

# GUMBO SHOP

## B A C K G R O U N D I N F O R M A T I O N



Since its inception in 1948, Gumbo Shop's reputation as a premier purveyor of Creole food and New Orleans hospitality has spread around the world. Authenticity, quality and value define our product, ensuring a loyal customer base of visitors and locals.

Our 50-item menu offers an array of traditional and contemporary Creole dishes. The menu includes several styles of Gumbo, Crawfish Etouffee, Jambalaya, Shrimp Remoulade and Blackened Redfish, and is rounded out with signature salads and sandwiches and a few selections with universal appeal.

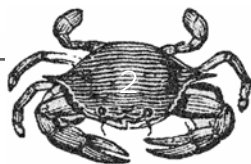
A central commissary production system insures quality, consistency, safety and efficiency. We

have effectively used this system to service our own restaurants for over twenty years.

Full bar service includes classic New Orleans cocktails, original house drinks, wines by the glass and specialty beers.

Our operating systems allow for quick table turns, and we average about six a day. Since the late 1970's, Gumbo Shop's original French Quarter restaurant has served 250,000 guests a year.

Gumbo Shop is now pursuing restaurant franchise agreements with qualified groups and individuals interested in ground floor opportunities rolling out our unique product nationwide.



## F A C T S   A N D   F I G U R E S

*year founded*

1948

*present corporation*

1976

*service style*

FULL SERVICE • CASUAL DINING

*cuisine*

TRADITIONAL AND CONTEMPORARY CREOLE

*bar service*

NEW ORLEANS COCKTAILS • HOUSE ORIGINALS • WINES BY THE GLASS • SPECIALTY BEERS

*meals*

LUNCH AND DINNER

*hours*

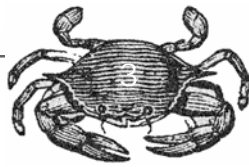
11AM – 11PM DAILY

*check average*

\$15.00

*food / beverage ratio*

80% / 20%



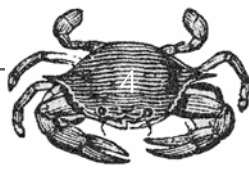
## F R A N C H I S E   A G R E E M E N T S

### *what we offer*

- ◆ Brand name backed by a fifty year reputation with guests from around the country and world
- ◆ Unique product with broad appeal
- ◆ Menu developed and designed to maximize profits and garner repeat business
- ◆ Proven system marked by efficiency, cost effectiveness and consistency
- ◆ Our signature prepared food items, shipped to you or your distributor
- ◆ Simplified kitchen system which operates effectively in a challenging labor market
- ◆ Recipes and ingredient specifications for items prepared on site
- ◆ On site Kitchen and Service Training
- ◆ Kitchen design assistance and equipment specifications
- ◆ Dining room decor specifications and design assistance

### *what we want*

- ◆ Operators with successful full service, multi-unit experience interested in expanding with a new concept
- ◆ A focus on growth and a desire for multi-unit development
- ◆ Financial resources as necessary for start up and operating expenses
- ◆ Initial franchising fee of \$25,000
- ◆ Continuing royalties of 3% of gross sales
- ◆ A commitment to quality
- ◆ A commitment to success



## GETTING STARTED

### *franchise fee*

To cover costs including franchisee selection, legal fees, start up training and opening assistance, an initial franchising fee of \$25,000 is charged.

### *royalty*

A monthly royalty equal to 3% of gross sales is charged for the use of the Gumbo Shop name, our operating systems and our continuing support plan.

### *start-up costs*

A range of initial investment requirements is provided at right. Location and other factors may result in variations from these estimates. We require a net worth of \$1,000,000 for a single unit.

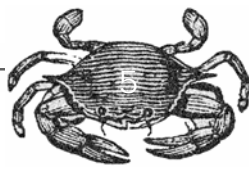


### *initial investment estimates*

*These are estimates. Individual circumstance may result in higher or lower cash outlays.*

	<u>LOW</u>	<u>HIGH</u>
<b>Licensing Fee</b>	25,000	25,000
<b>Advertising</b>	5,000	10,000
<b>Lease Payment</b>	10,000	50,000
<b>Construction</b>	200,000	800,000
<b>Professional Fees</b>	10,000	100,000
<b>Equipment</b>	170,000	300,000
<b>Furniture</b>	75,000	125,000
<b>Murals &amp; Sign</b>	8,000	10,000
<b>Staff Training</b>	5,000	15,000
<b>Lodging</b>	2,000	5,000
<b>Salary Reserve</b>	40,000	60,000
<b>Working Capital</b>	35,000	55,000
<b>Insurance</b>	10,000	20,000
<b>Security Deposits</b>	1,000	80,000
<b>Total</b>	596,000	1,650,000





## KEY PERSONNEL

### *Bill Roberts*

CHAIRMAN & CHIEF EXECUTIVE OFFICER

After twenty years in the shipping business, including starting and directing his own successful agency, Bill entered the food service world in 1976 when he purchased the Gumbo Shop. He led the company in ventures developing fast food units, a large scale catering operation. In 1993 he designed and built the company's USDA inspected food processing plant. He has served on the board of directors of the Louisiana Restaurant Association and the French Quarter Business Association.

### *Richard Stewart*

PRESIDENT AND CHIEF OPERATIONAL OFFICER

With over twenty years of restaurant and catering experience, including several start-ups, and a degree in Hotel, Restaurant and Tourism Administration, Richard runs the company and spearheads new operations. His background includes multi-unit management, commissary operations, fine dining, fast food and product development. He recently wrote and published *Gumbo Shop, A New Orleans Restaurant Cookbook*.

### *Harry Nisonger*

DIRECTOR OF DEVELOPMENT

Harry's career in the food service industry spans over twenty-five years including a degree in Hotel & Restaurant Administration from Cornell University, restaurant ownership, and as principal of Nisonger Associates, Inc. a consulting and planning company specializing in the food service industry.

**ADDITIONALLY**, we have experienced, front line management personnel and trainers who may be assigned to your property for start-up and opening assistance.



## LOCATION AND DESIGN

With your experience as a successful restaurant operator, the importance of location is obvious. We have listed some criteria as guidelines, but every situation is unique and should be evaluated individually. Gumbos Shop's unique dining experience lends itself to renovated older buildings in busy downtown areas or revitalized warehouse/nightlife districts.

### *traffic & demographics*

An ideal Gumbo Shop location has these dynamics:

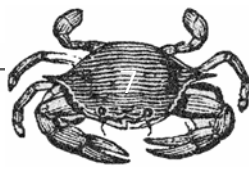
- ◆ Mix of residential and commercial activity in adjacent areas
- ◆ Other restaurant and shopping activity in immediate area
- ◆ 5 mile radius population of 50,000-100,000
- ◆ Middle to upper middle income area
- ◆ Tourist and shopper traffic is a plus
- ◆ Strong walk-by traffic is desirable

### *layout*

Our prototype Gumbo Shop is 4,000-5,000 square feet with 140 – 160 seats. Floor plans are flexible and adaptable. Retrofitting former restaurants or other retail spaces is preferred. Patio, sidewalk or other outdoor or atrium areas are encouraged.

### *decor*

Gumbo Shop will provide franchisee with specifications for dining room furniture, fixtures, surface finishes and other architectural features. Custom sized, artist rendered reproductions of our unique wall murals will be provided, as well as a carved wood GUMBO SHOP sign. We can help you create an authentic New Orleans French Quarter dining atmosphere at minimal cost.



## FOOD AND MENU

While the GUMBO SHOP menu has evolved through the years, the core of our style remains - traditional New Orleans Creole cuisine. Limited selections of seafood, chicken, pasta, steaks, salads, po-boys and sandwiches, appetizers and desserts with universal appeal round out the menu. The menu is flexible, and some customization specific to individual locations is available. New items are introduced from time to time, and specials are available.

GUMBO SHOP provides Franchisees with a number of prepared signature items. Most of these are simple “heat and serve” items, centrally produced and packed in Cryovac bags, insuring quality, consistency, convenience, product safety, minimal storage, cost control and efficient use of labor. This is the same system and same food products used to supply all of our restaurant and catering operations for over twenty years. Recipes, ingredient specifications and training are provided for all other menu items prepared on site at your restaurant.

### *cocktails*

We offer full bar service, wine list (bottle and glass) and beer. GUMBO SHOP provides recipes and training for our New Orleans cocktails (including Sazerac, Ramos Gin Fizz, Hurricane, Bourbon Milk Punch, Cajun Martini and Café Brulot) and our popular specialty drinks such as Honeydew Daiquiri and Saint Peter’s Punch.

### *prepared food items*

*available exclusively to Franchisees:*

Seafood Okra Gumbo • Chicken Andouille Gumbo • File Gumbo • Turtle Soup • Corn and Crawfish Chowder  
Oyster and Artichoke Soup • Shrimp Remoulade • Blackened Fish Sauce • Crawfish Etouffee • Shrimp Creole  
Red Beans and Rice • Jambalaya • Shrimp and Tasso Pasta • Barbequed Shrimp Sauce • Macque Choux Corn  
Smothered Turnip Greens • Creole Creamed Spinach • Black-Eyed Peas • Garlic Mashed Potatoes  
Bread Pudding with Whiskey Sauce • Sweet Potato Bread Pudding • Praline Sauce

*These products are also easy to use and cost effective in an off- site catering environment.*

### *retail sales*

Additional revenues can be realized by offering the above listed items in their original bulk packages (a unique product and service for your customers), and through merchandise sales, including cookbooks, tee shirts, bottled hot sauces and spice mixes.



## S U P P O R T   S E R V I C E S

Your success is very important to us.

Our support services are designed to help you create the unique GUMBO SHOP dining experience for your guests, build repeat business and generate word of mouth advertising.

### *site selection*

We can provide you with demographic data for your selected location and market area, and other criteria with which to evaluate locations.

### *construction*

Basic plans and specifications for a prototypical restaurant are provided for your use as well as equipment specifications and source lists. Site-specific plans and construction supervision are available for additional fees.

### *training*

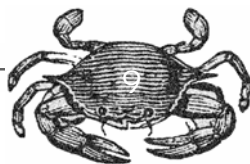
Our training program includes on site training, classroom instruction and a set of comprehensive training manuals. Additional and ongoing training is also available.

### *marketing*

Collateral marketing material artwork is provided. Ongoing marketing assistance is available.

### *consulting*

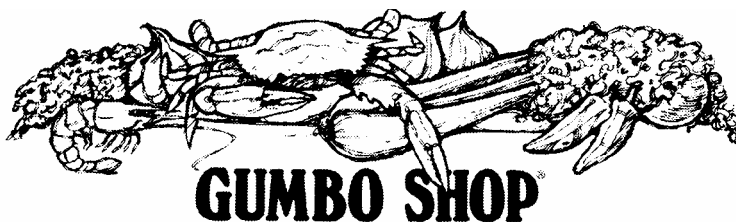
In addition to the assistance described above, continuing consulting services are available in the areas of operations, quality control, cost control, public relations, merchandising, special events, catering, retail food sales, commissary operations and more.



## N E X T S T E P S

After having reviewed the information in this package, please submit to us a personal resume and financial statement. Upon approval, a GUMBO SHOP representative will contact you and arrange for a meeting to answer questions and discuss details.

Once an agreement is reached, a timetable will be set for all necessary activities including construction, training and grand opening.



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