

The background of the entire image is a repeating pattern of food icons. These include french fries in a red-outlined container, chicken wings in green outlines, and soft drinks in red-outlined cups with straws. The icons are scattered across the white background.

D'bo's DAIQUIRIS

wings • seafood

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.



The background of the entire page is decorated with various food-related icons in red and green outlines. These include coffee cups, french fries, chicken wings, and chicken drumsticks, scattered across the white background. A large green oval is centered at the top, containing the title.

Our Menu

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 faster 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
- 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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D'bo's Wings N More