



# WINGZONE

## HOT CHICKEN & WINGS

**FRANCHISE GUIDE**

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A close-up photograph of several chicken wings coated in a thick, orange-brown sauce. In the center, there is a small metal cup filled with a white dipping sauce. To the right, there are several sticks of fresh vegetables, including carrots and celery. The background is a light-colored wooden surface.

**WING ZONE IS A LEGACY BRAND IN THE FAST CASUAL RESTAURANT SECTOR WITH A FOLLOWING OF RAVING FANS.**

**Our franchise partners are able to capitalize on the massive demand for and convenience of flavorful wings to successfully open their own restaurants domestically and internationally.**

# International Expansion

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Wing Zone is expanding our international footprint. With **operations currently in Malaysia, the Philippines, Panama, and India**, we continue to add master agreements across the globe.

We plan future **expansion in Canada, Mexico, the UK, Southeast Asia, Central and Latin America.**

Wings are a fan favorite worldwide. Our brand has established a reputation as a fan-favorite in the international community, and we have no plans of slowing down.



# Fast-Casual Industry

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Wing Zone occupies space in the **\$211.52 billion fast-casual restaurant sector**. Fast-casual is a subset of limited-service restaurants, which include quick-serve restaurants (QSR).

The fast-casual sector leads all other restaurant sectors - full-service and QSR - in growth.

Americans are estimated to **consume nearly 1.45 billion chicken wings during Super Bowl weekend**, according to the National Chicken Council's annual wing report.



# Franchise Industry

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The franchise industry, which has experienced **robust growth over the last 10 years**, is expected to keep growing strong thanks, in part, to high consumer confidence and demand.

In 2023, it was estimated that there will be some **805,000 franchise establishments** in the United States, with an economic output of roughly **860.1 billion** U.S. dollars and the number of employees totaling almost **8.7 million** people. The largest segment of the franchising industry output has consistently been quick service restaurants, comprising of over **287 billion** U.S. dollars of the industry's total economic output, according to a Franchising Report published by Statista.

Franchising is a powerful economic engine providing **more than 120 different industries** a way to sell products or services to consumers through independently owned and operated franchises.





## WHO IS WING ZONE?

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Great wings and incredible flavor are what we do. We've been doing this since 1991. What started as a dream at the University of Florida, has now grown into a brand with locations across the United States and abroad, cultivating **\$33,776,425.41 in system-wide sales**.

Our lineup of distinctive, crowd-pleasing flavors is the result of **30 years** of research and development, and our dedication has not gone unnoticed. Year after year, the National Buffalo Wing Festival has honored us for our crazy, fun flavors. We even got inducted into their prestigious "Hall of Flame!" We also feature the "Nashville-Hot" flavor in both our wings and tenders.

Our stores are evolving into the future of wing restaurants, with a fresh look, new technology and a proprietary cooking methods for wings and tenders that are more flavorful, juicier, and tastier than any wing you've ever experienced before.

As Wing Zone continues to grow, with new franchise locations opening across the country, we've been named as one of the **fastest-growing franchise concepts in the industry** by Inc. Magazine, Success Magazine, and Entrepreneur Magazine. We've even been featured on the Food Network, ESPN, CNBC, and Fox Business News.

With operations in **a dozen states** and **five countries**, Wing Zone is "turning up the heat" in the wing category.



# OUR LEADERSHIP

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**ASHLEY  
MORRIS**

**Ashley Morris** is the CEO of Capriotti's Sandwich Shop, Inc., the parent franchising company for Capriotti's Sandwich Shop Restaurants. Ashley also serves as CEO of WZ Franchise, LLC, parent company of Wing Zone Restaurants. He is responsible for the oversight of all corporate departments and employees of the company but his main focus is that of visionary. Ashley's vision combined with a natural aptitude for strategic formulation and business implementation keep both brands on the forefront of growth brands.



**JASON  
SMYLIE**

**Jason Smylie** serves as President of WZ Franchise, LLC and Capriotti's Sandwich Shop, Inc. A few of his many responsibilities include providing day-to-day leadership and management, driving the company professionally and financially, and spearheading development, communication, and implementation of effective growth strategies and processes. Jason is passionate about innovation and still follows his IT roots to make sure that both brands stay on the leading edge of new technology trends in the market.







**DAVID  
BLOOM**

**David Bloom** is the Chief Development and Growth Officer, overseeing all aspects of franchise development growth and expansion. David's more than 20 year background includes C-level leadership positions in a variety of high growth franchise brands.



**KIM  
LEWIS**

**Kim Lewis** is the Chief Marketing Officer with over 20 years of experience in the retail and food service sectors. Her strategic approach has driven sales growth, increased franchisee profitability, and expanded brand awareness. Her leadership will drive Capriotti's marketing excellence.



**MICHAEL  
MECHE**

**Michael Meche** is the Chief Restaurant Officer. Michael Meche brings 30 years of corporate and franchise operations experience. His role is to create operational excellence, ensuring the highest standards of efficiency.



**BRENT  
ERWIN**

**Brent Erwin** is the Chief Financial Officer for Capriotti's and Wing Zone. Brent has a strong background in analytics management distinction. Brent has more than a decade in various finance and M&A roles.

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# BRAND GROWTH



With more than 38 locations open in the United States and 30 restaurants internationally, Wing Zone is well on our way to **reaching the 250-restaurant mark by 2032**. We also recently expanded in key markets including Nevada, South Carolina, California and New York. We signed **16** new development agreements for a total of **38** restaurants in 2023. Wing Zone still has prime multi-unit opportunities available domestically and internationally.

Wing Zone still has prime territories available for development across the country. And we have our sights set high on international growth. Franchise partners outside the U.S. should have a high-level of restaurant or retail development and operational expertise. The right franchise partners are individuals who align with our brand's mission and values, and are as passionate as we are about the extraordinary food at Wing Zone.

# HOW IT ALL BEGAN

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Necessity is the mother of invention. Founders Matt Freidman and Adam Scott grew up in upstate New York so when they ventured off to college in Florida they missed a few things from home. As students at the University of Florida, one thing they craved on game day was the crispy, flavorful wings from home.

They decided that if they couldn't find them, they would create them. "If there are no decent wings in Gainesville, we'll just have to make our own." so each evening, Matt and Adam commandeered their fraternity house kitchen to serve as a chicken wing laboratory. Into the night, they developed flavor ideas and served the hot wings to a house full of willing taste testers. Little did they know that their "research assignment" would one day become an International franchise operation. One by one they perfected recipes that years later would become Wing Zone's trademark flavors.

Thirty years later, their initial concept has exploded into a wing empire that has amassed an impressive following throughout the country and now the world. Our customers continually come back to us because of our award-winning flavors and impressive guest-focused customer service. We were named a 2023 Fast Casual Top 100 Mover & Shaker and as we continue to expand, we are looking for driven entrepreneurs to help us bring our concept into new communities across the globe.

In 2021, Capriotti's Sandwich Shop, Inc. acquired Wing Zone. Jason Smylie, President and Ashley Morris, CEO were well acquainted with Wing Zone and had formed a friendship with Matt and Adam over the years. Their vision was to take Wing Zone to a national level and create enhanced operations for multi-unit franchising opportunities. By applying the proven systems and processes from Capriotti's and leveraging national vendor relationships, Wing Zone has become a trailblazing force - expanding not only nationally, but internationally.

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## CORE VALUES

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**Passion**

- Be the Best

**Family**

- Care About People

**Integrity**

- Walk the Talk

**Profitability**

- Everyone Wins

**Genuineness**

- 100 Percent Real

**OUR MISSION:** **Best tasting, highest quality  
Hot Chicken & Wing franchise!**

## WHAT MAKES WING ZONE SO DELICIOUSLY DIFFERENT?



We call our most loyal customers **Flavorholics** – as in, those addicted to flavor. Whether you bring your crew to enjoy a meal and the big game, order delivery for delicious convenience, or call ahead to pick up one of our party platters, you'll experience the flavor fused into everything we do. Our flavors are designed to take our food to the next level.

In fact, Wing Zone was ranked on **Franchise Times Top 500 in 2023** and for the third year in a row, was named one of the **Top Workplaces by the Las Vegas Review-Journal**.

As Wing Zone continues to grow, with new franchise locations opening across the country, we've been named as **one of the fastest-growing franchise concepts** in the industry by Inc. Magazine, Success Magazine, and Entrepreneur Magazine. We've even been featured on the Food Network, ESPN, CNBC, and Fox Business News.

# MEET OUR FRANCHISE PARTNERS

We are happy you're interested in joining the Wing Zone family. Check out what some of our partners have to say about their experience with Wing Zone:

## ADAM WYATT – LOUISVILLE, KY

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### On being part of the Wing Zone brand:

Adam opened the first Wing Zone in Louisville in 2006 at age 25. He's now a multi-unit owner who is passionate about store operations and ensuring each guest has the best experience possible. Adam won **Franchisee of the Year** at the International Franchise Association Convention in 2023 which recognizes successful franchisees for their unwavering dedication and community involvement.



"I would put our wings up against any other wing concept on the market! Flavor is what encompasses the entire franchise, that's why I knew we'd be successful."

## MIKE TACKETT LEXINGTON, KY

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### On Wing Zone's Impact on Customers:

Mike was born and raised in Lexington. He has a love for food and attended the Johnson and Wales Culinary School, achieving a degree in food service management. He opened his first Wing Zone in 1999 and is now a multi-unit operator dedicated to exceptional customer experience and giving back to his community.



"I'm part of making someone happy, every day. Every day I wake up, I enjoy my life! I'm ready to come in and work and give customers the best experience they can have."

# QUALIFICATIONS FOR PROSPECTIVE FRANCHISE PARTNERS

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Our partners should fit into the “family” environment of the company and align with Wing Zone’s other core values such as passion, profitability and genuineness. The ideal Wing Zone franchise partner will have high levels of business acumen and a proven track record of growing a business.

Restaurant experience is preferred, but not required. Prospects should also have an understanding of the customer experience as this is a vital part of the Wing Zone dining experience. Our owners should love Wing Zone’s food and be dedicated to being a great brand ambassador.

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In addition to possessing these values and experience, prospective franchise partners should have the capital to fund their investment:

**Initial Investment:** \$420,800 - \$751,000

**Franchise fee:** \$30,000 - \$40,000

**Ongoing royalty:** 6 percent



# STEPS TO OWN THE ZONE

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- 1 INQUIRY** – You’ve got a love for chicken wings, you’re looking to start your own business, and you feel like you’d be a great fit for Wing Zone. Great! That’s exactly what we want to hear. After you’ve taken some time to explore our website, learn about our company, and assess the financial requirements, it’s time to get in touch with our franchise development team. Visit our [Get Started](#) page and fill out the form. We’ll get in touch with you soon to discuss your interest.
- 2 "GETTING TO KNOW YOU" PHONE CALL** – Chemistry matters! In our initial phone discussion, we aim to ensure a good fit between you and our company. Our team will explore your interest in our chicken wings franchise, discuss expectations, and address any questions. Key focus areas include your timeline, financial situation, and the motivations driving you to open a Wing Zone restaurant.
- 3 VALIDATION/DUE DILIGENCE CALL** – After the “Getting to Know You” phone call, we’ll give you some time to review the Franchise Disclosure Document (FDD). Our next phone call will dive deeper into your interest and answer any new questions you may have. We’ll also discuss financial ability, available territories, and more.
- 4 FINANCIAL QUALIFICATION** – If you require financing, we’ll review with you the available options and can refer you to one of our financial partners.
- 5 DEVELOPMENT TERRITORY DETERMINATION** – We will schedule a conference call with you and, using our analytics and your desired territory, we’ll identify the best search areas to begin site selection. If you haven’t yet done so, check out our [Available Territories](#) page to learn more about the areas that are currently open.
- 6 MEET THE TEAM** – Held either remotely or in-person, this event will introduce you to some of our leadership team and people from various departments. This will be a great chance for you to get answers to questions you may have about the daily responsibilities, training, marketing, and more.
- 7 EXECUTE AREA DEVELOPMENT AGREEMENT** – Today’s the day you will execute the development agreement! You will also schedule a real estate planning meeting and pay any fees.
- 8 SITE SELECTION & BUILD OUT** – It’s time to watch your new Wing Zone restaurant come to life! Throughout every stage of the process, you’ll work alongside our real estate and construction departments. This includes finding the location, negotiating the lease, construction, and getting set up for your opening.
- 9 TRAINING** – We want to make sure you can hit the ground running on day one, so we’ll provide in-depth training to ensure you’re fully prepared. Our three-phase program includes both corporate and local restaurant training. We’ll also provide training at your restaurant before, during, and after your opening to ensure that you and your team are ready to deliver exceptional service right from the start.
- 10 OPEN A WING ZONE!** – Now that you’ve done the heavy lifting to get approved, find your location, and get your Wing Zone built, let’s start making money! We’ll be there during your opening to help work out any issues that arise and answer any questions you or your team may have. We’ll also celebrate the start of your exciting journey with Wing Zone!

# RESTAURANT FORMATS

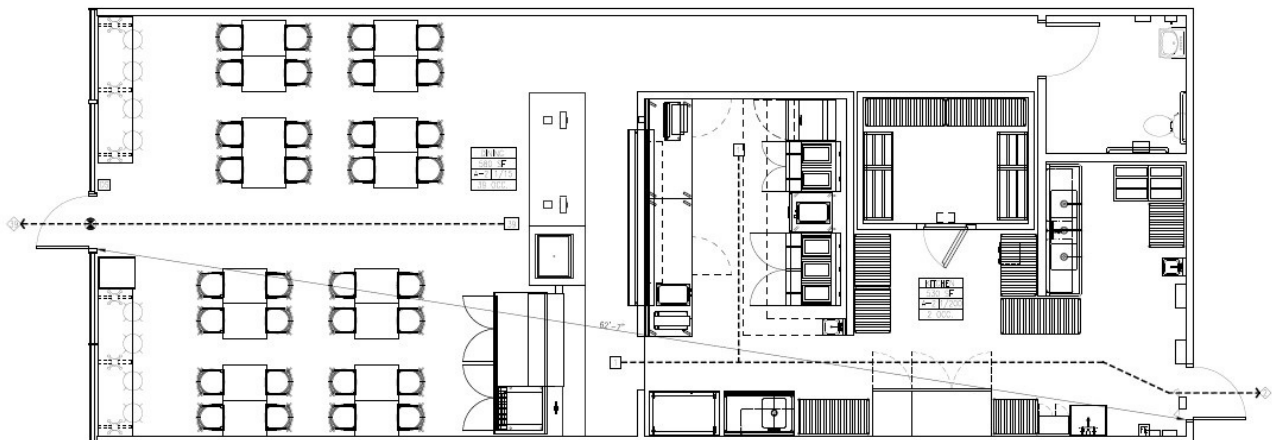
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**Wing Zone is a versatile concept that can operate in many different city and suburban locations:**

- Most Wing Zone restaurants are end-caps, inline or freestanding
- The brand is open to nontraditional locations, such as airports, casinos and malls
- A Wing Zone franchise location generally requires a **1,200 - 1,400** square-foot space.
- Open kitchen design and attractive finishes convey that fact that our food is fresh, made in-house, and made to order
- Seating averages: **20**

Wing Zone does not use a set design for kitchens, although the brand strives to limit it and other back-of-the-house operations to 1,000 square feet to maximize space for guest seating. The same kitchen equipment is used system-wide. Our shops feature a mixture of modern design elements that provide a warm, inviting feeling.

Format for restaurants in international markets will be similar but will take into account cultural preferences.





# FREQUENTLY ASKED QUESTIONS

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## **How much money can I make?**

There are many variables that affect the answer to this question. We encourage you to review our detailed Item 19 in our Franchise Disclosure Document and speak with our franchisees.

## **Will Wing Zone provide financing for my store?**

Third-party financing is available through our strategic relationships with a variety of financial institutions.

## **Will Wing Zone help me find a location?**

Our best-in-class site selection process will provide you the tools to help you select your Wing Zone location(s). Our team will guide you through the process from start to finish.

## **Do you offer financial incentives to military veterans or first responders?**

We provide a 15 percent discount on our franchise fee for military veterans.

## **What demographics does Wing Zone look for?**

Our customers are regular people who relish and love to talk about food. They use fast-casual restaurants while working, when crunched for time, or feeding a meeting or get-together. They are men and women with an income of \$75,000 and more who enjoy the accessibility of sandwiches, salads and the flavors of more complex meals.

## **How many employees do I need to run a Wing Zone location?**

A typical Wing Zone operates with a staff of 12-15 employees.

## **What are the typical hours of operation?**

Most locations operate from 11 a.m. to 11 p.m., but hours vary across the system depending on market and trade area.

## **How do you support my opening?**

- We are on site for training before and during opening teaching your team how to optimize sales and provide best-in-class customer service.
- Our marketing program begins the minute you sign your franchise agreement, builds toward your opening, and continues throughout the life of your restaurant.
- We will get you started with our national, integrated marketing program through a launch marketing plan built specifically for your location. This includes digital, social, public relations as well as market specific opportunities to attract the consumers closest to your restaurant.

## How long will it take to open?

It typically takes 8 to 12 months after signing your Development Agreement.

## Where should I locate my wing zone restaurant?

Our experienced real estate team will work directly with you and a commercial broker in your market to help select a location to maximize your success. A Wing Zone franchise location generally requires a 1200 - 1400 square-foot space.

## What are the ongoing fees?

We collect a 4% advertising fee. Ongoing royalties of 6%.

## How do I finance the opportunity?

We will put you in contact with approved Wing Zone lenders. Most lenders require 20-30% down.

## What is my initial investment?

- We recommend that you have a minimum of \$150,000 in liquid assets and a net worth of \$400,000.
- The initial franchise fee is \$40,000.
- The estimated initial investment, including working capital, is \$420,800-\$751,000.



# CONTACT US

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Thank you for your interest in becoming a franchise partner and giving us the opportunity to tell you more about the Wing Zone family and what we offer.

## Domestic Development Opportunities

Call or email Bruce Evans for more information at:

**(702) - 522-2505 | [bruce.evans@capriottis.com](mailto:bruce.evans@capriottis.com)**

## International Development Opportunities

Call or email David Bloom for more information at:

**(720) - 878-1202 | [david.bloom@capriottis.com](mailto:david.bloom@capriottis.com)**

Visit

**[www.wingzonefranchise.com](http://www.wingzonefranchise.com)**

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**(702) - 522 - 2505**

\* \$946,071 is the average unit volume of all 21 franchised Wing Zone shops in operation for the entire 52-week fiscal year ending December 31, 2022. The median unit volume of all restaurants (21) is \$819,058. A new franchisee's results may differ from the represented performance. There is no assurance that you will do as well, and you must accept that risk. For information about the financial performance during the fiscal year of all franchised and affiliate-owned restaurants that operated for the full 52 fiscal weeks, see Item 19 of the Wing Zone Franchise Disclosure Document dated August 3, 2023.

\*\* This is the investment range that will be disclosed in Item 7 of our 2023 FDD. For a complete breakdown of the 2022 total investment, see Item 7 of the Wing Zone Franchise Disclosure Document dated August 3, 2023. The total investment ranges from \$420,800-\$751,000. The Franchise Investment varies.

\*\*\*\* Wing Zone Shop, Inc. Franchise Disclosure Document is available to qualified prospects in paper format or by email and PDF. For the PDF Format, you will need an active e-mail account and a computer equipped with e-mail software (e.g., Outlook), Adobe Acrobat software (downloadable for free at <https://www.adobe.com/>), and a printer in order to view and print the FDD.