

## More Than Fast Food

D'bos Wings has been a food destination in Memphis for over 30 years. It starts with our food products, our award-winning sauces, and the way that we prepare our products. The D'bos concept fits a niche between fast food and casual dining, offering the customer the best benefits of both segments. The company provides the convenience of quick service food with carry-out and home meal replacement options, rapid response times, and affordability, while also giving customers a comfortable environment to enjoy their meals.





## Our Story

D'bos Wings started on August 1, 1990 as an idea by David and Leticia Boyd to bring the buffalo wing concept to Memphis, Tennessee. Driven by a desire to prepare a sauce that would "dance on the taste buds" they donned chef's hats and initiated cooking sessions. Each weekend they made Buffalo Wings, noting each variation of the recipe ingredients, cooking methods, and trusting the "taste buds" of family and friends. Hundreds of wings and a solid year later, they decided on the sauce flavor and moved full steam ahead. While the wing sessions were taking place, they were also seeking capital to finance the venture. They were rejected by area banks unwilling to give necessary support. The bankers felt the wings wouldn't fly. Not to be out done, they resorted to the only means available-(plastic)-cash advance on credit cards, to purchase the customized trailer complete with everything. While working full time jobs, in addition to raising their two young sons, D'bos opened for business on August 2,1990 and have since served thousands of wing crazed customers. Customers were so pleased that their continued patronage has allowed D'bos to grow from the initial trailer concept to multiple locations.





# Quality at Our Core

D'bo's company values are centered around quality food and quality customer service. Every D'bo's store will serve high-quality, freshly prepared, casual dining products to appeal to a variety of tastes. With budget in mind, an emphasis is put on reasonably priced signature items of particular appeal to a local market.

# "Our customers are our partners" ...

is the foundation on which D'bos Wings was established in 1990. The company invests in our employees with training processes that instill the commitment to consistent high-quality customer service and ensure that our employees are properly prepared to provide an attentive and friendly service to all of our partners.





D'bos Wings not only offers nationally recognized wings, but a large variety of burgers, seafood, sandwiches, vegetables, desserts, beverages, and more. Most recently we've added a full-service bar featuring New Orleans-styled frozen daquiris to one of our locations. All food is prepared to order and our sauces and seasonings are made of the finest quality. We are working towards connecting with more recent food trends such as vegan options to further expand our customer base.

# A Taste of What We Offer..



### **Sandwiches**

Slaw Dog

**Philly Cheesesteak** 

Chicken Tender Sandwich

## Seafood

Fish Basket

Fish & Wing Platter

Whole Catfish

Crab Legs Shrimp & Craw



## Wings

Whole Wings

**Boneless Wings** 

**Tenders Family** 

**Family Pack and Party Packs** 

Value Meals





## Burgers

The Checkered Cow
Bacon Lover Burger
Stroke Zone Burger
Heart Attack Burger
Farm Yard Burger
Ultimate Burger
Jive Turkey Burger
Oink-N-Moo Burger



# Quick Casual

Combining the value and convenience of fast food restaurants with the

quality and variety of casual dining, traffic in this in the "quick casual" segment is growing much fast than in either fast food or casual dining.

Why is the Quick Casual Market growing so fast?

- More people want higher quality food, made fresh to order
- Consumers have less time, and more money
- Customers are will to pay more for foods outside the traditional
- "burger and pizza" fare



## Flexibility

Our concept is designed to operate in a wide range of locations and formats – malls, shopping centers, entertainment centers, airports, theme parks, and tourist centers.

D'bo's locations are always designed for optimal operations and customer flow. Whether in a 550 sq. ft "to-go" format or the 1200+ sq. ft inline location complete with seating, the stores are always modern, appealing, and efficient.



# Why Invest in a D'Bo's Franchise?

We have a competitive edge in regards to the overall quality and differentiation of our products, and in the cleanliness and ambiance of our seating area. Our wings, boneless wings, fish, burgers, etc. are all of the finest quality, and have been refined through taste-tests sponsored by D'bos Inc. Our seating area will be clean, with a full bar setup to accommodate customers wanting to enjoy different sporting events, as well as, those that just want a casual drink in a fun environment. We will differentiate our food from our competitors in regards to taste, quality of meat and contents, attentiveness to customers, and overall experience. We will build off of the national marketing strategies of hotwings so that we gain from their conversion of burger eaters to chicken eaters, but alternately prove that we are more responsive to customers and offer better fare than other wing franchises.



## Franchise Support Services













# Extensive Guidance and Support

- Start-up Support
- Demographic studies
- Construction assistance
- Architectural plans and blueprints
- Access to architectural and design

Consultation

#### Exclusive Programs

- Negotiated buying programs
- Vendor management programs
- Proprietary recipes, operating systems

and processes

### **Marketing Support**

- Use of D'bos name and logo •
   Grand Opening planning assistance
- High-quality marketing materials
- In-restaurant promotional programs
- · Catering marketing program
- Local restaurant marketing programs and
- assistance
- Public relations materials and assistance
- Menu print management system

#### Restaurant Unit Support

- Comprehensive operating manuals
- Regular consultative visits by D'bos representatives
- Phone access to D'bos specialists
- Regular analysis of restaurant sales and

performance vs. system-wide benchmarks

#### Ongoing Support

- Continuing research and development
   Continuing program enhancement
- Continuing product development enhancements
- $\bullet$  System-wide meetings & workshops

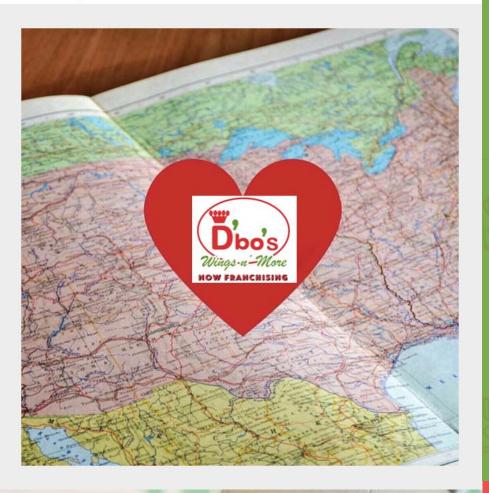
#### Comprehensive Training

- Hands-on training in working restaurants
- Intensive classroom instruction
- State-of-the-art training in all functional

areas

- On-site training at your location
- Refresher training and seminars





## Learn More

To explore franchising opportunities

please visit:

DBOSWINGS.COM/FRANCHISING

Or email

Opportunity@emergingfranchises.com



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