



YOUR 'CUE TO OWNERSHIP

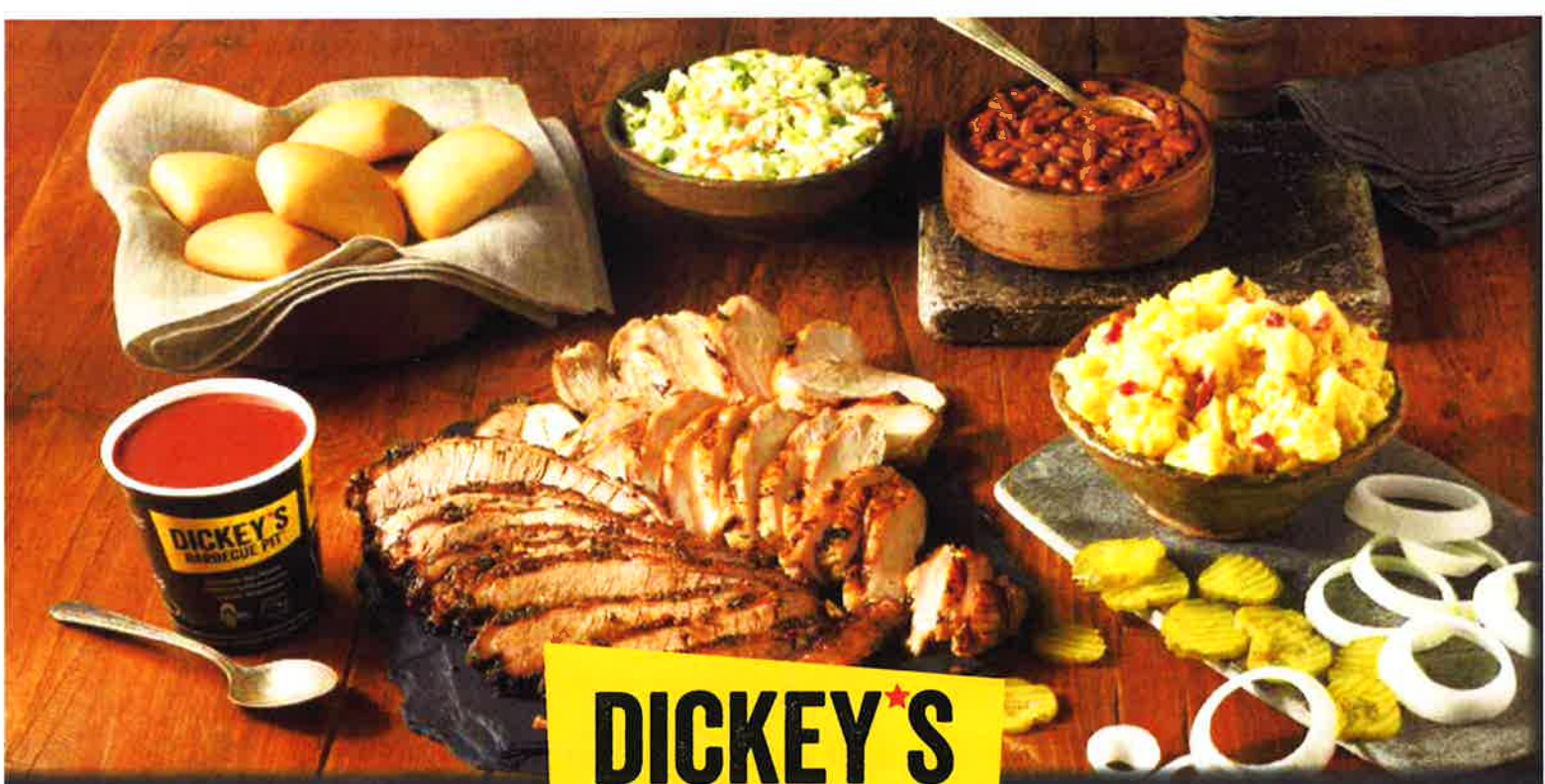
DICKEY'S BARBECUE PIT® FRANCHISE BROCHURE



CONTACT

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DICKEY'S
BARBECUE PIT®



DICKEY'S
BARBECUE PIT
est. 1941

TOP 10

**REASONS TO OWN A
DICKEY'S**

- Established brand
- Low franchise fee
- Site location assistance
- Thorough training in management, operations & marketing
- Protected territories
- High purchasing power to avoid over-paying for goods
- Quality products in our restaurants
- Six revenue streams
- Ongoing support from our home office
- Multi-unit development deals available



WHY DICKEY'S BARBECUE PIT®?

OUR HISTORY

Founded in 1941 by Travis Dickey in a one-room building north of downtown Dallas, the original store sold beef brisket, ham and ribs. If you wanted a vegetable, you could have potato chips or barbecue beans. Add a bottle of soda, milk or beer, and that was the entire menu. From its early beginnings, Dickey's Barbecue Pit® built a following of barbecue lovers. Today, Dickey's Barbecue Pit® restaurants can be enjoyed at locations across America. As the country's appetite for delicious barbecue continues to grow, so does the number of Dickey's Barbecue Pit® restaurants.

As a Franchisor, we are only as successful as our stores. Our overriding company commitment is to focus on store level success. Our home office provides the following to franchisees:

- Site Location Assistance
- Construction support
- Marketing support
- Comprehensive Training program
- Grand Opening support
- Operations support
- Six revenue streams

LET'S TALK NUMBERS

SIX REVENUE STREAMS

Dine-in/Take-Out, Online Ordering, Catering, Delivery, Holiday Meals & Retail Items

TYPICAL CONSTRUCTION TIMELINE

DESIGN 2-3 weeks*

PERMITS 45-60 days*

CONSTRUCTION 3-6 weeks*

TOTAL: 4-20 weeks*

*timeline may vary

SITE SELECTION GUIDELINES

Residential population of at least 30,000, daytime/business population of at least 15,000, traffic figures of 12,000 daily cars minimum, average household income of at least \$60,000, successful co-tenancy, and easy access and high visibility from main thoroughfares.

INITIAL INVESTMENTS

FRANCHISE FEE \$20,000

TOTAL INITIAL INVESTMENT RANGE IS NOW \$289,939 - \$421,244

ONGOING FEES

ROYALTY FEE 5%

MARKETING FUND 4%

TECHNOLOGY FEE \$99/mo



EXPERIENCE THE EVOLUTION

UPDATED FLOOR PLAN NOW AVAILABLE

We have a new open floor-plan and menu designed to enhance guest's experience and streamline operations. With almost 100 stores in development, don't miss your opportunity to grow with us and take advantage of our new floor-plan.



JOIN THE LARGEST BARBECUE CHAIN IN AMERICA¹ RANKED BY STORE COUNT!

**LOW
START-UP
COST**

See FDD for
initial investment cost

550+

We are the fast casual
barbecue leader with over
550 stores in 47 states.

**NRN
2015
SECOND 100**

#6 Fastest Growing Chain

¹ 2015, Technomic Inc. Digital Resource Library. "1 Year Commercial Financials: Top 500 - Barbecue Cuisine Type."
Dickey's Barbecue Pit' 2014 store count compared to all other franchises defined as a barbecue cuisine type.

STEPS TO OWNERSHIP



1. INTRODUCTION

You will be introduced to a Director of Franchise Development who has experience working in your area of interest. He/She will answer any questions you may have and guide you throughout each step of our formal process.

2. APPLICATION & DISCLOSURE STAGE

Once we receive your Franchise Application we will perform a background check. You will also be presented with a Franchise Disclosure Document for your review and in depth look at Dickey's Barbecue Pit® franchise opportunity.

3. DUE DILIGENCE

During this time you will have the opportunity to contact Dickey's Barbecue Pit® franchisees to learn more about our operations and products.

4. INTERVIEW PROCEDURE

At this point, our Vice President of Sales will meet with you via phone call to discuss your application and provide answers to any additional questions you may have before you visit our home office in Dallas, Texas. You may also have the chance to meet with our Finance, Legal, and Real Estate department at that time.

5. DISCOVERY DAY

We will invite you to Dallas, Texas where you will have a chance to sit down and meet our Executive team including our Vice President of Development, Vice President of Sales, Vice President of Training and so on. We will also take you to visit our original Dickey's Barbecue Pit® and our newly renovated store!

6. EXECUTION OF FRANCHISE AGREEMENT

You will sign your Franchise Agreement and officially become a part of the Dickey's Family!

CONSIDER YOURSELF VETTED!



As a member of VetFran, Dickey's knows that U.S. veterans have what it takes to grow a successful business. Hard work, determination, and team building learned in the armed services are vital skills needed to operate a Dickey's Barbecue Pit®. That's why we offer special military incentives – to make franchising with Dickey's easy for individuals who have served our country. If you're a veteran, you get the following:

- Almost 25% off the initial franchise fee*
- Strength of a national brand
- Fast and easy start-up and support from our franchise pros

READY TO TAKE COMMAND?

Dickey's discounts franchise fees for all honorably-discharged veterans who meet the franchise criteria. We have many veteran franchise owners who have been able to use their background and training to launch new civilian careers with a Dickey's Barbecue Pit® franchise. In addition to being named a Top 500 Entrepreneur brand, Dickey's Barbecue Pit® has also been named a Top Military Franchise by G.I. Jobs**, a veteran-owned magazine that focuses on helping military veterans locate career opportunities.

If you like the idea of using your skills to grow your very own Dickey's Barbecue Pit® franchise, go ahead and take the next step by filling out an application today. It really is that easy, and it just might change your future – and your life.

*For qualified applicants only. Applicable to the first store you franchise.

**Dickey's Barbecue named to top military franchise. "GI Jobs", 2014.

CONTACT US

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