



Extrawurst®
simply. better.

Authentic German Bratwurst

TAKE A LOOK
INSIDE

OUR SECRET RECIPE
FOR YOUR SUCCESS



**YOU SAY
HOT
DOG**

**100%
GERMAN**



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Authentic German Bratwurst

**WE SAY
BRATWURST**



ABOUT THE BRAND

You say hot dog, we say bratwurst

Extrawurst is all about honest, delicious "Authentic German Bratwurst".

The popular Bratwurst in a bun and currywurst are tasty cultural assets in Germany and the love for these amazing timeless classics, have global and mass market appeal.

If you are interested in achieving personal and professional success through a family-run company that has been committed to the craft of premium authentic German snack food since 1981, you have come to the right place.

Our straight forward culture enables our franchisees to achieve a robust German street food franchise opportunity with a choice of investment models that will work to fit the size of your ambition.

WE ARE FAMILY – OUR DNA Extrawurst in a nutshell

SUSTAINABLE FAMILY
BUSINESS



40+ YEARS
OF EXPERTISE

OWN RECIPES
– HANDMADE –

NATIONALLY SCALABLE THROUGH
A ROBUST NETWORK

CAPACITY TO SUPPORT
RAPID EXPANSION

SINGLE POINT OF
CONTACT FOR OUR FRANCHISES



WHAT MAKES US DIFFERENT?

Simply Better

A Bratwurst fresh from the grill at our stores is an honest and simple thing. As we say "It's all about the sizzle". The waft and smell of authentic German Bratwurst appeals to all... Professionals, students, parents – everyone is the same here. We all share the desire for a really tasty Bratwurst.

Extrawurst is committed to this snack tradition. Not poor quality and fast money at any price, but the tastiest Bratwurst is our goal and has been for over 40 years!

Our stores are not about a "gourmet experience". You won't find any frills such as gold leaf, salad or over complicated names for dishes on the menu. Instead, we focus on "good honest craft", the best and controlled meat quality, natural spices and special recipes that make up the authentic Bratwurst taste. It's not a complex offer, just a simple, manageable selection of "honest" down-to-earth dishes.

The whole thing is served ready to eat, in a relaxed, informal manner – just as honest as our dishes.





OUR MENU

Your way

- Hundreds of customisable options
- Easy to adjust for individual taste
- Quick service speed

7 Protein Items (Inc VE)

3 Signature Sauces

4 Sides

6 Toppings

3 Spices



OUR FOOD
Simply Delicious

Award winning



WHAT OUR CUSTOMERS SAY

Everyone loves a sausage

Had a bratwurst in a bun with onions and tomato sauce and absolutely loved it. Visited your branch in merry hill today. Staff very helpful. Would highly recommend.

Went to extrawurst in merry hill today with my friend. We haven't been there before but thought we would give it a try oh my we both really enjoyed the lovely tasty bratwurst thank you made our day

I had the number 5 today it was really good. I enjoyed it I found the sauce full of flavour!

Finally some decent food! Got to love Germans when it comes to food!

A lovely meal. the sausage is absolutely delicious.

Recently tried your bratwurst at your new spot on merry hill. To say myself and my wife was impressed is an understatement. Great food and Great service.

Excellent food very very tasty.mushroom sauce excellent.will recommend.



FRANCHISE PARTNERS

What type of people we require

- Self-motivated and can motivate others
- Organised
- Commercial knowledge
- An appreciation & interest in an operational food business
- Is a fan of our brand
- Wants to work with people and is customer focused
- Being an existing franchisee or having suitable F&B operational experience is advantageous, but not essential
- You will need to demonstrate you have the financial resources required

You will need to qualify financially to cover

- Initial set up fee
- Format Design & Fit out
- New store opening training fee
- Hiring team and payroll responsibilities
- Daily business operations
- Paying the royalty and central marketing fee and any other fees required under your sub franchisee agreement



This is what we are offering



- £20k Initial set up fee for:

- Use of brand name IP
- Franchisee Recruitment
- Access to systems and “Know How”
- Access to Genuine “Authentic” German product
- Exclusivity/protection to a territory for a specified initial term, protected/segregated by postcode sector, not radius
- Initial Training of the Sub Franchisee in Master Franchisee unit (Time not accommodation or travel)
- Project plan to include “On Boarding” and critical path to “Grand Opening”

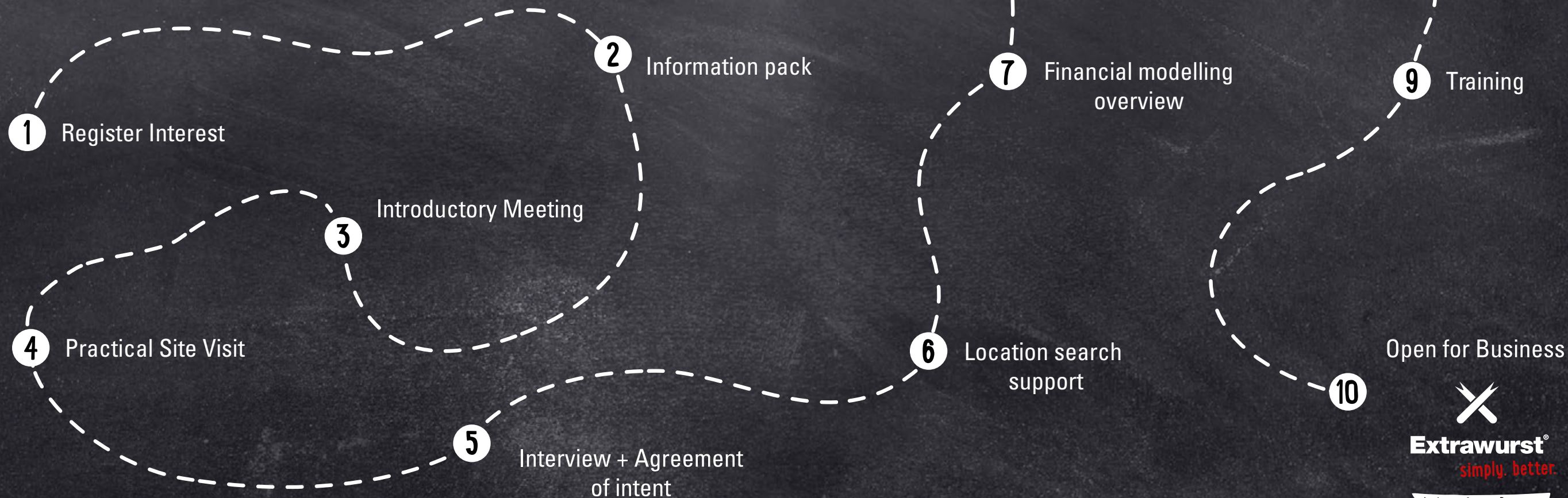


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Franchise

THE JOURNEY

10 steps to open



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INFORMATION & PROCESS

Visit our franchise portal

extrawurst.co.uk/franchise

All of the information in this pack can be found in extensive detail via our franchise portal including:

- Example drawings and images of various designs & layouts
- Format breakdown
- Investment details
- Extrawurst in the media (testimonials, success stories)
- Store videos
- Event galleries
- + so much more!



Overview

About Us

8 Reasons To Join

10 Steps To Open

Investment

Our Story So Far

Contact

Franchise Partner Pack

OUR SECRET RECIPE FOR YOUR SUCCESS!

To tirelessly give our best for the success of our Franchise Partners



10 STEPS TO OPEN...

We want to make your way into the Extrawurst family as easy as possible.



REGISTER INTEREST

Don't just think about joining Extrawurst, tell us you are! "Register your interest" via our website, and once we have your details we can make contact with you and stay in contact with you...

INFORMATION PACK

Thanks for registering with us. We can now send you some more specific detail on the opportunity to become part of the Extrawurst family so you have time to digest and consider before...

INTRODUCTORY MEETING

It's good to talk. We can be flexible at this stage on how we meet and this can be either in person (at a location that is practical for all) or virtually. At this meeting we can give you a more in depth overview of the brand and offer and answer any questions that you may have. Before we talk, we ask all our potential franchise partners to complete and sign a simple "Non Disclosure Agreement" if you like what you hear then...



THE INVESTMENT

3 Key areas

1. Setup Fee
2. Capital Investment
3. Working capital

1. SETUP FEE – £20k

To use our brand name and franchsie system, the set up fee is £20,000

This willl cover:

- 5 Year term, auto renew if achieving KPI's (7+ if Macro Investment)
- Our costs to recruit and build the franchsie network
- Access to brand "Know How and Systems"
- Access to genuine "Authentic" German product
- A specific territory, controlled and protectd by post code sector
- Design of your Extrawurst Format
- Sub Franchsisee training (Excluding travel & accommodation)
- Project plan to incoude "On Boardind" and "Grand Opening Plan"

2. CAPITAL INVESTMENT – FORMAT OPTIONS TO INVEST IN

Micro Bike	£10,000*
MIDI P (Pod)	£21,000*
MIDI T (Trailer)	£33,500*
MIDI 20 (20Ft Shiping Style Re-locatable Container)	£75,000*
Macro (Traditional shop)	£150,000**

*Plus set up, project and new store opening training fee and any delivery costs. Capex amounts are subject to change. All costs are subject to VAT

** Assumed white box ready and no property acquisition costs

3. TYPICAL P&L BREAKDOWN OF A MACRO STORE*

Cost of sales	32%
Labour	24%
Occupancy	15%
Other Costs	8.5%
Royalty (inc. marketing)	8%
Net profit (EBIT)	12.5%**

*Based on German P&L Performance

** Subject to occupational and labour costs

The figures set forth in these illustrations indicate the gross profit margins and revenue expenses at stated turnover levels which have been experienced by Extrawurst International in its own operations, or the franchisees operations. These figures are "on average" in the last profit and loss accounts period, prepared and certified by auditors which have been supplied to the Franchisor. There is no guarantee that you will achieve the same results, nor is it intended that you should rely on them as a warranty or guarantee of what you will achieve

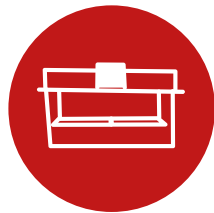
FORMATS

Our formats explained



MACRO

A full bricks & mortar store/shop



MIDI

A range of relocatable small format container or trailer options

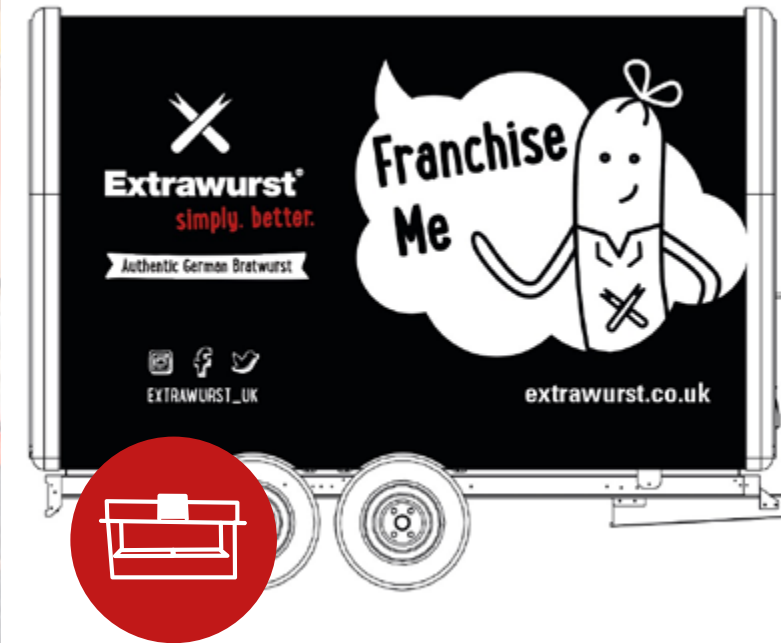


MICRO

An agile rideable bike system, that can simply "Pop Up" at a number of events or venues

extrawurst.co.uk/investment

For further information and downloadable content



MARKET / TERRITORY

Opportunities



- 352 markets identified across the UK
- Controlled and project by post code sector (not radius)

We have identified 352 market opportunities in the UK. Each of these markets could be an individual territory or could be broken down further into smaller territories. We have worked with Atlas Mapping to identify the Extrawurst markets based on financial modelling and demographic mix and where Extrawurst will have the best chance of succeeding, and also the best format option or mix of options for those markets.

We have initially started our journey in the West Midlands. The initial plan is to broaden that to the wider Midlands area and then push out from there across the UK 2023 onwards. Since we launched in the Autumn/Winter 2021, we have had lots of interest in our brand from Landlords and agents all across the UK.

We are unique in the sense that we are not just about bricks and mortar "Shops", we have re-locatable container style units as well as towable smaller trailer formats. This allows you as a franchise to have a base unit and the ability to satellite from there in your territory to support local temporary opportunities to drive revenue and brand awareness.



THE SUPPORT

What do you get



- Dedicated UK national food & packaging supply chains
- Preferred Equipment supplier
- Small Ware & Uniform Supplier
- Preferred Contractor/Shop Fitters
- End to end till & reporting solution
- Loyalty App
- Trail; Robust digital operational systems, HACCAP and Safety & routine ongoing quality audit/operational checks
- Pest Control
- Communications & MGM tool for Sub Franchisee's
- Digital screen & audio solution & content
- National Delivery relationship in place
- Dedicated UK website
- Dedicated UK social media channels
- On going brand, product, promotional and marketing support
- Branded partnerships in place – Rounton Coffee, Coca Cola, Heinz

Additional services

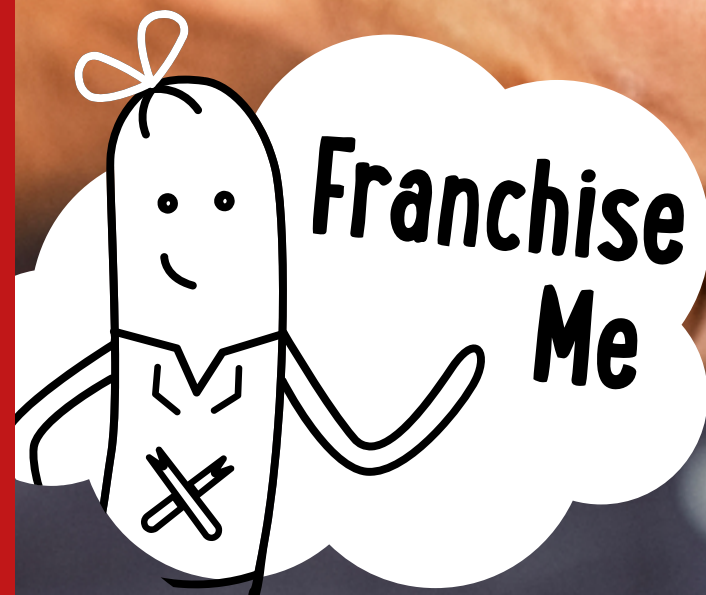
As part of your relationship with Extrawurst, what we can offer additional support and services with our preferred partners. These are all chargeable and it would be a direct relationship with those partners and with preferential rates.

Some of the services are:

- Property search or list of available options "Ready to go"
- Legal services
- Project management services
- Contractor services
- Insurance services
- Food &/or Health safety services
- PR, social & launch support services
- Digital print & design services

NEXT STEPS

Be a part of success



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