

TAKE A FRESH LOOK AT PERKINS

FIND OUT HOW YOU CAN BE PART OF OUR FAMILY



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P E R K I N S[®] R E S T A U R A N T & B A K E R Y F R A N C H I S E P R O G R A M



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PERKINS HAS SOMETHING FOR EVERYONE!



A leader in the family dining segment since 1958, Perkins® Restaurant & Bakery offers quality, flavorful, and affordable food for breakfast, lunch, and dinner. With over 400 units across the U.S. and Canada, the heritage of the Perkins brand and the ability to adapt to current consumer trends have placed Perkins among the top performing companies in the family restaurant segment.

Join the Perkins family!



As cited by *Franchising.com*,

“Perkins® Restaurant & Bakery Closes Out 2015 With Positive Sales And Guest Counts: Attributes successes to strategic initiatives designed to enhance brand perception.”

The initiatives include:

- *System-wide remodeling program*
- *Menu Reimaging*
- *Marketing Excellence and Value Promotion*¹

LOOKING FOR AN OPPORTUNITY BACKED BY EXPERIENCE?

- A trusted name in the restaurant industry...
- A professional, dedicated support team already successfully supporting hundreds of franchised and company-owned locations in regions across the country...
- A comfortable concept with broad appeal across a wide range of demographics, including younger guests who join us for Late Night Bites and more.

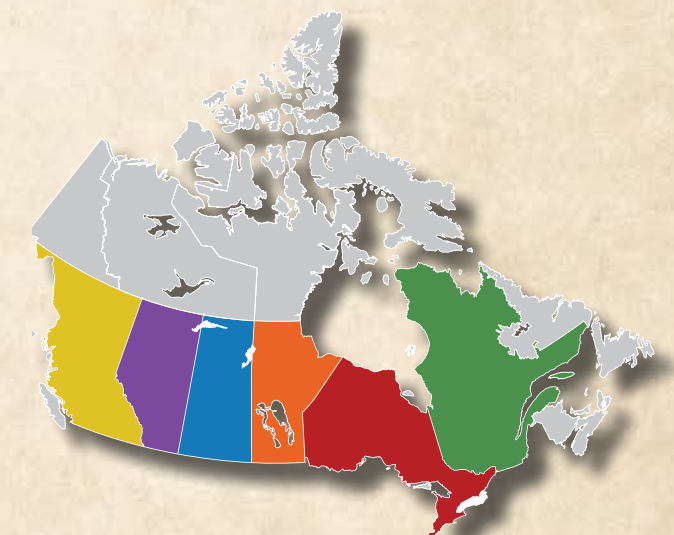
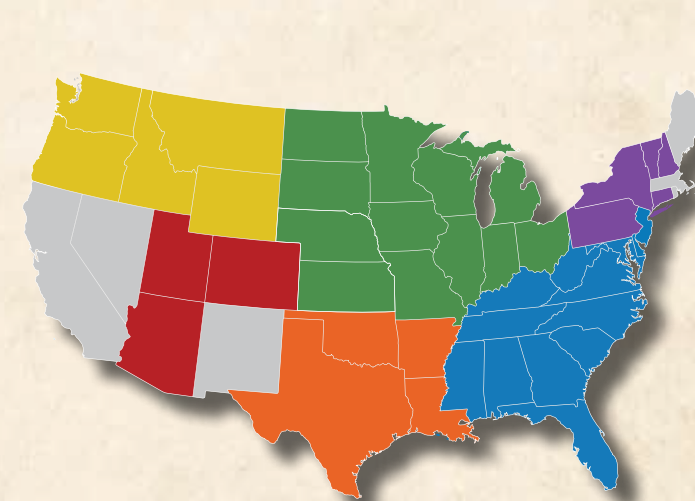
PERKINS IS SEEKING EXPERIENCED

RESTAURANT OPERATORS to help us achieve our expansion goals in key markets across North America. In exchange for your commitment to the Perkins brand, we provide professional support

services in areas such as training, technology, site approval, design and construction, purchasing, marketing, operations and quality assurance, and research and development.

IT'S TIME TO TAKE A FRESH LOOK AT PERKINS RESTAURANTS.

Find out how you can be a part of our family, and help us to bring the Perkins experience to more and more loyal diners, through single-unit operations and multi-unit ownership opportunities. Perkins gives you the chance to bring comfort, value, and great taste to your community – and solid growth potential to your own career in foodservice.



¹ http://www.franchising.com/news/20160216_perkinsreg_restaurant_amp_bakery_closes_out_2015_w.html

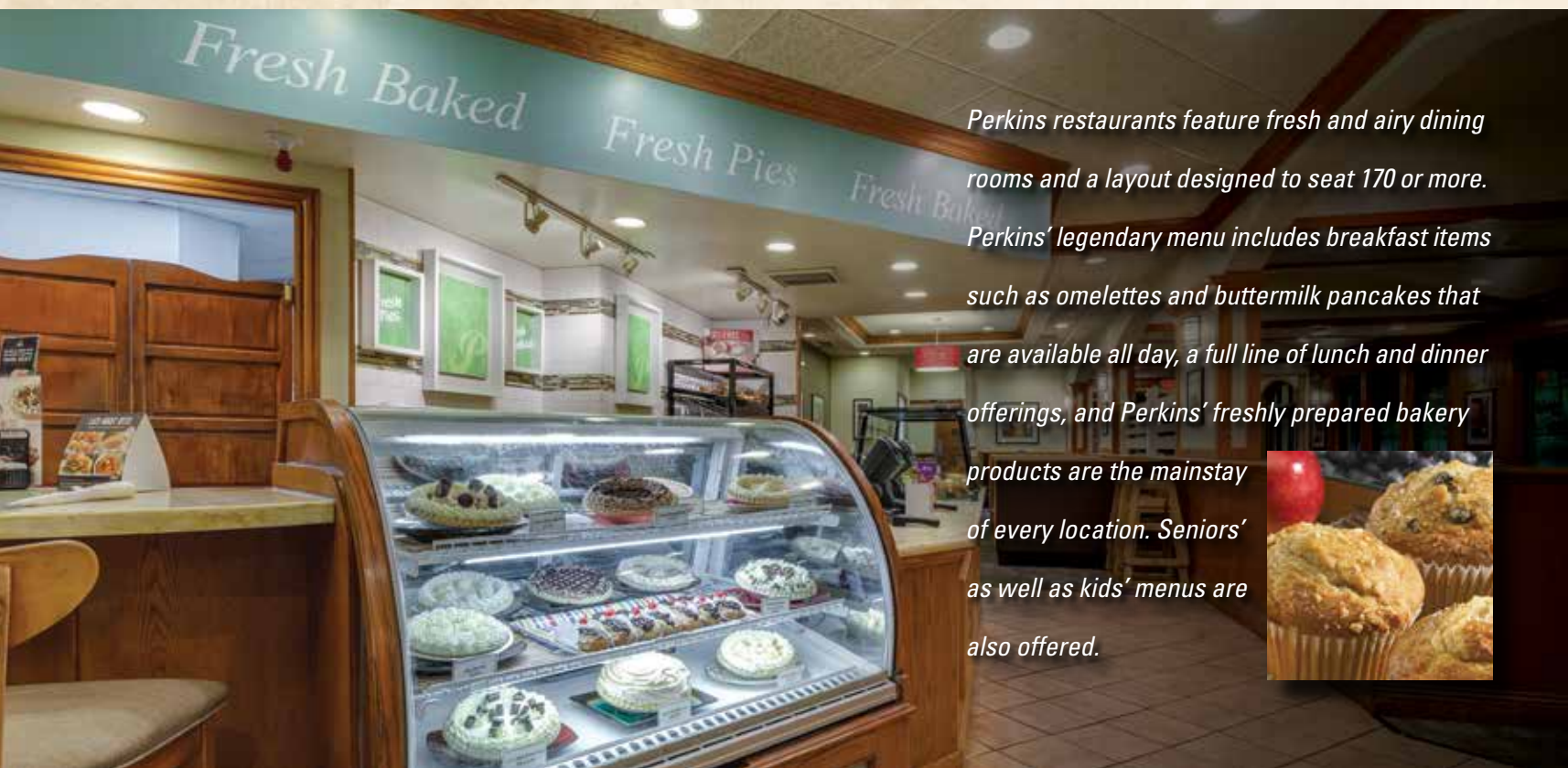
SOMETHING FOR EVERYONE

PERKINS RESTAURANT & BAKERY. MORE THAN JUST FAMILY DINING.



At Perkins, we continually devote considerable resources to developing a menu that caters to all tastes and dayparts including breakfast, lunch, dinner and late night. From premium omelettes and benedicts to melt sandwiches and mouth watering desserts, our signature items continue to draw raves — and guests. To keep those guests coming back, we're constantly adding new flavors and featured items, rigorously tested through qualitative studies, test marketing, tracking studies, and other ongoing research and development efforts.

An integral component of our restaurant concept — and a competitive point of difference — is the in-house bakery. As your guests walk through the door, they see tempting treats baked on premises. This instantly creates an impression of freshness and quality, and the delectable aroma prompts more orders of breakfast pastry and dessert items. Our broad bakery selection, ranging from Mammoth Muffins® and rich cinnamon rolls to luscious cream pies, flaky fruit pies, cookies, brownies and more, presents a significant opportunity for take-home bakery sales as well. Other restaurant concepts simply do not offer this incentive for guests to make an additional purchase before they walk out the door! We focus on our guests at all times. Whether they come in for a weekend breakfast, a casual lunch, or to celebrate a special occasion at dinner, Perkins has something for everyone — including kids of all ages.



Perkins restaurants feature fresh and airy dining rooms and a layout designed to seat 170 or more. Perkins' legendary menu includes breakfast items such as omelettes and buttermilk pancakes that are available all day, a full line of lunch and dinner offerings, and Perkins' freshly prepared bakery products are the mainstay of every location. Seniors' as well as kids' menus are also offered.



CONVENIENT, FRIENDLY ATMOSPHERE

WHY OUR GUESTS LOVE US...

As cited by *FSR Magazine*: "Offering guests a contemporary and rejuvenating perspective, the Perkins remodel package features both external and interior upgrades and elements specifically designed to enhance the brand's imagery as well as guests' overall dining experiences."²



"Convenient, friendly atmosphere, good food... I would highly recommend Perkins for families for a quick, filling and reasonably priced meal or just for a great dessert."

— Florida guest review



"Not simply another cookie-cutter chain, Perkins attempts to set more of a homey, diner/bakery type of atmosphere, both through their decor and their selection of menu items. Right off the bat, the main difference between Perkins and most other family chains is their inclusion of breakfast items. Another main difference is their on-site bakery which often carries a wide variety of delicacies. Service is surprisingly friendly... You're greeted warmly and assured a table as quickly as possible. Servers are typically very knowledgeable about the wide variety of menu items, and they are relatively quick to fill your needs."

— New Jersey guest review



"I recommend Perkins Restaurant & Bakery, it is a very good place to have a meal or just a piece of pie. I guarantee you won't be disappointed!"

— Missouri guest review

"We go to this [Perkins] restaurant at least a couple of times a month and it's great... The food is always very good, a good price, and the waitstaff is always polite and efficient."

— Wisconsin guest review



² <https://www.fsrmagazine.com/chain-restaurants/perkins-says-remodeling-initiative-track>

BUILDING FOR THE FUTURE

A TRIED AND TRUE CONCEPT

THERE ARE MANY REASONS TO JOIN PERKINS AS A FRANCHISE OWNER.

WHAT CURRENT PERKINS FRANCHISE OWNERS HAVE TO SAY ABOUT US...

By offering a varied and flexible menu throughout the day, and always focusing on providing our guests with a comfortable, welcoming experience, Perkins restaurant owners are able to enjoy many benefits:

MULTIPLE POTENTIAL REVENUE STREAMS ACROSS MULTIPLE DAYPARTS.

We feature:

- Breakfast
- Limited-Time-Offers
- Lunch
- Bakery
- Dinner
- Carry out
- Late Nights

Our menu selection is always backed by extensive research and development to continually improve offerings and help stimulate sales.

GUESTS FROM ALL AGE GROUPS.

Whether we're catering to our most loyal guests or introducing options to our newer customer base, Perkins appeals to just about everyone, meaning you attract guests from a wide potential base in your

community. Not just known as "your grandmother's restaurant," we cater to a core age range of 25-55 year olds, as well as older and younger guests.

A FOCUS ON BUILDING FOR THE FUTURE.

The Perkins system provides plenty of flexibility for short- and long-term changes. From converting existing structures, to prototype designs that are designed for expansion, to large and flexible kitchen configurations to accommodate new technologies and food preparation techniques, Perkins has shown it can adapt well to market trends.

MANY AVAILABLE TERRITORIES.

We have a presence across North America, but there are still numerous highly desirable locations and territories ripe for Perkins restaurants. From the Northeast, to the Deep South, and Westward from there, we are seeking experienced professionals who recognize a great opportunity when they see one, and can dedicate themselves to consistency, quality, and growth.

"The support I have received has been exceptional. From menu development to inventory and purchasing, to ongoing communications with the home office, I never feel like I'm on my own. The teamwork displayed by the Perkins staff during my construction period, pre-opening training period, and post-opening has been remarkable. Learning the Perkins systems and being a Perkins franchisee has made me a better businessman."

- Terry Meron, Franchise Owner in Plattsburg, NY

"My association with the Perkins brand runs long and deep, and it is with great pride that I am able to enhance the dining scene in each of [my] markets with such a tried and true concept. The community response...has been outstanding, with many positive comments about the new Perkins design in both the interior and exterior."

- Jim Rahfaldt, Franchise Owner in Iowa, Missouri, and Nebraska

"We work tirelessly to promote the brand and be a leader in all aspects of the business... We are extremely proud of our entire team for their efforts in representing the Perkins brand for close to thirty years."

- Russell Berner, Vice President, JDK Management, Franchisee in Pennsylvania, Ohio and Florida & Franchisee of the Year, 2015



"The entire family dining sector is flourishing, [and] Perkins has been outperforming that business. Its same-store sales beat the family dining sector, as measured by The NPD Group, for eight of the past nine quarters."

- Nation's Restaurant News³

³ <http://nrm.com/same-store-sales/perkins-gets-boost-remodels-menu-changes>

EXCEPTIONAL SUPPORT

WE'RE HERE TO HELP YOU ALONG THE WAY.



WHAT MAKES OUR FRANCHISE PROGRAM EXCEPTIONAL IS THE SUPPORT WE PROVIDE: from design and buildout of your location, to your grand opening and daily operations, the Perkins support team is there for you at every step.

TRAINING.

Comprehensive training, both at Perkins' offices and existing locations, as well as your own restaurant, covering recipes and preparation, operational procedures, guest service, and more. Perkins' corporate-based and on-site operations and management training is superior, and specifically designed to meet the needs of experienced single- and multi-unit franchisees and their operations teams.

SITE DEVELOPMENT ASSISTANCE.

Whether we are assisting with real estate and construction, or with kitchen procedures, purchasing, marketing, accounting and more, we leverage all of the resources, systems, and services Perkins has perfected through the years. We will help you evaluate local sites for appropriate green space, building size, parking, seating, visibility, and more.

SUPPLY CHAIN SUPPORT.

You can leverage a strong, well-established supply chain focused on cost control and the highest quality products.



"2015 proved to be a solid year... Perkins corporate-owned restaurants experienced a 4.5% increase in same store sales in 2015 and a 3% gain in guest counts. Franchise locations also had a good fiscal year, with a same store sales growth of 2.3%."

- Memphis Business Journal⁴

⁴<http://www.bizjournals.com/memphis/news/2016/02/19/local-restaurant-chain-has-strong-fiscal-year.html>

FRANCHISEE COMMUNICATION

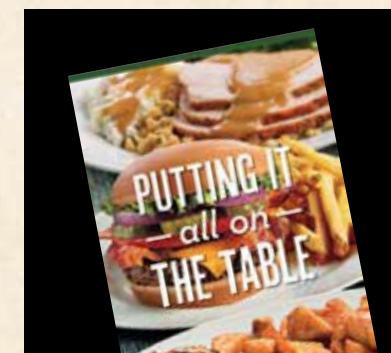
JUST SOME OF THE BENEFITS OF PERKINS SUPPORT

CUSTOM CONSULTING & GUIDANCE.

You will receive on-site visits, plus phone and e-mail support, from dedicated local Perkins representatives as well as corporate-based support staff. Best of all, this expertise is delivered one-on-one, through your own personal franchise consultant. Extremely well-versed in the restaurant business and Perkins in particular, your franchise consultant acts as your liaison, bringing together the resources you need before, during, and after the restaurant opening. Whether it's ordering fixtures, handling a particular operational challenge, or planning for expansion, your franchise consultant is there to help. Just like us, they're committed to you and your growth over the long term.

COMMUNICATIONS & TECHNOLOGY.

At Perkins, we realize that franchisee communication and involvement are critical to the future of our brand. Day-to-day communication is maintained through our franchise consultants and field marketing consultants. Our proprietary web-based communications platform, inSite, allows us to deliver critical time-sensitive information, including financial benchmarking, to our franchisees. You will have access to exclusive software systems to help run your business efficiently, from back-of-house controls to dining room guest checks.



COMPREHENSIVE DOCUMENTATION.

We will provide you with a copy of our confidential procedures manual detailing daily operations, staffing concerns, and other critical business functions. Perkins also maintains an active franchise advisory council program which encourages ongoing input from franchisees on issues important to our businesses. Communication through these and other channels strengthens relationships and helps to ensure Perkins' growth strategy is aligned with the needs of our franchisees.

LOCAL MARKETING ASSISTANCE.

Perkins' regional approach delivers the best of both worlds: the highest quality creative executions and the responsiveness of a localized marketing consultant, right there "on the ground." We assign a field marketing consultant who stays in touch with everything going on in your market, and develops and executes customized plans for all kinds of situations — from openings and customer service to dealing with competition, road construction and other challenges.

SYSTEM-WIDE MARKETING.

While your field marketing consultant is focused on your immediate area, we're leveraging corporate resources to secure national brand presence. High-impact national television and radio commercials, print and in-restaurant advertising, kids' marketing programs, professionally designed menus, directional outdoor advertising — *it's all available to help you attract guests and boost sales.* You can even benefit from our extensive charity work, including our close ties to the Give Kids the World® program.

— A VISION FOR THE FUTURE. YOURS. —

— JOIN OUR TEAM —

THANK YOU FOR YOUR INTEREST IN PERKINS® RESTAURANT & BAKERY



PERKINS HAS A VISION FOR THE FUTURE, and wants you to be part of it: our goal is to continue to offer good times and great food to guests in regions across the continent! Through more than 50 years of continuous operation, we have developed the customer base, systems, and support services you need to help maximize your earning potential. Of course, running a Perkins restaurant will require substantial time, energy, and financial resources on your part, as well.

JOIN PERKINS and leverage our name, our established systems, and our special recipes — all while pleasing your guests and building your own future.

To continue your investigation of the exciting opportunities to grow with Perkins, and learn more about our financial, operational, and market area criteria, please complete and submit the confidential information request form provided.

THANK YOU FOR YOUR INTEREST IN A FRANCHISE OPPORTUNITY WITH PERKINS® RESTAURANT AND BAKERY. WE LOOK FORWARD TO HEARING FROM YOU!



“The Perkins brand has so much history and keeps drawing in guests year after year. I am proud to be part of a reputable institution in the restaurant industry, and to offer a popular destination to families in my community.”

— Bob Thompson, Franchise Owner in Harrisburg, PA

