

1. WHY WINGS & RINGS

For the last 30 years, we have tirelessly worked to perfect our brand and make it the next great concept – from our training, support and product innovation to our operations and marketing strategies. Our model combines the simplicity in operations of a QSR kitchen with the revenue of a casual dining restaurant. When you join the Buffalo Wings & Rings team, you truly join a family. Our club includes leaders and franchisees from Panera Bread, Subway, Max & Erma's, Dunkin' Donuts, and Marco's Pizza. Like our current franchise owners and operators, we are seeking individuals with business, restaurant or service experience as well as the necessary financial resources to invest.

Our strong system-wide leadership is showcased in our sales. In 2013, our brand continued to achieve remarkable growth, boasting a 13% increase in average unit volume year-over-year for the last nine years. We've also cracked the code with regard to the food-to-alcohol ratio, checking in at the industry dream of 3 to 1.

The Chicken Wing industry is hotter than ever. Which is great, as we are prepared to carve out significant ownership of the estimated \$1.7 billion in wing sales.* However, that's not all we want to own. Technomic, Inc. reports that 36 percent of the top 500 restaurant chains now offer wings, therefore, our menu will continue to evolve and innovate to ensure that WE'RE NOT JUST ANOTHER WING JOINT.

2. BRAND DISCIPLINE



In order to protect the long-term growth of our brand, we understand that we are not the only chefs in our kitchen. Our franchise advisory council plays a significant role in all of our decisions – from operations to marketing to support. For a brand to have significant growth potential, it must leverage the power of experience. We do this to ensure all decisions are the right decisions for the brand.

3. WELL DEFINED STRONG BRAND

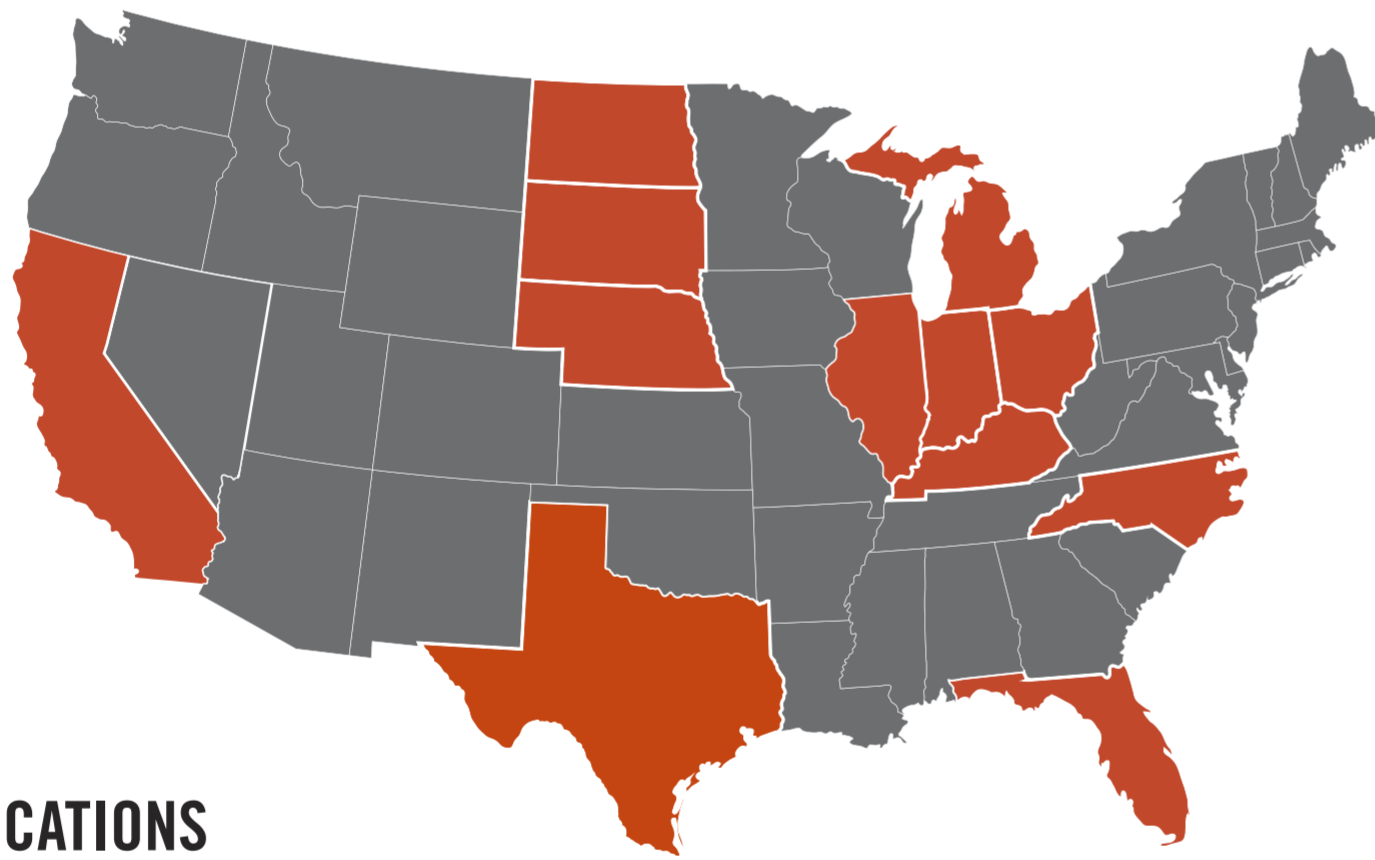


4. BEST IN CLASS STRUCTURE

- TRAINING**
At Buffalo Wings & Rings, we believe the foundation of success begins with thorough training. We also believe the most effective training combines on-the-job field experiences with classroom instruction that covers all aspects of managing and growing the business. Each Buffalo Wings & Rings franchisee is given extensive five-week training at our corporate headquarters in Cincinnati, Ohio.
- I.T.**
Our proprietary system allows you to operate the technology of your restaurant portfolio with ease, while providing important data to franchisees and the franchisor so that we can constantly consult to make improvements to your bottom line.
- LOGISTICS & SUPPLY CHAIN**
Coming from a background in purchasing and logistics, our experienced leadership team has perfected our logistics and supply chain to maintain the best food cost ratios while remaining committed to top-line products. Rare in our industry, we do not get rebates from our vendors; instead, we give them back to the marketing and business building fund.
- SUPPLIER MANAGEMENT**
Our world-class vendor partners are integrated into our system and provide best-in-class economical solutions that are aligned with our brand mission and help drive awareness and growth.
- MARKETING**
We maintain a big brand experience for our franchisees and our customers. Our marketing team works in conjunction with specialty agencies in public relations, social media, customer data, marketing and advertising to achieve results and create positive, big moments for our brand.
- SUPPORT**
While creating great systems, products and training are core components of our offering, the ongoing support we provide is designed to find more wins for your bottom line. Think about the term "Family" when joining our brand. Family must have your back in order for you to succeed.

5. TERRITORY AVAILABLE

The beauty of our segment is that there is still plenty of room for opportunity. While one brand has established itself as the top player (for now), we are focused on maintaining our No. 2 position through targeted, strategic growth. With strong unit-level economics, deeply experienced franchisees, and a commitment to innovation, we are positioned to control a significant share both domestically and internationally. More information on the investment is available at www.ownabuffalo.com.



CURRENT LOCATIONS

CALIFORNIA

Modesto
Rancho Cucamonga

FLORIDA

North Point
Orlando
Port Charlotte

ILLINOIS

Chicago
Crystal Lake
Naperville

INDIANA

Greensburg
Jasper
Portland
Richmond

KENTUCKY

Bardstown
Crescent Springs
Crestview Hills
Hopkinsville

MICHIGAN

Shelby Township

INDIANA

Greensburg
Jasper
Portland
Richmond

KENTUCKY

Bardstown
Crescent Springs
Crestview Hills
Hopkinsville

MICHIGAN

Shelby Township

NEBRASKA

Charlotte
Morrisville

NORTH CAROLINA

Minot

OHIO

Centerville
Cincinnati
Columbus
Fairfield
Grove City
Lebanon
Lewis Center
Piqua

SOUTH DAKOTA

Rapid City

TEXAS

Corpus Christi
Edinburg
Laredo
McAllen
Mission
New Braunfels
Round Rock
San Antonio
Weslaco

6. STEPS TO OWNERSHIP

1. SUBMIT THE FRANCHISE APPLICATION

Contact us and we will email you a franchise application. Complete the application and return it to the corporate office. We will contact you within ten business days.

2. MEET THE COMPANY EXECUTIVES

We will provide you with our FDD (Franchise Disclosure Document) for your review. During this meeting, you will meet the company executives and observe Buffalo Wings & Rings operations first-hand at one of our locations.

3. FINAL APPLICATION REVIEW

The company executives will review and evaluate your interest in our company, and your ability to operate a Buffalo Wings & Rings restaurant. Your financial and credit information will also be verified. If accepted, you will receive franchise approval.

4. ENTER INTO A FRANCHISE AGREEMENT

This agreement spells out the relationship and requirements of the franchisee and the company. The franchise fee is paid at this time.

5. IDENTIFY AND SELECT A LOCATION

Each franchisee will be required to submit desired sites to corporate for review and approval.

6. BEGIN CONSTRUCTION AND REMODELING

Our staff, along with BW&R's architect, approved general contractor, and vendors will assist you through the layout/design, permits, bidding and construction. A list of approved vendors will be provided.

7. COMPLETE THE TRAINING PROGRAM

The franchisee and members of the Franchisee Management Team will learn all aspects of Operations, Finance, Accounting, Leading Teams and Human Resource Management as it relates to running a successful Buffalo Wings & Rings restaurant. Additionally, you will be certified in Food Safety through the nationally recognized NRAEF ServSafe Programs.



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