

WING@ZONE

WING@ZONE

WINGS. BURGERS. FLAVOR.

What's YOUR Flavor?

History



- Started in 1993 in Gainesville, FL at the University of Florida in a Fraternity House Kitchen
- 7 Company owned locations opened from 1993-1999
- 1st Franchise Location Opened in Tuscaloosa, AL (1999)
- 1st International Location-Panama (2010)

What's YOUR Flavor?

History



- 🌀 Company Moved to Atlanta in 2001
- 🌀 Over 70 locations Open Domestically
- 🌀 14 International Locations Open
- 🌀 10 AAFES Locations on Army and Air Force bases
- 🌀 16 New locations scheduled to open in 2014
- 🌀 Founders continue to run the Company. 13 people total at Wing Zone HQ



Flavorholics UNITE!

AWARDS AND RECOGNITION



Franchise 500 Ranking

FoodService Equipment-Chain of the Year

Winner-Festival Favorite at National Wing Festival



What's YOUR Flavor?

BRAND CONCEPT

WING  ZONE

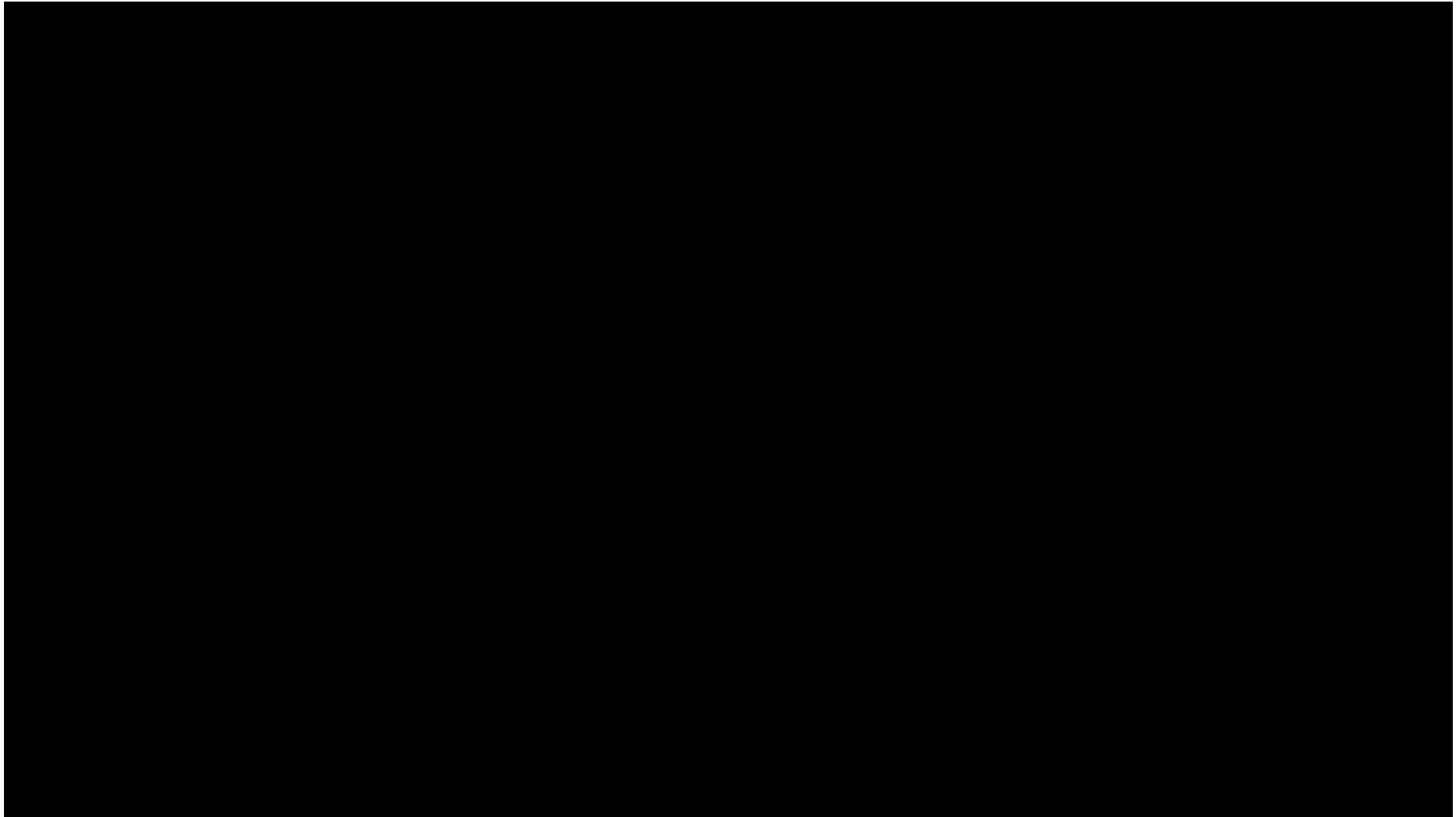
Wing Zone = Flavor

- Wing Zone is the **Destination for Flavor!**
- The concept is driven by ***Flavorholics***-
Customers who are crazy about flavor.



What's YOUR Flavor?

Brand Concept



Flavorholics UNITE!

OUR MENU

WING  ZONE

Going Beyond Wings!

- Wings, Boneless, Tenders, Burgers, Salads... everything gets FuZed with flavor!
- We take flavor seriously (and not so seriously) by going **beyond wings** and FuZing™ our **entire menu** of wings, burgers, wraps, salads and more with our **award-winning flavors**.



What's YOUR Flavor?

TAME

HONEY 

**LIQUID
GOLD**

 **Buffalo
BLISS**

Garlic  **Parm**

**BBQ BACON
NIRVANA**

HOTSHOT

THAI  **CHILI**

**MANGO
FIRE**

**NUCLEAR
HABANERO**

 **SWEET
SAMURAI**

*Cinnamon
Maple*

 **TOKYO
DRAGON**

COOL RANCH

**BLACKENED
VOODOO**

Smokin' Q

LEMON  **ZINGER**

OUR COOKING PROCESS & SYSTEM

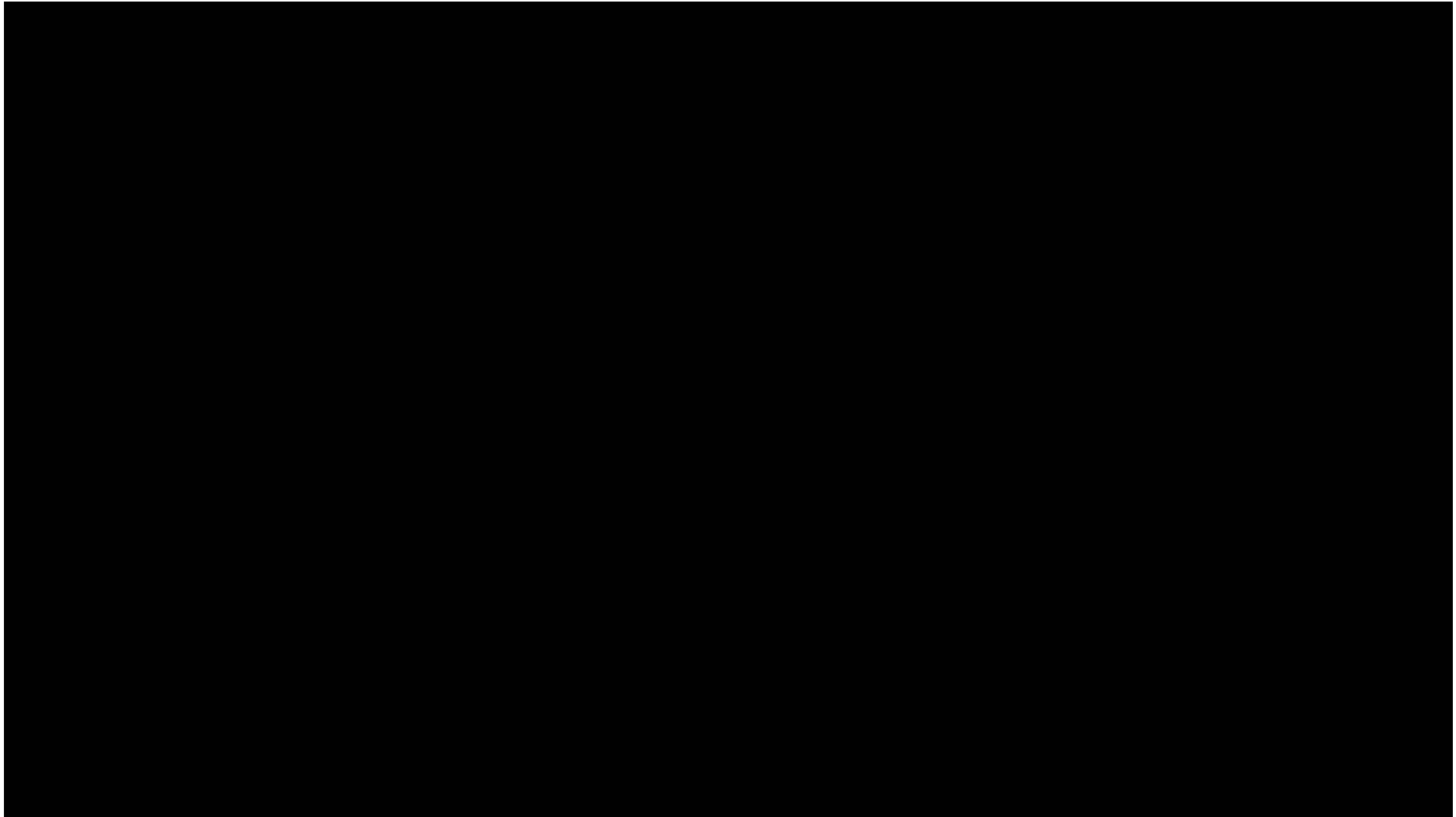


The secret to our success is FuZed™ — Wing Zone's cooking process

- Wings, Tenders, Burgers, Salads... everything gets FuZed with flavor!
- We take flavor seriously (and not so seriously) by going **beyond wings** and FuZing™ our **entire menu** of wings, burgers, tenders, wraps, salads and more with our award-winning flavors.



What's YOUR Flavor?



What's YOUR Flavor?

BRAND DRIVERS



Our brand connects with customers in three ways:

1. **Flavor:** Our customers are not like the typical sports bar customers who accept the blandness of bar food. Wing Zone customers want “**flavor they can feel.**”
2. **Convenience:** Wing Zone built its business on a first-class ordering system. From **quick Web ordering** to a streamlined phone order system, Wing Zone delivers fresh, **prepared-to-order** meals with speed and ease.
3. **Consistency:** Wing Zone delivers a **consistent customer experience.** Through trusted suppliers, proprietary recipes, and proven systems, we strive to **deliver consistent quality and value** – system-wide.



What's YOUR Flavor?

Wing Zone locations thrive in middle to middle-upper income areas, dense filled neighborhoods/rooftops, and busy daytime areas. Hospitals, Hotels, Colleges, High schools all drive increased revenue.



What's YOUR Flavor?

OUR EXISTING FORMATS



Dine-In



Takeout

What's YOUR Flavor?

INTERIOR GRAPHICS



Our wall graphics boldly invite customers to be Flavorholics™

They send the message: When it comes to flavor, “It’s okay to be ME!”



What's YOUR Flavor?



WING  ZONE

РЕСТОРАН УНИКАЛЬНЫХ ВКУСОВ
КРЫЛЬЯ БУРГЕРЫ КРЕВЕТКИ

МЫ ОТКРЫЛИСЬ



WHY WING ZONE ?



4 Key Advantages

1. Simple Operation/Menu
 - Less than 15 items on menu
 - Reduced Labor/Staff
2. Focus on Takeout/Delivery/Dine In
3. Great Real Estate/Small Footprint
 - 1200-1800 Square Feet
4. 1st to Market

What's YOUR Flavor?

Global Opportunities



- **Master Franchisee Signed**

- Central America
- Singapore/SE Asia
- The Gulf (UAE, Saudi Arabia)
- Colombia
- UK

- **Area Development**

- Panama
- UAE
- Malaysia
- Russia
- Honduras
- Guatemala

What's YOUR Flavor?



WHAT'S YOUR FLAVOR?