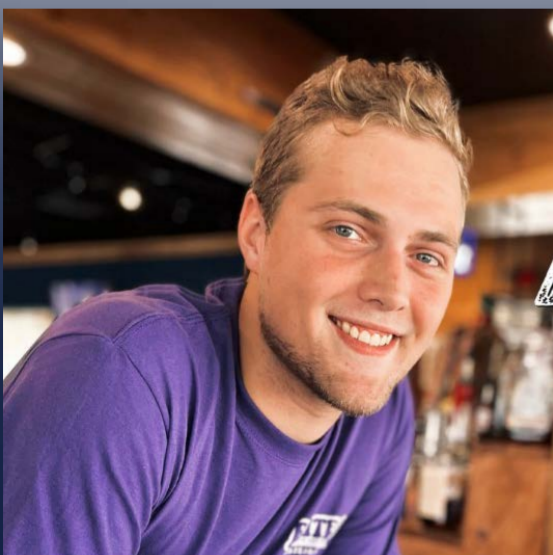


FRANCHISE PROGRAM OVERVIEW



A Tasty Opportunity ...WANNA BITE?

DISCOVER LOVE at FIRST BITE as You Serve Up Quality and Variety

Bites in the Boro believes that a dedication to quality, an operating model focused on a great guest experience, and an extensive menu packed with customer favorites can build a modern restaurant brand that is primed for growth.

We've designed our restaurant with that belief as a guide and built our brand around a casual-dining concept our customers love, and return to enjoy again and again. It's helped us develop a reputation for offering a superior dining experience for anyone who wants to enjoy a great meal in an appealing environment, and it's positioned us for future expansion in a growing, changing industry.

Our franchise model reflects our commitment to quality and opportunity.

Becoming a franchise owner with Bites in the Boro places you as a leader in an operating model created with your growth in mind. It also pairs you with a team of enthusiastic, experienced industry professionals with a shared vision for the future and a roadmap for your development.

The restaurant business is transforming in many ways, but some aspects of the industry haven't changed. Today's consumers still expect exceptional service and top-notch food served in an engaging atmosphere centered on fun and friendship. Bites in the Boro keeps those values top of mind to deliver on customer expectations. You can be a critical part of our growth and help us spread our guest-oriented franchise approach to an expanding market.











A Restaurant Concept Focused on MENU VARIETY and QUALITY

For the modern customer, choice can be essential to brand loyalty. Today's guests have broader palates than previous generations, and they look for businesses that cater to their expanded tastes.

Bites in the Boro designed our menu to answer this need.

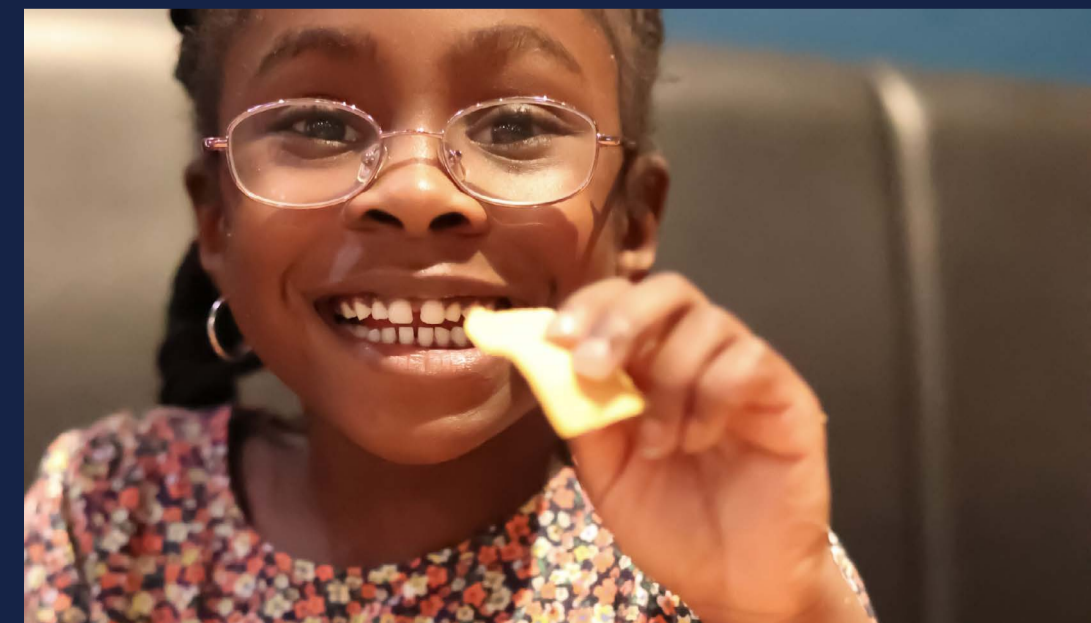
Our customers know they'll be able to find an extensive range of meal options, each one expertly prepared and served fresh and delicious.

Bites in the Boro's range of menu options includes:

-  Appetizers including southern comfort fries, fried pickles, and buffalo spinach dip
-  Chicken wings and tenders with a wide choice of flavors and sauces
-  Salads such as Tequila Lime Chicken, Greek Chicken, and our hearty Man Salad
-  Bites Olé including tacos, quesadillas, nachos, and more (plus, the option to add other authentic flavors and dishes, like falafel and hummus)
-  Sandwiches and wraps ranging from Chicken Parmesan to Fajita Wrap and more
-  Burgers made with smash beef patties and a variety of fresh toppings
-  Kids menu for young customers
-  Sweet, seasonal dessert options ideal for every occasion

Our menu offers something perfect for every taste.

Wanna Offer Your Local Guests a Bite?








QUALITY at EVERY STEP for Superior Meal Experiences

When customers dine out, they look for restaurants that take their meals seriously. Every step in the process, from sourcing all the way to plating and serving, must meet strict standards for quality to produce consistent results and great-tasting food.

**Bites in the Boro has made quality a priority
in all aspects of our business.**

We're dedicated to creating dishes that exceed our customers' expectations and help us build our reputation as a destination for exceptional meals.

Our focus on quality shines through:

-  A vendor network that shares our belief in quality to ensure the freshest and tastiest ingredients
-  French fries cut from scratch
-  Hamburger patties made by hand and always fresh, never frozen
-  Breading done onsite with no items arriving at the restaurant pre-breaded
-  A focus on fresh ingredients to help maximize each dish's flavor and appeal

Centering our franchise model on quality gives our franchise owners the tools for customer satisfaction and the foundation for future growth.







An Environment Geared for **GOOD TIMES**

Customer loyalty can be key to business growth in the restaurant industry. That begins with an unforgettable customer experience and an operating model centered on speedy, attentive service.

Bites in the Boro make the customer our focus from the moment they enter our restaurant.

Every aspect of our business, from the atmosphere we create to the care we provide to our tableside service model, is designed to enhance the customer experience and expand the guest pool for franchise growth.

-  We offer table service to allow us to handle the legwork and help our customers kick back and relax.
-  Our restaurants include a full bar with a wide menu of drink options.
-  The dining area features big-screen televisions on every wall to give each customer the best seat in the house.
-  Every location plays upbeat music throughout the day to keep the mood light and fun.



A satisfied customer is often a loyal customer. We recognize that fact at Bites in the Boro and make our guests the most important part of our operations at all times. It's smart business, and it helps position our franchise owners for expansion.

**START A NEW CHAPTER IN CASUAL DINING
WITH BITES IN THE BORO.**

**Learn More about our Customer-Oriented
Franchise Program Today!**



RESTAURANT DESIGN

that's Aligned with Modern Customers







Today's restaurant business demands knowledge, expertise, and a deep understanding of the industry to guide franchise growth. Location, footprint, and owner background can be critical to the brand and inform its future development.

We built the Bites in the Boro franchise model with these essentials as a guide.

Our franchise program has been designed to operate in high-traffic areas and to appeal to our target audience, and it was built to meet the needs of future owners with a background in the industry.



OUR FRANCHISE MODEL:

-  Is designed for industry professionals who know the business and are ready to get started growing their location
-  Targets both busy college students and local families
-  Features restaurant designs with footprints ranging from 4,000 to 6,000 square feet
-  Includes seating for approximately 250 customers as well as the option for outside seating
-  Works well in areas with busy co-tenants including big-box retail, grocery, fitness, or other high-traffic businesses
-  Prioritizes second-generation restaurant spaces to reduce owner costs for construction and design

Building for growth in the restaurant industry begins with flexible, owner-focused franchise development and a plan for the future. We recognize that at Bites in the Boro and have created an operating model in step with today and built for tomorrow.

ARE YOU READY **to Be the Dining Destination** **Your Town Needs as a** **Bites in the Boro Franchise Owner?**

We are looking for future franchise owners to join us as we bring our quality- and variety-oriented restaurant brand to new markets.

If you are financially qualified, experienced in the foodservice space, and are interested in helping us build a new casual-dining model for the industry, we'd love to connect with you.



SATISFYING EVERY TASTE: The Bites in the Boro Experience

*We love Bites in the Boro!
They have the best fries
in town! – J.H.*

*First timers, great food
great service. Highly
recommend! – R.P.*

*The food was prepared
expertly and tasted
delicious! Just what
I wanted after a
hard days' work! – L.P.*

*Really good quality food.
Excellent bar.
Very friendly staff.
We will definitely
be back. – T.W.*

SERVING UP FLAVOR, VARIETY, and QUALITY: Key Reasons to Choose Bites in the Boro

1

Multiple Revenue Streams

Expand your business, grow your customer base, and enhance your revenue with multiple streams including dayparts, take-out, gift cards, and other options to develop your franchise.

2

Expansive Menu of Classics

Offer a menu with broad appeal, with options ranging from our line of fourteen sandwiches and wraps and eleven kinds of burgers to our lineup of Bites Olé, chicken wings and tenders, and satisfying salads.

3

An Established Brand

We have years of industry experience developing a restaurant brand, and we put our expertise and background to work on your behalf to help you build and grow your business.

4

Major Market Availability

Develop your Bites in the Boro franchise with confidence and without internal competition as the sole operator within your own protected territory, in a community of at least 30,000 to help ensure a solid customer base.



An EXPANDING INDUSTRY that Touches Every Community

The restaurant industry has been an integral part of the commercial landscape for generations and has a robust presence in communities nationwide.

Franchise ownership with Bites in the Boro connects you with that industry and positions you in a leadership role in a brand working to transform the business and create a new model for growth.

The restaurant and foodservice industry continues to dominate the business world, with a market of more than \$1 trillion and a growing base of customers looking for value and quality.

<p>Menu selection and variety are increasingly important to customers' dining choices and are <u>some of their top priorities</u> when determining loyalty to a restaurant or brand.</p>	<p>Table service and conscientious customer care can be critical to customer preference and are <u>driving growth across the industry</u>, with an expanding market and discerning guest base.</p>
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HELP SHAPE THE FUTURE OF THE RESTAURANT INDUSTRY!



THE RISE OF CASUAL DINING

As the restaurant industry has matured, the casual dining movement has grown along with it and has become an increasingly popular option for customers searching for brands that combine a dedication to quality with a relaxed atmosphere and welcoming atmosphere. You can offer all that as a Bites in the Boro franchise owner!

KEY FRANCHISE PROGRAM Information*

Here is what to expect when you join the Bites in the Boro franchise program:

Estimated Initial Investment

An initial investment of **\$519,000 to \$943,250** can get you started. This includes an initial franchise fee of \$34,000 for a standard single-unit territory.

Royalties

You'll share **4.5% of gross revenues** to allow us to reinvest in you and other Bites in the Boro owners through treatment and technology development, industry research, and other business-model refinements and innovations.

Local Marketing Requirements

You are required to spend a minimum of **1% of gross revenues** on monthly local marketing to get the word out in your community about your Bites in the Boro franchise.

Brand Development Fund Contribution

You can expect to contribute a minimum of **1% of gross revenues** to the Brand Development Fund to help us continue to gain national attention and industry recognition.






*Please see our FDD for details and a complete list of fees

GET COOKING

with a Support Team that's Focused on Your Growth

We make your business development our priority from the moment you connect with us. We work alongside you daily to give you the guidance and assistance you need to build your franchise effectively and help it grow.

Here are just some of the ways we support you at Bites in the Boro:

-  **Initial Startup Guidance & Training** designed to give you what you need to launch your business and aid in its development, from robust training to assistance with site selection, buildout, outfitting, and design from our experienced franchise team.
-  **Technology Tools & Support** to allow you and your staff to work with the latest and most effective tools for supply, management, restaurant operations, and customer service, to help you streamline your business and stay on top of industry developments.
-  **Well-Documented Operations** provided to you through our Confidential Operations Manual, complete with detailed procedures, recipes, day-to-day guidance and much more.
-  **Marketing Assistance** to give you critical guidance on local campaigns and advertising materials and to help guide you in getting your business noticed and raising your restaurant's profile in your community through ongoing digital marketing.
-  **Ongoing Training & Support** on the Bites in the Boro franchise design, tools, and customer service model. We have the expertise you need to grow your business, and we're standing by to provide dedicated guidance whenever you require an extra hand.



Where is the **IDEAL SPOT** for Your **Bites in the Boro Franchise?**

Bites in the Boro is building a new approach to casual dining, and it's helped make us a brand to watch as we bring our focus on quality, variety, and customer service to new markets across the Southeastern U.S. ...and beyond!

We're expanding our franchise into major markets across Georgia, South Carolina*, Florida, and Alabama, with plans for further expansion in the years ahead.



**Turn a Craving for Quality into Loyal Customers with Bites in the Boro.
GET STARTED TODAY.**

*We will not offer franchises in South Carolina until our federal trademark is obtained.

MEET OUR VISIONARY FOUNDERS

Bites in the Boro founders Ramy and Carmen Masry met in Statesboro, Georgia, and soon discovered a shared passion for entrepreneurship. After marrying, they successfully launched a smoke shop, and their next venture was the restaurant industry, where they saw a chance to bring something fresh to the table.

In 2016, the couple opened Bites in the Boro, a casual dining spot with a broad menu and a focus on quality. Their fresh, scratch-made dishes and warm atmosphere quickly won over families, students, and diners seeking tasty options. The restaurant's mix of great food, wide variety, and customer-friendly table service helped make it an instant favorite in the community.

Ramy and Carmen continue to lead Bites in the Boro as we grow and move into territories across the Southeast U.S. Their commitment to quality and variety guides our brand's growth and positions us for additional development in the future.



Learn how you can join Ramy and Carmen and build a rewarding business of your own in the dynamic restaurant industry.

THE NEXT STEPS

1

Receive and Review the Franchise Disclosure Document

2

Meet Our Franchise Team in Person for a Discovery Day

3

Sign the Franchise Agreement

4

Get Hands-On Training on the Bites in the Boro Franchise Model

5

Secure and Build Out Your Location

6

Hire and Train Your Team

7

Open Your New Franchise with Bites in the Boro in Your Local Community

LET'S TALK FURTHER...



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