



ICONIC BRANDS. INSPIRING OPPORTUNITIES.

FRANCHISING WITH INSPIRE

 **INSPIRE** 



Welcome to Franchising with Inspire Brands™

Inspire Brands was founded with a vision to invigorate great brands and supercharge their long-term growth. In an industry facing increasing disruption, our leaders saw an opportunity to build a restaurant company unlike any other – one that brings together differentiated yet complementary brands and aims to make them stronger than they would be on their own.



BR.



DUNKIN'

JJ



**THE INDUSTRY'S LEADING
OPPORTUNITIES ALL IN
ONE PLACE**

Why Inspire

Arby's®

Baskin-Robbins®

Buffalo Wild Wings®

Buffalo Wild Wings GO®

Dunkin'®

Jimmy John's®

SONIC®

Owner Requirements

Next Steps

WHY INSPIRE

Your Opportunity to Own Your Market's Food Scene

On their own, each brand in the Inspire portfolio is an iconic player in the restaurant space. United under our forward-thinking flag, they create one of the most innovative opportunities in the business.

\$30B+
Global System Sales

#2 LARGEST
Restaurant Company in the U.S.

3,400+
Franchisees

31,500+
Restaurants

650,000+
Company & Franchise
Team Members

70
Countries

WHY INSPIRE

Multi-Brand Benefits of Franchising with Inspire

Our diverse portfolio of award-winning brands provides visionary entrepreneurs like you the opportunity to be your market's biggest and most valuable restaurant player in every foodservice category.



United in Growth
Award-Winning Brands
& Differentiated Offerings



Best-In-Class Operations
Digital Innovation &
Supply Chain Systems



Unmatched Scale
Brand Equity & Buying Power



Franchise Expertise
World-Class Training & Support





WE MAKE THE ROAST BEEF. YOU MAKE THE CHEDDAR.

A QSR leader for nearly six decades, Arby's is the second-largest sandwich restaurant brand in the world with more than 3,319 restaurants in eight countries. The brand consistently owns and innovates within its niche, maintaining a loyal following while attracting new guests. Now, we're looking for growth-minded innovators to keep growing with us.

OWN THE MEATS

The Arby's franchise opportunity offers restaurateurs like you a chance to own one of the most innovative restaurant brands in our industry.

✓ WE HAVE A WINNING FORMULA

A powerful brand, a craveable menu, and a team of the best brains in restaurant ownership all add up to an impressive opportunity for you to own a truly distinct restaurant franchise.

✓ THEY LOVE OUR BOLD NEW LOOK

Our new Inspire restaurant designs are warm, welcoming and bold. With cost reduction and service efficiency top-of-mind, our build options help you maximize your investment.

✓ WE SERVE CRAVEABLE SANDWICHES

We Have The Meats®—and we mean all of them. We're much more than the roast beef that made us famous: we keep our menu packed with diverse and inspiring flavors.



Founded:
1967

Joined:
2018

Restaurants:
3,319

Own America's
Largest Sandwich
Drive-Thru Chain¹

\$1.27M System AUV²

\$4.3B System Sales



“**ARBY'S REMARKABLE RESURGENCE CONTINUES.**”
— QSR MAGAZINE

WE HAVE THE MEATS®

Arby's unique Fast Crafted® positioning gives our brand a competitive edge. We're winning by serving quality food, affordably priced, with the speed and convenience guests demand.

Owner Requirements

GROWTH-MINDED

The most successful Arby's franchisees are passionate entrepreneurs who never shy away from an opportunity to grow.

SERVICE-FOCUSED

Our franchisees are dedicated to operational excellence from day one.

Investment

\$861,950 – \$2,451,000

Estimated Initial Investment Range
Excludes real estate costs

¹ Arby's has more drive-thru restaurants in the U.S. than any other QSR Sandwich franchise brand as of 2019. Based on Restaurant Trends data. Results exclude Burger/Chicken franchises from Sandwich category.

² Average unit volume reported by Inspire model licensed Arby's restaurants that operated for the entire 2020 fiscal year. 333 out of 724 (46%) restaurants surpassed this average. Your individual results may differ. There is no assurance that you'll sell or earn as much. See our March 25, 2021 Franchise Disclosure Document for additional information.



Own the World's Sweetest Opportunity

Baskin-Robbins is a 100% franchised and 100% irresistible brand at the top of the frozen dessert industry. With multiple service verticals beyond serving some of America's most iconic ice cream flavors, Baskin-Robbins offers an opportunity unlike any other.

How We Sweeten the Deal

There are plenty of reasons to invest with a brand as fun as Baskin-Robbins. Here's a taste of why entrepreneurs are considering Baskin-Robbins as their franchise of choice.

- ✓ MARKETING & BRAND SUPPORT
- ✓ FLEXIBLE DEVELOPMENT OPTIONS
- ✓ TRAINING SYSTEMS & FIELD SUPPORT
- ✓ FINANCIAL INCENTIVES



TRANSACTION DRIVERS

National 'Flavor of the Month' Program



TICKET DRIVERS

Cakes for any occasion



PROMOTIONS

Celebrating the 31st of the month



Founded:
1945

Acquired:
2020

Restaurants:
7,602

Nearly 80 Years
of Excellence



**ONE OF THE WORLD'S
LARGEST CHAINS OF
ICE CREAM SHOPS**

THE SCOOP ON OUR PRODUCTS

Baskin-Robbins' world-class culinary team develops products that keep guests coming back for more. We're sure to offer something for everyone: **1,300+** flavors, creative cones, unique cakes, specialty desserts, frozen beverages and take-home treats.



I wanted to own and operate an iconic brand known worldwide. Baskin-Robbins also fit my criteria of finding a fairly simple-to-operate franchise offering a fun experience to customers."

HUGH WILLIAMS, Baskin-Robbins Franchisee

Be the Sprinkles on Top

If you have a passion for your local community and a love of ice cream, consider taking your place in the Baskin-Robbins family! You'll need:

- An understanding of brand-building and local marketing
- Demonstrated skills in team-building, operations and customer service
- The desire and resources to develop or purchase one or more locations

Investment

\$293,840–\$642,360

Estimated Initial Investment Range





LEAD YOUR MARKET WITH A LEGENDARY FAN FAVORITE

Buffalo Wild Wings is the Great American Sports Bar, synonymous with good times and great wings. Since our first location opened nearly 40 years ago, we've been the hub for sharing grub, swapping stories, and celebrating victories on and off the field.

YOUR BIG MOMENT IS HERE

We've supercharged our long-term growth with a game plan that's unbeatable, and we've got a whole squad of franchise benefits that'll help you make your business the top spot on game day in your market.

ADAPTABLE FORMATS

Dine-in, outdoor dining, takeout and delivery options—more ways than ever to love our wings

TRANSFORMATIVE DESIGNS

Our all-new restaurant interiors are already inspiring sports fans nationwide

LEGENDARY MENU

Including wraps, salads and 26 unforgettable sauces spanning 4 spice levels, from Mild to Wild



Founded:
1982

Acquired:
2018

Restaurants:
1,264

In a League of Our Own

#1 LARGEST SPORTS BAR CHAIN IN THE U.S.



“**BEST MENU REVAMP.”**

— NATION'S RESTAURANT NEWS

Franchisees and customers alike love our unmatched brand recognition, powerful backing by Inspire and impressive new site designs. Now, we're offering qualified franchisees the opportunity to step up to the plate and knock franchising everyone's favorite wing spot out of the park.

How to Make the Cut

YOU'RE AN MVP

A high-performing leader with operational experience and a mind for long-term growth

YOU'RE READY TO GROW

Motivated to open a minimum of 2 restaurants and always looking for growth opportunities

Investment

\$2,481,500 – \$4,804,800

Estimated Initial Investment Range





GROW WITH BUFFALO WILD WINGS GO

We've taken all the innovation and flavor that has made Buffalo Wild Wings the #1 sports bar in America and packed it into a convenient way for customers to get their wings fix — fast.

WHAT ELSE DOES GO GOT?

✓ OPERATIONAL EFFICIENCIES

13M web and app users means 65% of GO sales are digital, which allows for less manual order taking, less staffing needs, and streamlined marketing.

✓ SPEED TO MARKET

GO's construction timeline is much faster than a normal QSR location and can allow you to build more than one franchise in a year.

✓ FLEXIBLE FOOTPRINTS

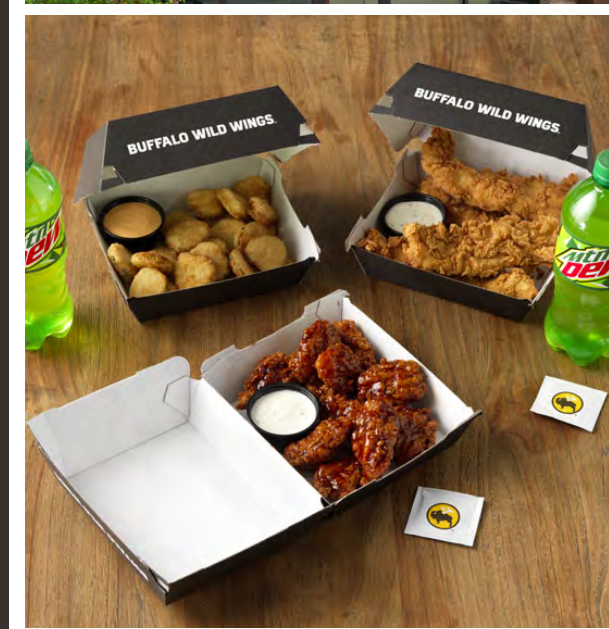
Open your GO in airports, stadiums, college campuses, and more, in as little as 900 sq. ft., for true scalability.

✓ QUICK TURNAROUND TIMES

A simplified menu and innovative and quick cooking times mean fast turnaround and less waste.

✓ TREMENDOUS BRAND AWARENESS

You'll benefit from all the consumer loyalty and awareness that comes with the Buffalo Wild Wings name while enjoying the tremendous growth potential of an emerging brand.

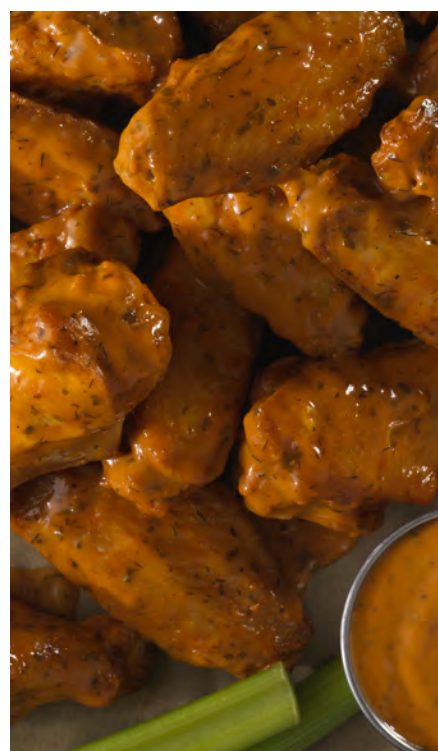


Founded:
2021

Restaurants:
41

Our Industry Is Wildly Popular!

People love wings – especially if they come from a Buffalo Wild Wings franchise! Our 26 signature sauces and seasonings are just part of what has helped make us a leader in the QSR industry, one that's got some pretty wild numbers.



Owner requirements:

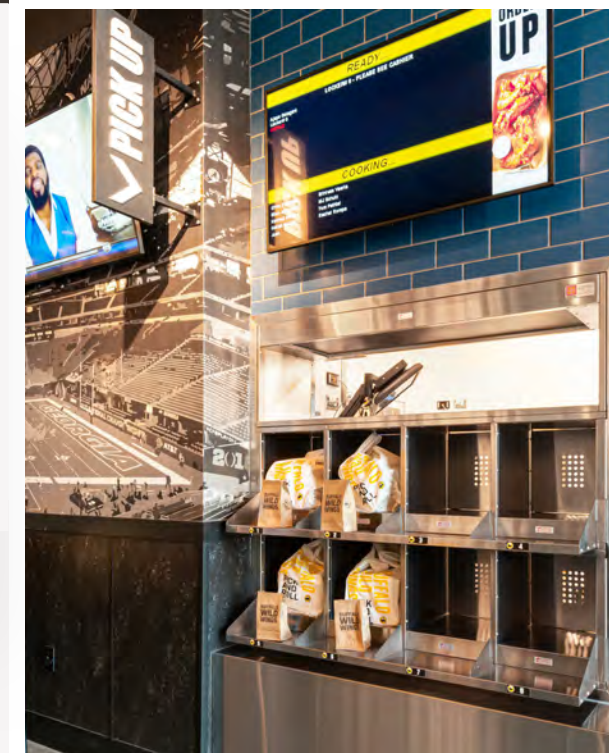
YOU HAVE EXPERIENCE OPERATING A QSR FRANCHISE

YOU'RE READY TO GROW AND OPEN WITH A MINIMUM OF FIVE RESTAURANTS IN THREE YEARS

Investment

\$615,100 – \$1,074,300

Estimated Initial Investment Range





DUNKIN'

INVEST IN THE NAME EVERY COFFEE FAN KNOWS

Dunkin's bold take on breakfast has fueled the brand's rise to become the #1 coffee and donut brand in the U.S. 100% franchisee owned and one of the world's most recognizable brands, Dunkin' stands firmly at the top of our industry and has its sights set on an exciting future.

Bring the World's Favorite Coffee Franchise to Your Area

Dunkin's flexible site criteria and incredibly adaptive store design means your location can go just about anywhere.

Features Customers Crave

- ✓ **CONVENIENT**
 - Mobile ordering via app
 - Grab-and-go station
 - Mobile order drive-thru lane
- ✓ **MODERN**
 - Interactive product display
 - Sleek, inviting layout
 - Customized orders
- ✓ **INNOVATIVE**
 - Multi cold-tap system
 - Nitro-infused cold brew
 - Handcrafted espresso drinks



Founded:
1950

Acquired:
2020

Restaurants:
13,100+

Simply the Best

#1 COFFEE CHAIN FOR 15 CONSECUTIVE YEARS¹



“The difference between Dunkin' and other restaurant franchises is that there are loyal customers that will come in seven days a week, twice a day.”

RANDY PLANTE Franchisee, MA

What You Need to Franchise

- EXPERIENCE**
Food service, retail, or multi-unit management experience
- PASSION**
A passion for, and dedication to, operational excellence

Investment
\$121,400 – \$1,809,500

Estimated Initial Investment Range
Excludes real estate costs



¹ Brand Keys Consumer Loyalty Engagement Index



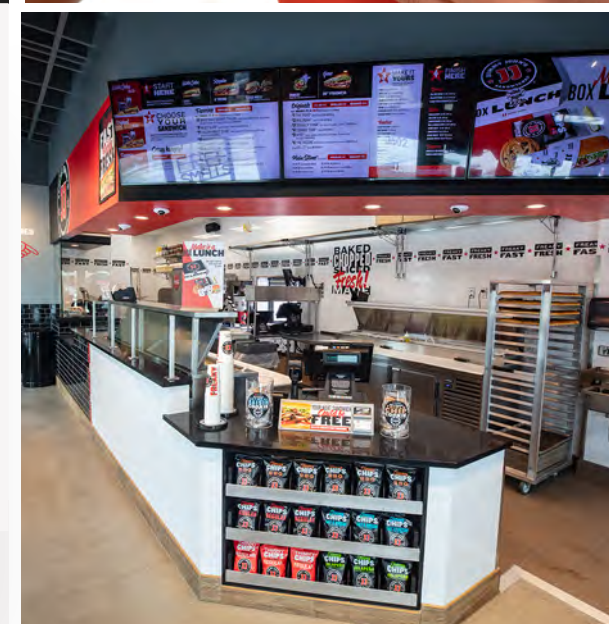
FRANCHISE FOR THE *Love* OF SANDWICH

For the last 30+ years, Jimmy John's has made its name as the Sandwich of Sandwiches. Now, Entrepreneur Franchise 500's #2 ranked sub sandwich franchise is boasting an updated brand and store designs to keep our place at the top.

WE KEEP OUR OPPORTUNITY ON THE *Cutting Edge*

No matter how you slice it we make it easier for you to grow! Our high-octane ongoing support never stops and is there to help you kick the competition to the curb. Here's a taste of what we're talking about:

- ✓ A time-tested business model that takes the guesswork out of things
- ✓ A consistently evolving menu of freshly made sandwiches
- ✓ Top supplier relationships for the best ingredients
- ✓ A proprietary POS system for ease of operations
- ✓ Expert local and national marketing to get the word out
- ✓ Comprehensive pre-opening training and ongoing support
- ✓ And much much more!



Founded:
1983

Acquired:
2019

Restaurants:
2,637

The Hottest Opportunity in the Neighborhood

\$771K+ Annual AUV¹

\$2.3B System Sales

SANDWICH FRANCHISING NEVER TASTED THIS GOOD

We're used to turning challenges into opportunities. We already had the right stuff to keep our franchisees at the top of their game through 2020, and we've made the right moves to stay ahead of the industry's new normal.



Over time I fell in love with the brand, the job, the work, all the people, the customers—honestly I felt so at home. My brother, Zach, and I decided this would be a really fun thing to do for the rest of our lives.”

NICK AND ZACH VENZON Franchisees with 10+ Locations

What it Takes to Roll with Us

Jimmy John's franchisees are champs in the QSR space. They know what it takes to make a leading national brand work for them.

- Proven QSR ownership success
- Multi-unit opportunity seeker
- Hands-down Sandwich Freak

Investment

\$356,200 – \$674,200

Total Estimated Initial Investment

1. Average unit volume reported by 1604 Jimmy John's restaurants that operated for the entire 2020 fiscal year. 706 out of 1604 (44%) restaurants surpassed this average. Your individual results may differ. There is no assurance that you'll sell or earn as much. See our April 9, 2021 Franchise Disclosure Document for additional information.



Franchise at the Speed of Sonic

The Largest National Drive-In Chain leads the field by catering to a wide variety of delicious and memorable dining experiences. Taking advantage of technology to further leverage an iconic brand, SONIC Drive-In has found far-reaching appeal with an all-new generation of consumers and franchisees.

Everyone is Hooked on SONIC

SONIC stands as a neon-spangled symbol of connection and possibility. With a diverse menu that fulfills a carload of cravings, your SONIC restaurant will be the go-to destination for families in your community.

- ✓ 1.3 MILLION DRINK COMBINATIONS
- ✓ OFFERINGS FOR FIVE DISTINCT DAYPARTS
- ✓ BUILT-IN DEMAND IN NEW MARKETS
- ✓ CUSTOMIZABLE, OPERATIONALLY FRIENDLY MENU
- ✓ SERVICE AT THE SPEED OF SOUND
- ✓ STRONG CUSTOMER LOYALTY



Founded:
1953

Acquired:
2018

Restaurants:
3,546

Shine On with a SONIC Franchise

\$5.8B
in System Sales

FORWARD-THINKING FROM THE START

From the cutting-edge intercom system first installed in 1954 to today's cloud-based operations software, SONIC continues to offer our franchisees competitive differentiators that drive their business forward.

- 1M+ Mobile App users
- Adaptable models
- Touch-free integration
- Order Ahead capabilities

Be The Cherry in Our Limeade

SONIC franchisees are experienced restaurant operators with inventive ideas and genuine passion for our brand.



Investment

\$1,714,200 – \$3,370,900

Estimated Initial Investment Range



"I love the direction of the brand. It's investing in automation and the customer experience, it supports its franchisees on a lot of different levels and it's remained unique within the quick-service restaurant business. This is probably the best-marketed brand in this business sector."

Max Gelwix Multi-Unit Franchisee in California

1. Average unit volume reported by 1155 traditional SONIC Drive-Ins that operated for the entire 2020 fiscal year. 448 out of 1155 (39%) Drive-Ins surpassed this average. Your individual results may differ. There is no assurance that you'll sell or earn as much. See our March 25, 2021 Franchise Disclosure Document for additional information.

Are You The Inspired Entrepreneur We're Looking For?

We're actively seeking experienced, multi-unit operators with the track record and skill to take the wheel of the world's most renowned brands.

For Multi-Brand Inspire Franchise Opportunities, You Must Be:

- Experienced with and prepared for multi-unit franchise ownership
- Excited by the opportunity to own more than one of our leading restaurant brands
- Ready to dominate the restaurant space in your area

Do You Think Like Us? We're:

MAVERICKS

Doing what has not been done before

ALLIES

Collaborating to win

VISIONARIES

Having foresight and imagination

ACHIEVERS

Getting it done, and having fun doing it

GOOD CITIZENS

Elevating the communities whom we serve and where we work

Five Steps Towards an Inspiring Future

- 1 SELECT YOUR BRAND**
We'll work with you to find the brand that's a best fit for your site or market.
- 2 SUBMIT AN APPLICATION**
After a conversation about your goals, we'll send a franchise application for you to fill out.
- 3 RECEIVE FDD AND GET QUALIFIED**
Upon review of your application, you will receive the brand's FDD and will need to complete the qualification process.
- 4 VALIDATE WITH FRANCHISEES**
Talk with existing Inspire franchisees as you complete your due diligence.
- 5 EXECUTE YOUR AGREEMENT**
When you're ready, we'll complete the official Franchise Agreement together.



Get In Touch to Claim a Territory Today!

Thank you for considering our portfolio of outstanding foodservice brands as you continue your search for the best multi-brand opportunities in the industry.

INSPIRE



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LEARN MORE AT

[INSPIREBRANDS.COM/FRANCHISING](https://www.inspirebrands.com/franchising)

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