



**A BUCKING**  
**FRANCHISE**



**“There is a seat at the table waiting for another “bucker”. Are you ready to be the next... best bucker?”**

# BUCKING THE TRENDS.

**SECOND TO NOTHING ENCOURAGEMENT.**  
 No franchise experience? No worries! The TWO BUCKS franchise method has been developed, so that whether or not you have previous culinary or ownership experience, you can succeed! TWO BUCKS provides the tools. All you need to bring to the table is PASSION!

**FROM HANDSHAKE TO HANDSHAKE.**  
 With a savory brand and a good-natured, hard-hitting team of Buckers, continued growth is inevitable. The information provided in our Bucking Franchise Book will give you a feel for our business philosophy and the bonding ties we are committed to cultivating with our partners. We can't guarantee that you'll always be comfortable in your seat at the table, but we've never known anyone to walk away hungry.



## SCRUMPTIOUS STATS.\*

- Restaurant sales are expected to exceed \$660B in 2013
- The restaurant industry is expected to outpace national job growth in 2013
- Restaurant job growth hit a 17-year high in 2012

\* Source: Nation Restaurant Association

## LOOKING FOR A HEALTHY INVESTMENT? TWO BUCKS HAS ALL THE ESSENTIAL INGREDIENTS.



The essence of TWO BUCKS is ideal for today's economy. The traditional menu with a hint of modern decadence has been carefully thought out to streamline our food costs and allow our Franchise Partners to concentrate on the day-to-day operations of making money at their business. Whatever the reason you are exploring a franchise investment, our plan is straightforward and affordable. Fascinating, right?

Inside and out, there's a uniquely cozy vibe at TWO BUCKS.

Along with trendy features like our retro lampshades and open floor plan, our signature color orange is used to create a hip atmosphere that feels like a cozy den.

More than anything, TWO BUCKS is a place to get together. Jeans and stylish duds mix as comfortably here as our savory crab cakes and orange jalapeno slaw. TWO BUCKS is the perfect spot for business engagements, the forgotten family dinner or a night out with friends for some BIG game TV. Guests can pack in their friends in an oversized booth or enjoy our community table that encourages guests to "get real" and "get personal".



**Fresh and affordable bites and drinks served up in a happening atmosphere has created a cult-like following for TWO BUCKS.**

### Happy Hour...

**we'll quite frankly, it's going to happen."**



## LET THE JOURNEY BEGIN.

Here at TWO BUCKS, our Franchise Partners are treated like family – and not without reason. We get that any successful relationship is about understanding the needs of our partners and putting in the face time to help them succeed. We strive to make your franchise experience exceptional in more ways than one. From our scratch kitchen that gives our Franchise Partners and their team the opportunity to stand apart and connect with their guests; to our menu that reflects the mood of each season; to our wide range of ready-to-use marketing materials – we're in it to win it!

### LOOK AT HOW WE ROLL.

In case you're wondering, creative ideas are the foundation of the TWO BUCKS brand. Our marketing programs are developed to be both useful and inspiring. And, the best part? Our marketers are innovative thinkers, and meticulous workers who value individuality and collective strength. Our turnkey marketing program is a blend of new and traditional resources that includes menus, posters, wall graphics and other digital programs across email, mobile and social channels.

Our customer base is tech savvy so we thoughtfully reach them where they search for their information. With nearly half of all people using mobile devices to get their online information, we serve-up relevant updates, news, events and specials on an on-going basis-and will show you the ropes too!

**"Let's just be honest, if you're going to have 'spirit' in your tagline, your soul must run deep."**





## HELP FROM THE GROUND UP.

At TWO BUCKS, our philosophy to building a successful business is through a strong foundation. And, we believe training is the most important investment of time a new Franchise Partner can make.

Ongoing franchise support is not just a process with TWO BUCKS – it's a core value. Our training program begins with a 1-week skills course at our corporate offices in Westlake, Ohio.

### WE'LL HELP YOU CREATE A SPACE THAT SIZZLES.

A TWO BUCKS opening specialist will be available on site to help you prepare for the big day! Their expert skills in running a TWO BUCKS will assist you in learning how to operate an efficient location, and even confirm that you picked-out the right sofa for your lounge!

A team player will spend time on site during the opening to:

- Reinforce the initial training
- Help train the franchise team
- Ensure a smooth opening transition

TWO BUCKS will be with you every step of the way to make sure your franchise is a success. With a little elbow grease and regular communication with your regional manager, you will be poised to run your TWO BUCKS franchise with confidence.

**TOGETHER, WE WILL DEVOUR A COMPREHENSIVE CURRICULUM TARGETING:**

- Food Production
- Quality Controls
- Service Controls
- Financial Management
- Team Building
- Site Selection
- Lease Negotiation
- Construction



## THE EXPERIENCE... COULD IT BE YOU?

We've had the unique opportunity to launch locations during the recession and its aftermath that have emerged, survived and continued to succeed in the downsized economy. There are many models and philosophies of how to be a successful franchise owner and we have a good idea of what works and what doesn't.

### ESTIMATED OPENING COSTS.

The initial investment required to open a TWO BUCKS Franchise ranges from \$130,000 to \$335,000.

For existing restaurant owners who wish to convert their operation to a TWO BUCKS, the investment ranges from \$68,000 to \$335,000.

This includes the franchise fee, leasehold improvements, signage, fixtures, startup supplies and materials, equipment and furnishings, and working capital for a period of up to three months.

### A BUCK IS BORN.

When an application is approved, and an available territory is determined, the franchise agreement is signed for that exclusive territory. Upon standard approval of the location, building plans, construction or renovations begin. Equipment purchasing, licensing agreements and other finishing details will be ongoing during this stage. The last step will be on-site training of your team with our opening specialist to ensure a memorable first impression.

**“Without a plan, it's merely a dream!”**

### CHECK OUT OUR MUST-HAVES.

Meet the financial qualifications of your preferred financial lender

Minimum of 40% of the total costs to open in unencumbered capital

Maximum financing of 60% of the total cost of the project

Up to 10% set aside for operating capital upon opening.



## WHAT'S COOKING?



### MENU.

We take the idea of “scratch kitchen” very seriously. Partnering with Executive Chef Brian McNeff, we have expanded our menu across all categories to give our guests more of what they're hungry for, while creating a borderline addiction that guests simply can't resist. The menu is bold, vibrant, and well, kind of amazing.

### A SAMPLE OF OUR MENU.

#### Starters

Two Buck Fries  
Smoked Gouda Mac & Cheese  
Vodka Battered Onion Rings

#### Soups

Dortmunder Beercheese Soup\*  
Two Beef Two Bean Chili Crock\*

#### Salads

Strawberry Goat Cheese Salad with  
Orange Basil Vinaigrette\*  
Buffalo Chicken Salad  
Pulled Pork Salad

#### Sliders

Black and Blue Burger  
Sesame Chicken Burger  
Stuffed Mushroom

#### Flatbread

Caprese  
Three Cheese  
Americana

#### Wraps

Caesar Chicken  
Pulled Pork  
BBQ Braised Brisket

\*Seasonal Items

### INGREDEINTS. ESSENTIAL INGREDIENTS TO FRANCHISE SUCCESS.

- 1. Brand.** A brand such as TWO BUCKS, that distinguishes itself by offering affordable, innovative cuisine in a comfortable neighborhood atmosphere.
- 2. Need.** Statistics show, consumers not only need, but want to develop an emotional connection with TWO BUCKS.
- 3. Internet Integration.** TWO BUCKS' offers a meaningful Internet and Social Media presence where consumers can engage, interact and share information.
- 4. Different and Better.** TWO BUCKS fills a modern need in a better and different way.



### TWO BUCK CATERING TWO-GO — A REASON TO CELEBRATE!

TWO BUCKS Catering. Born out of the philosophy that exceptional food must not only be tastefully prepared but also affordably priced, the Two-Go menu promises to satisfy eclectic, value conscious palettes. Services include expert catering for casual lunches, corporate affairs and social events of all sizes.

**“Too much of a good thing can be wonderful.”**



## HEALTHY TIPS.

faq's for the future buckler.

### How much money can I earn from a TWO BUCKS Franchise?

We do not make specific earnings claims concerning potential income. Instead, we provide information to you as permitted by the FTC that will permit you and your financial advisor to prepare a pro forma based on factors specific to your Franchise and territory.

### Do you permit absentee owners?

Yes, provided that your Manager successfully completes our initial training program. It is critical to the success of your business that your Manager be fully trained in the operation of a TWO BUCKS Franchise. We also Require that one of the Franchise owners attend the initial training program in order to have a complete understanding of the operation.

### How do I obtain a copy of your Franchise Disclosure Document?

During your visit to the Corporate Office, we will review our Disclosure Document with you and provide a copy to you for review with your attorney, accountant and/or business advisor. In certain circumstances, we will mail a copy of our Disclosure Document to you in advance of your scheduled visit.

### I'm interested in learning more. What's my next step?

1. First, we ask that you complete the Preliminary Consideration Form attached to this brochure. This will help us learn a little more about you as we begin discussing the TWO BUCKS business with you. Your background and experiences are important to us so we ask that you give the questions careful consideration.
2. Fax or Email the Preliminary Consideration Form to us. Following our receipt, we will contact you to share additional information about our business and the franchise opportunity. We are committed to providing you with the information you need to make an Informed decision about TWO BUCKS. We recognize that purchasing a franchise is a life-changing decision, so we will do everything we can to make the process as stress-free as possible!
3. At the appropriate time, we will invite you to schedule a visit with us in Avon, Ohio in order to meet our team and tour TWO BUCKS. We consider our Franchisees “partners,” so we believe it is important that we meet personally as part of the process.





To learn more about us or to complete a confidential application, visit our website at [www.twobucks.us](http://www.twobucks.us) or scan the QR code to take you directly to our website with your smart phone.

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