSIDER VIRTUAL RESTAURANT?



- 59% of Millennial orders are either takeout or delivery
- 31% of consumers use 3rd party delivery services AT LEAST once a week
- 34% of consumers spend over \$50 per online order

- Online Ordering is here to stay
- Virtual Restaurants are sweeping the nation and the industry is set to grow from \$35 billion in 2020 to \$365 billion by 2030
- With younger generations such as Millennials and Gen Zers leading the charge, the virtual kitchen restaurant concept is a growing industry
- Virtual Restaurants are not just bursting on the scene in U.S.; they are cropping up in China, India, Japan, South Korea, Indonesia and now Latin America
- Online Ordering has grown 300% faster than dine-in revenues every year over the last 5 years



# BENEFITS OF VIRTUAL VERSUS TRADITIONAL RESTAURANTS

- Lower Investment
- Less Square Footage
- Lower Occupancy Costs
- Lower Overhead & Operating Costs
- Fewer Employees = Lower Labor Costs
- Simplified Focus = Better Execution
- Delivery/Pick-up Only - No In-House Guests
- Meet Modern Delivery Demands

Virtual Restaurants can be part of a blended development/investment strategy of diversification to include a traditional full service Bennigan's





# CHOOSING AN ESTABLISHED ICONIC BRAND

Choosing an established brand like Bennigan's with over 45 years of awareness is key because consumer demand already exists. Unknown/new brands have the added burden of creating demand.

Having brick and mortar presence like Bennigan's traditional, full-service restaurants provides valuable brand scale.

There is pent-up demand for Bennigan's Signature and Trademarked menu items like the World Famous Monte Cristo, Oh Baby Back Ribs™ and Death By Chocolate™.

Bennigan's corporate marketing support team has all the tools needed to successfully promote and market Virtual Restaurants.





# MENU OPTIONS

Menu flexibility that allows adaptability to country, regional tastes and space constraints

## SAMPLE MENU

Sandwiches & Wraps  
Salads & Soups  
Entrees  
Desserts  
Alcohol

## KITCHEN EQUIPMENT

Flat Top Grill  
Char Broiler  
Fryers  
Dishwasher  
Prep Area

A collage of various food items including burgers, fries, salads, and desserts. The central logo reads "YOU'RE WITH FRIENDS AT BENNIGAN'S THE AMERICAN LEGEND EST. 1978".

**OUR STORY**

More than half a century ago, Steak and Ale® created casual dining, and together with sister brand Bennigan's®, they've been refining and defining it ever since. Now, Legendary Restaurant Brands has taken the next bold step by fusing these iconic brands with the debut of several signature Steak and Ale® menu entrees on Bennigan's new menu. These bold, innovative dishes, rich in nostalgia, are made from scratch every day with recipes that have stood the test of time. We know you'll enjoy these Legendary offerings that truly set Bennigan's apart from the rest. Here's to The American Legend!

**STEAK and ALE®** **BENNIGAN'S** **BENNIGAN'S ON THE FLY**





**LICENSING SIGNATURE MENU ITEMS**



# LICENSE BENNIGAN'S SIGNATURE MENU ITEMS

Bennigan's craveable menu items are well known and there is already built-in demand resulting in maximum sales and unit level profitability. Bennigan's menu variety means there is something for everyone!





# ADD BENNIGAN'S SIGNATURE MENU ITEMS TO YOUR MENU



## THE MENU

### SOUPS & SMALL SALADS



**Panhandle Clam Chowder**  
Creamy combination of cherry stone clams, carrots, onions, celery, sweet corn and fresh herbs. Served with buttery crackers for topping.



**Green Leaf Hose Salad**  
Iceberg and Romaine lettuce, sliced cucumber, diced tomatoes, Colby and Monterey Jack cheese mix and housemade croutons. Served with Blue Cheese dressing.



**Creamy Tomato Basil**  
Creamy tomato basil bisque. Served with house made croutons.



**Tuscan Italian Wedding**  
Chicken broth, slow cooked Italian sausage meatballs, endive, carrots, cabbage, fresh Italian herbs, acini de pepe pasta and spinach. Topped with fresh grated Parmesan cheese.



**Small Caesar**  
Romaine Lettuce, House-made Caesar dressing and fresh grated parmesan cheese. Served with house-made croutons.



**Soup of the day**  
Soup of the day Served with buttery crackers or housemade croutons.

### SANDWICHES & WRAPS

Served with one choice of side.



**Green Leaf Basil & Fig**  
Fresh Basil Leaves, goat cheese, sliced fig, thin green apple slices and sweet bourbon vinaigrette. Served on a soft chabatta roll.



**The Prime Rib Sandwich**  
Thinly shaved juicy prime Rib, layered high on a soft French roll. Served with a side of housemade horseradish sauce and Prime Rib Au Jus.



**Bennigan's™ Turkey O'Toole**  
Now featuring Bennigan's™ Signature Turkey O'Toole Sandwich!  
Thinly sliced turkey breast, Swiss cheese and Bennigan's signature Smokey Honey Dijon dressing. Served on a warm soft pretzel roll.



**Double Layered Chipotle BLT**  
Two layers of crispy pepper bacon, fresh sliced tomato and lettuce in between 3 slices of toasted whole wheat and chipotle mayonnaise.



**Baja Chicken Poblano & Avocado Wrap**  
Thinly sliced grilled chicken breasts, pepper jack cheese, arugula and house-made Poblano lime crema. Wrapped in a warm spinach tortilla shell.



## THE MENU

### SOUPS & SMALL SALADS



**Panhandle Clam Chowder**  
Creamy combination of cherry stone clams, carrots, onions, celery, sweet corn and fresh herbs. Served with buttery crackers for topping.



**Green Leaf Hose Salad**  
Iceberg and Romaine lettuce, sliced cucumber, diced tomatoes, Colby and Monterey Jack cheese mix and housemade croutons. Served with Blue Cheese dressing.



**Creamy Tomato Basil**  
Creamy tomato basil bisque. Served with house made croutons.



**Tuscan Italian Wedding**  
Chicken broth, slow cooked Italian sausage meatballs, endive, carrots, cabbage, fresh Italian herbs, acini de pepe pasta and spinach. Topped with fresh grated Parmesan cheese.



**Small Caesar**  
Romaine Lettuce, House-made Caesar dressing and fresh grated parmesan cheese. Served with house-made croutons.



**Soup of the day**  
Soup of the day served with buttery crackers or housemade croutons.

### Now Featuring Bennigan's® Favorite Signature Items!

We have partnered up with Bennigan's® restaurants to bring you some of your favorite items from this iconic brand!



**Bennigan's® World Famous Monte Cristo**  
Thinly sliced turkey breast, Swiss cheese and Bennigan's signature Smokey Honey Dijon dressing. Served on a warm soft pretzel roll.



**Bennigan's® Turkey O'Toole™**  
Honey wheat bread layered with tender ham, roasted turkey, Swiss and American cheeses. Batter-dipped, gently fried and coated with powdered sugar. Served with red raspberry preserves for dipping.

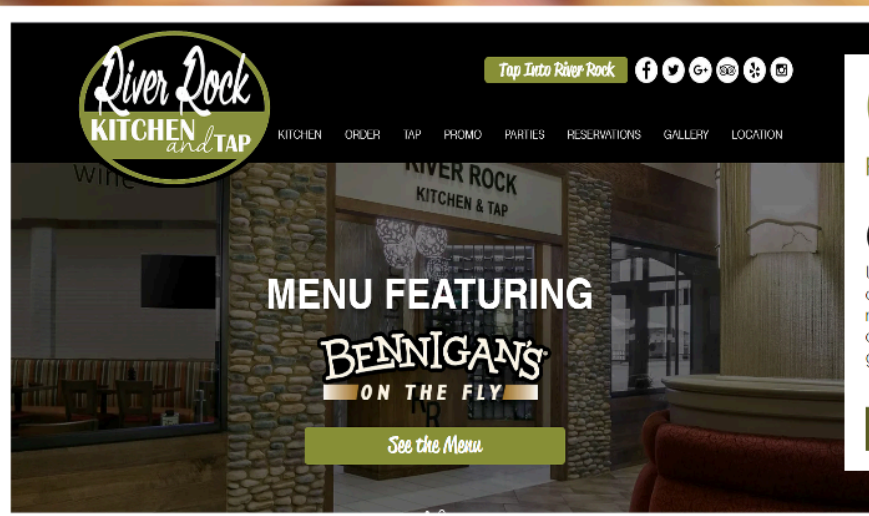
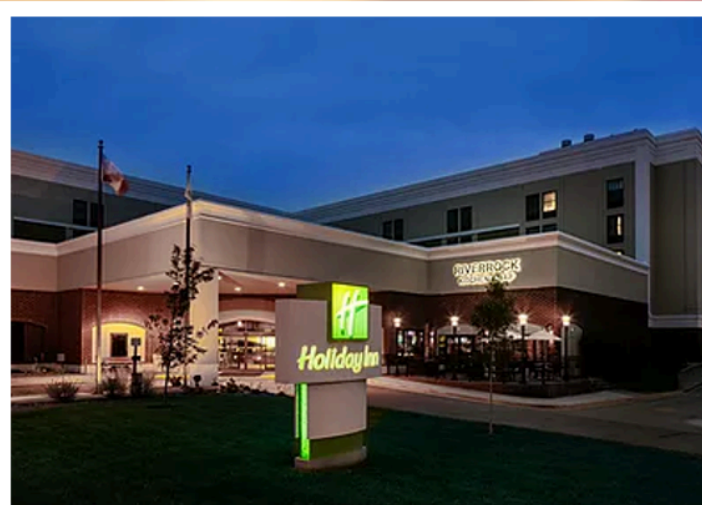


**Bennigan's® Death By Chocolate™**  
Bennigan's original recipe of rich chocolate ice cream, almond mini-marshmallows, chocolate fudge sauce and Twix Cookie Bars, on a crumbly Oreo™ cookie crust and covered in a chocolate ganache. Pour on a side of hot chocolate topping. It's killer!



# DUBUQUE, IOWA HOLIDAY INN

## River Rock Kitchen and Tap with Bennigan's Menu Items



FEATURING  
**BENNIGAN'S**  
ON THE FLY

### APPETIZERS

#### CYS HOTWINGS / 9

Jumbo wings with choice of traditional buffalo sauce or chipotle barbecue sauce.

#### GUACAMOLE / 11

Ripe avocados, garlic, onion, lime, jalapeño, cilantro and tomato. Served with fresh tortilla chips and side salsa.

#### IOWA CHEESE CURDS / 8

Craft beer battered and served with housemade spicy ketchup.

#### HOGAN'S EGG ROLLS / 8

Tender wraps filled with chicken, sweet corn, black beans and fresh herbs. Served with housemade pineapple sweet pepper cream sauce.

#### BONELESS BUFFALO WINGS / 9

Our signature, hand-breaded bites served traditional or tossed in Buffalo sauce, with your choice of ranch or Bleu cheese dressing.

#### SHEELA'S SRIRACHA SHRIMP / 10

Twelve sweet shrimp hand-dipped in our secret batter recipe and fried to golden brown. Tossed in our spicy Dynamite dressing and served with extra dressing for dipping.

#### DUBLINER QUESADILLAS / 10

Garlic-marinated chicken with Colby and Monterey Jack cheeses, flavorful spices and crispy fried onions folded in a flour tortilla. Served with salsa, pico de gallo and guacamole. Drizzled with lime sour cream.

### SOUPS

#### RIVER ROCK CHOWDER / 8

Our original recipe, sweet cream corn chowder with chicken and shrimp served with garlic bread.

#### ULTIMATE BAKED POTATO SOUP / 6

This baked potato soup is the ultimate in comfort food.

### SALADS

#### ALL IN COBB SALAD / 14

Baby greens, bacon, hard-boiled egg, bleu cheese, avocado, tomato, smoked turkey and ham.

#### CLASSIC CAESAR / 13

Tossed in our housemade Caesar dressing and topped with grilled chicken.

#### GRILLED SCOTISH SALMON / 14

Crispy or grilled chicken with garden greens, bacon, Colby cheese, eggs and tomatoes served with smoky honey Dijon dressing.

### SANDWICHES

#### WORLD FAMOUS MONTE CRISTO / 12

Honey wheat bread layered with tender ham, roasted turkey, Swiss and American cheeses. Basted-dipped, gently fried and coated with powdered sugar. Served with red raspberry preserves for dipping.

#### BENNIGAN'S CLUB / 11

Honey wheat bread, toasted and seasoned with freshly made basil mayonnaise. Layered with ham, roasted turkey, Applewood smoked bacon, tomato, lettuce, Swiss and Cheddar cheeses.

#### TURKEY O'TOOLE / 11

Freshly sliced turkey breast, malted Swiss cheese and smoky honey Dijon dressing. Served on a pretzel bun.

#### CLASSIC GRILLED REUBEN / 12

Hand-sliced corned beef on grilled rye bread, sauerkraut, Swiss cheese, and Russian dressing. Served with fresh cut fries.

#### SPICY CHICKEN MELT / 12

House made chicken strips dipped in buffalo sauce, and served with pepper jack cheese, tomatoes, bacon on grilled sourdough bread. Served with choice of side.

#### GRILLED CHEESE & AVOCADO / 11

Cheddar cheese, pepper jack cheese, tomato, avocado on grilled wheat berry bread. Served with fresh cut fries.

#### MONTEREY CHICKEN / 12

Tender grilled chicken topped with barbecue sauce, bacon and provolone cheese. Served with fresh cut fries.

### BURGERS

#### THE B.O.M.B. BURGER / 14

Stuffed with bourbon infused bacon jam over melted American cheese and topped with crispy fried haystack onions.

#### GUINNESS® GLAZED BACON BURGER / 16

GUINNESS® Stout glaze, Applewood smoked bacon, Cheddar cheese, and crispy fried onions.

#### BBQ BACON CHEDDAR BURGER / 14

Cheddar cheese, BBQ, Applewood smoked bacon, and mustard.

#### THE CLASSIC BURGER / 12

Our classic Bennigan's burger. Choose from American, Swiss, Cheddar, Pepper Jack or Bleu cheese crumbles.

### ENTRÉES

#### MAIN STREET CHICKEN / 16

2 tender grilled chicken breasts seasoned to perfection and served with rice and seasonal vegetable.

#### RIVER ROCK SIRLOIN\* / 25

USDA Choice 10oz sirloin grilled to your liking and topped with an onion ring and served with garlic mashed potatoes and seasonal vegetable.

#### CHOICE RIBEYE\* / 30

USDA Choice 12 oz. Topped with our famous steak butter and served with garlic mashed potatoes and seasonal vegetable.

#### OUR SIGNATURE CHICKEN TENDERS / 12

Hand-breaded and served with our Homestyle French Fries, kicked-up coleslaw and smoky honey Dijon dressing.

#### OH BABY BACK RIBS - FULL / 29

Voted "Best in Class," Bennigan's savory baby back ribs are slow smoked to "fall-off-the-bone" tender. Brushed with zesty BBQ sauce and finished on the grill. Served with Homestyle French Fries and kicked-up coleslaw.

#### CAJUN CHICKEN & SHRIMP PASTA / 15

Cajun grilled chicken and shrimp, fettuccine pasta, smoked vegetables and a made-from-scratch Cajun cream sauce. Served with roasted garlic bread.

#### FINN'S BEER BATTERED FISH & CHIPS / 13

Tender white fish fillets hand-crafted in a delicious beer batter. Lightly fried to crispy and golden brown. Served with Homestyle French Fries, kicked-up coleslaw and jalapeño tartar sauce.

#### GRILLED SALMON / 18

Simply grilled or Cajun seasoned. Served with herb rice pilaf and broccoli sauté.

## Order Online

River Rock & Bennigan's On the Fly Menu Items!

### Carry-Out

Use the link below to order online and pick-up your order at our location. When you arrive enter through the main doors and visit the host stand to pick-up your order, or park in one of the pick-up parking spots and give us a call with your parking number.

Order Carry-Out

### Delivery

Choose the delivery service of your choice and we'll prepare your order for the scheduled pick-up time!

Delivery Through EatStreet

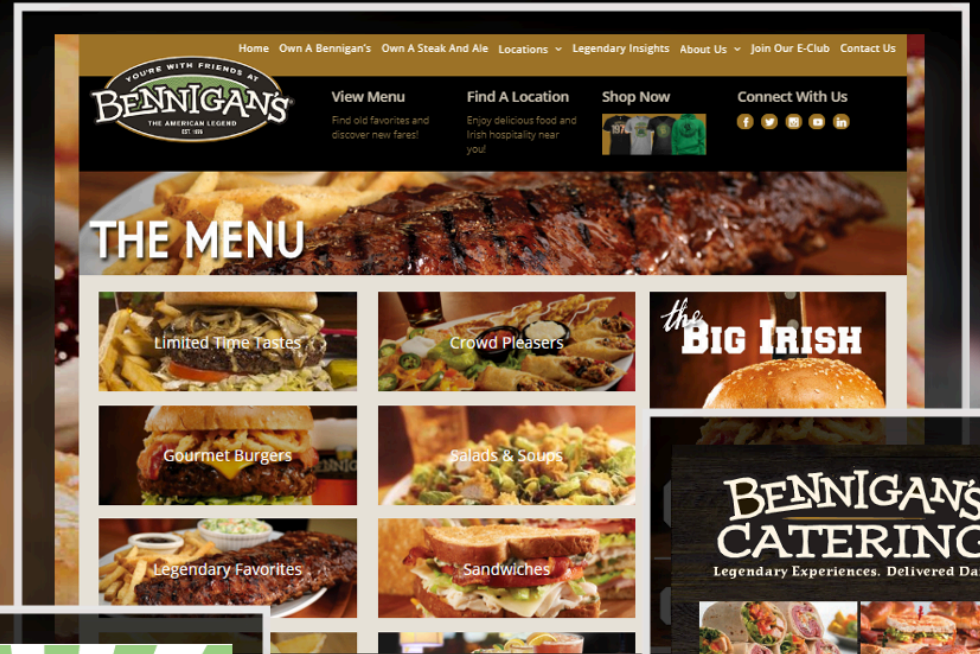
Delivery Through UberEats

\*Consumer Advisory Notice: Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions. (03/15/20)



## ADDITIONAL MENU SUPPORT

- [Bennigans.com](http://Bennigans.com)
- To Go Menu
- Kids Menu
- Catering Menu
- On-line Ordering
- Mobile App
- Third Party Delivery



are dedicated to delivering memorable experiences to every guest, every meal, every day. Whether it's for lunch or a special event, we've got you covered. Bennigan's delivers on time, every time. That's a promise!



# FRANCHISE SUPPORT

## MARKETING PROGRAMS

- Public Relations
- Neighborhood Marketing Program
- Social Media Initiatives
- National & Local Promotions
- Brand Strategy
- Mobile App
- Online Ordering
- Marketing Services Center Website
- Beverage Program
- Bennigans.com
- Creative Services
- Email Marketing

**MARKETING CALENDAR**

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
SYSTEM-WIDE PROMOTIONS		ST. PATRICK'S DAY Feb 22 - Apr 3 (8 wk) SPRINT BY TN			CORE MENU REPRINT (PRICE CHANGES ONLY)			
		Caravan Promotion Enter for a chance to win an Explorer Pack		Spring (10) Beverage Only Apr 23 - May 27 (5 wk) SPRING FUNG		Summer (10) Beverage Only Jun 18 - August 5 (8 wk) SUMMER DRINKING		
Road Sign								
Beverage Train								
Provided Marketing Materials		Printed Menu, Vertical Banner, Outdoor Banner, Check Presenter, Social/Digital Content, 4-Wheel, Customizable Paper (Digital Print), Website Content, Download Beverage Menu Insert, Mobile App		Download Bar Menu Insert, Social/Digital Content, 4-Wheel, Website Content, Mobile App		Download Bar Menu Insert, Social/Digital Content, 4-Wheel, Website Content, Mobile App		Printed Menu (Digital)
MENUS		BEVERAGE MENU REPRINT New Beverage Menu Books, Price Newly Revised Operations Provided Marketing Materials			CORE MENU REPRINT Core Menu, Seasonal Menu (8-WK, 10-WK)			
PRESS RELEASES								
NEIGHBORHOOD MARKETING								

**Website Screenshot:** Welcome to Bennigan's Online Marketing Solutions Site. Navigation: HOME, CART, MY PROFILE, ORDER HISTORY, LOG OUT. Search bar: PRODUCT SEARCH. Sections: MENUS, CURRENT & UPCOMING PROMOTIONS, NEIGHBORHOOD MARKETING PROGRAM, GRAND OPENING, TRAINING OPERATION, BAR, CATERING, HOW TO ORDER, FACEBOOK DASHBOARD, ONLINE ORDERING.

**Mobile App:** "BENNIGANS THE AMERICAN LEGEND". Features: Home, Menu, Order, Cart, Profile, Settings, Reviews, Rewards, Notifications, Location, Directions, Share.

**Promotional Flyers:**

- SAVE TIME ORDER ONLINE!** Includes QR code and "HOW TO ORDER" steps: 1. Visit Bennigans.com online or on your mobile device, 2. Select Order and add to cart, 3. Pick up at restaurant and enjoy!
- SIP & SWIRL** OUR HANDCRAFTED COCKTAILS! A Toast to Good Friends. Includes recipes for CRANBERRY FIZZ, FIRESIDE SANGRIA, THE WHITE IRISH, and IRISH COFFEE.
- The SEASON to be Merry!** PURCHASE \$50 IN GIFT CARDS, AND RECEIVE A **\$10 BONUS!** (Based on the date of your next visit)



# FRANCHISE SUPPORT

## OPERATIONS

- New Store Opening Consultant Team
- Franchisee and Management Constant Communication
- Shared Best Practices Among Leaders
- Operational Materials and Templates
- Menu Innovation
- Pin Recognition Program
- Dessert Tray Program
- National Incentive Contests
- Financial Toolbox
- P&L Reviews
- QSC Audits



### BENNIGAN'S RECOGNITION PIN PROGRAM



**ABC D AWARD**  
The ABCD Award Pin recognizes Team Members that make a difference in their location and always go Above and Beyond the Call of Duty in everything they do.



**GUEST OBSESSIVE**  
The Copper Clover Pin recognizes Team Members with a winning mentality, who do everything with ownership. Their priority is to win lifetime guests through Legendary food, innovative drinks, and warm friendly hospitality.



**REMARKABLE TEAM PLAYER**  
The Silver Clover Pin recognizes Team Members who display extraordinary teamwork and go out of their way to help guests, management team, and co-workers. They are always there for others when needed.



**GOLDEN SHAMROCK ATTITUDE**  
The Gold Clover Pin recognizes Team Members who...



BEVERAGE INCENTIVE  
MANAGER INFO  
PACK

YOU'RE WITH FRIENDS AT  
**BENNIGAN'S**  
THE AMERICAN LEGEND  
EST. 1979  
OPERATIONS MANUAL

BENNIGAN'S		QUALITY SERVICE CLEANLINESS			
	Points Possible	Actual Points	Percentage		
Physical Plant	225				
BOH	640				
FOH	444				
Bar	391				
Totals		All Sections Weighed Equally			
Total of all section percentages divided by 4					
- Physical Plant Totals	Page #	Points Possible	Actual Points	%	COMMENTS
STOR	3	74			
STOR	3	19			
NO ROOM	4	68			
TROOPS	4-6	64			
Physical Plant Total		225			
- BOH Totals	Page #	Points Possible	Actual Points	%	COMMENTS
STORAGE	7	23			
K-IN COOLER	7	56			
IZER	7-8	31			
PE PREP LINE	8	60			
LINE EQUIPMENT	9	64			
REFRIGERATION	9-10	66			
AREA	10	53			
ACHINE	10	23			
ICAL PLANT	11	36			
ATION & SAFETY	11	53			
E & APPEARANCE	12	15			
CORES	13	70			
MENU EXECUTION	14	90			
BOH Total		640			



# FRANCHISE SUPPORT

## SUPPLY CHAIN AND LOGISTICS

- Real Estate, Construction and Design Consultation
- Development Administration
- Supplier Partner Management
- Sourcing and Contracting
- Distribution Management
- Cost of Goods Reviews
- Entegra Group Purchasing Partnership
- NCR Aloha Support
- Menu Product Mix Analysis
- RX Music Partnership

**entegra**  
PROCUREMENT SERVICES®

**Sysco®**

**Coca-Cola®**

**NCR**

**Aloha®**





# FRANCHISE SUPPORT

## TRAINING

- Manager Training Program
- New Store Opening Training Program
- Training Materials and Guides For All Positions (English and Spanish)
- LRB University – Online Training Modules, Materials and Evaluations
- Comprehensive In-store Training Program
- Train The Trainer Program
- Training Coordinator Program
- Training Webinars and Live Skype Training



# FULL SERVICE NEW PROTOTYPE



*Chef-Driven, High Energy Neighborhood Restaurant for the New Millennium*  
Blending the best of our Legendary past with contemporary flavors, design & technology.



# FULL SERVICE NEW PROTOTYPE





# MELBOURNE, FL





# MANDAN, ND



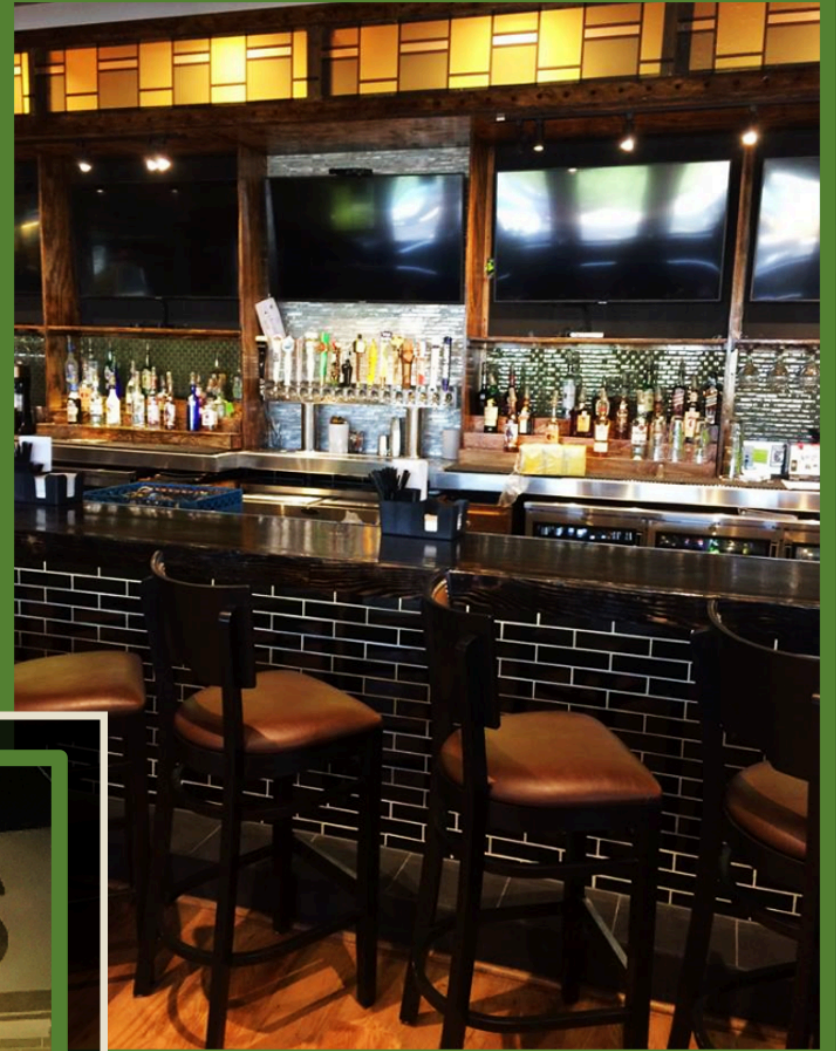


# AMWAJ, BAHRAIN





# MONAHANS, TX





# STEUBENVILLE, OH





# VERACRUZ, MEXICO





# AL WAKRAH SOUQ, QATAR





# BENNIGAN'S PAKISTAN





# HOTEL AMENITY



Bennigan's partners with hotel flags throughout the world driving occupancy and Revpar.



AN IHG® HOTEL





# FULL SERVICE FINANCIAL OVERVIEW

Bennigan's now features one of the most economical casual dining opportunities available today. With a low cost of entry and a value-engineered proposition maximizing return on investment, Bennigan's is well positioned to recruit new franchisees and support them in ways where other franchisors are limited.

- \$50,000 USD Franchise Fee
- 5% Royalty
- 1% Marketing Fee
- Build out investment, excluding land, approximately \$200-\$225/sq. ft. USD
- Ground up prototype is 5,200 sq. ft.
- Restaurant conversions permitted 4,800-6,000 sq. ft.
- Onsite training provided
- System-wide promotions
- Deep operational and marketing expertise



# FULL SERVICE FRANCHISING OVERVIEW

Our commitment to our franchisees and partners is to help them prosper in the casual dining industry. Our Legendary Support Team will provide the tools necessary for growth and success with Bennigan's. And together, we will revive the passion of our iconic brand! limited.

## Bennigan's Business Model:

- A proven franchising model with 40+ years of history and success
- Financial resources provided for all Franchisees
- Incremental revenue building initiatives – Catering, Take-Out and Delivery
- Powerful value proposition – generous portions, value priced
- Continuous menu ideation and innovation
- Brand appeal expands to multiple generations
- Compelling unit economics





## **BENNIGAN'S ON THE FLY FRANCHISE FEES/INVESTMENT**

**Franchise Fee \$25,000-\$50,000**

**Royalty 3%-5%**

**Marketing Fee 1%**

**Overall Investment varies based on Bennigan's On The Fly  
Concept (Polished Casual, Virtual Kitchen or Licensing) and  
Square Footage**



# FOR MORE INFORMATION

**Please Contact:**

**Gwen Mangiamele**  
**Managing Director**

Legendary Restaurant Brands, LLC

[gmangiamele@lrbllc.com](mailto:gmangiamele@lrbllc.com)

952-237-6425

[www.bennigans.com](http://www.bennigans.com)