



FRANCHISE GUIDE



TABLE OF CONTENTS

-CLICK [HYPERLINK](#) BELOW TO JUMP TO PAGE-

01-06	Locations	21	Social Media
07	Locations Map	22	Media
08	Our Purpose	23	Awards
09	Highlights	24	Recognition & Awards
10	Our Edge	25	By the Numbers
11	History	26-27	Training & Support
12	The Model	28	FAQ's
13	Site Guidelines	29	Next Steps
14	Our Menu		
15	Sample Menu		
16	Add'l. Menu Selections		
17	Marketing		
18	Customer Rewards Program		
19	Anchor Bar App		
20	Advertising		





LOCATIONS



LOVELAND
Colorado



SCHERTZ
Texas



BUFFALO-NIAGARA
AIRPORT
New York



WILLIAMSVILLE
New York



BUFFALO
New York



SAN ANTONIO
Texas



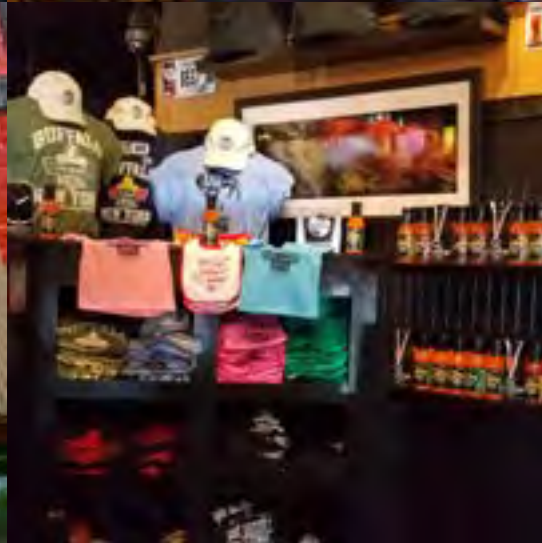
NIAGARA FALLS
New York



LEESBURG
Virginia



FREDERICK
Maryland



AMHERST
New York



OSWEGO
Illinois



BUFFALO STATE
New York



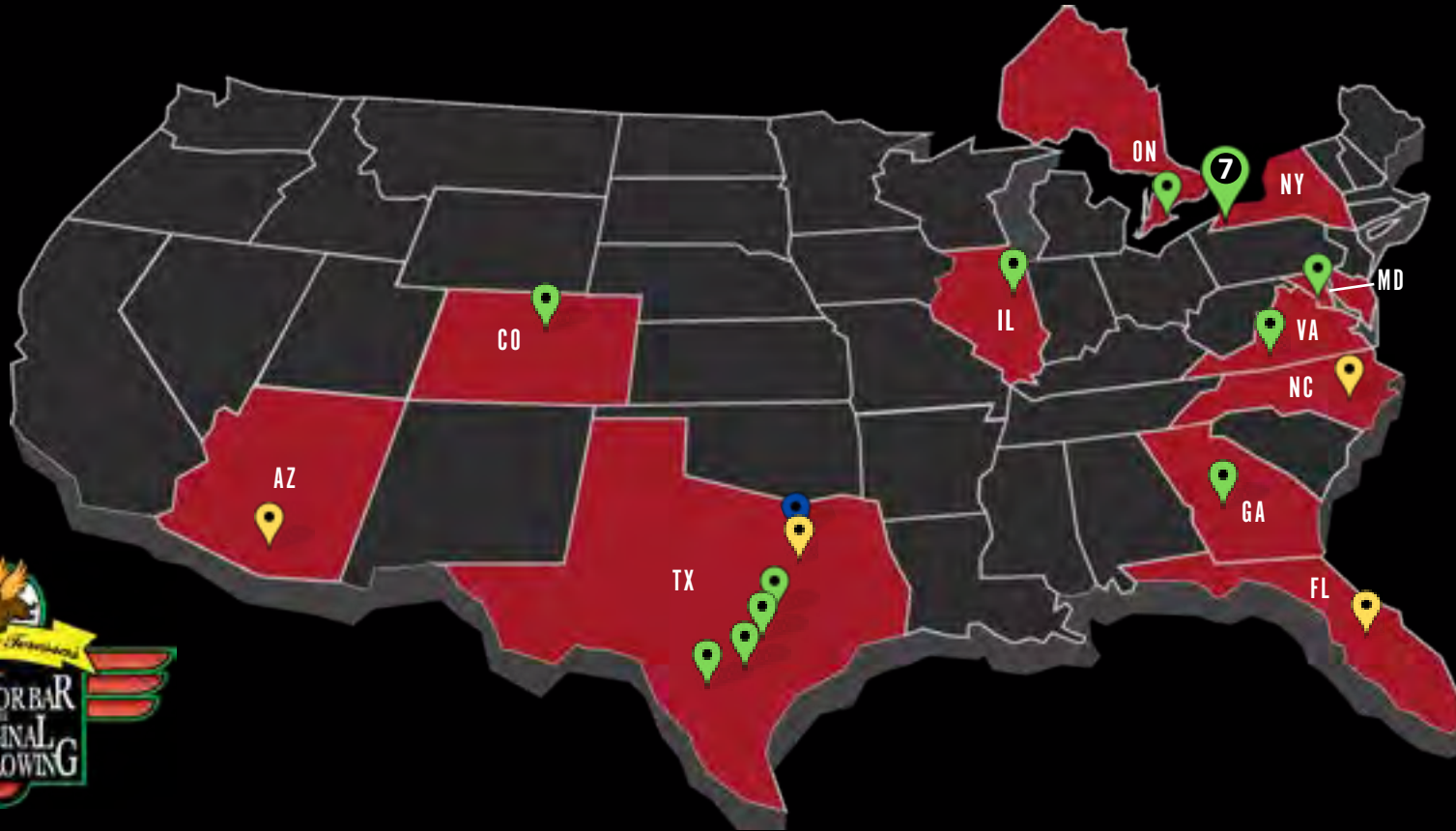
DARIEN LAKE
New York



ROUND ROCK
Texas



LOCATIONS MAP



OPEN

BUFFALO AREA

BUFFALO
(THE ORIGINAL)

NIAGARA FALLS

AMHERST

WILLIAMSVILLE

BUFFALO AIRPORT

BUFFALO STATE COLLEGE

DARIEN LAKE

SAN ANTONIO, TX

SCHERTZ, TX

ROUND ROCK, TX

DALLAS-FORT WORTH, TX

FREDERICK, MD

KENNSAW, GA

OSWEGO, IL

LEESBURG, VA

LOVELAND, CO

HAMILTON, ON



IN DEVELOPMENT/
SOON TO OPEN

RALEIGH, NC (OPENING SOON)

TUCSON, AZ (OPENING SOON)

KISSIMMEE, FL



IN SITE SELECTION

DALLAS-FT WORTH, TX



OUR PURPOSE

Though best known for its award-winning, world-famous wings and sauces, Anchor Bar has a diverse menu consisting of pizza, burgers, Buffalo staple beef on weck, great appetizers, salads and desserts. Our sports bar area features traditional and craft beer popular in the area along with specialty drinks and wine.

OUR LOCATIONS BLEND FAMILY FRIENDLY CASUAL DINING, A SPORTS BAR ATMOSPHERE, AND GREAT FOOD AND DRINK. We believe in quality service and food and a culture of treating our franchisees, employees and customers with respect.





HIGHLIGHTS

- Over 85 years in business
- The originators of the BUFFALO CHICKEN WING
- Comprehensive training program
- Guidance and ongoing support in all phases of operations
- Site selection and lease negotiation assistance
- Menu and recipe manuals and development
- Marketing plan and assistance
- Sauces sold in over 4,000 supermarkets
- Franchise Fee \$60,000
- Royalty 5% of gross sales
- Ad fee 1% of gross sales





OUR EDGE

KEY DIFFERENTIATORS

- Deep history: only brand that lay claim to having originated the buffalo chicken wing
- A broad demographic appeal
- Family friendly dining with sports bar atmosphere and separate bar area
- Diverse menu, “not just a wing specialist”
- Numerous awards and recognitions
- Numerous TV appearances
- Abundant support in every aspect of development and operations
- Optimal timing – large enough for proof of concept; small enough to grow a region



“Our group was seeking a quality bar and restaurant concept within one of our several hotels. Being in Niagara Falls, many of our guests would ask about the historic Anchor Bar at the front desk; this led us down the path of considering a location in the Falls. The team was great in assisting with a quick conversion from the prior concept in the hotel – we opened in less than a month and have never looked back. Our sales have grown year over year and our Anchor Bar significantly outperforms the prior restaurant. Working with Anchor Bar is very team-oriented. Being a franchised hotel, we are required to offer breakfast. Though not part of the traditional Anchor Bar model, they were creative and willing to help us create a great “Buffalo Style” breakfast buffet that is far more appealing than your typical lobby style continental fair found in many hotels. This has increased our revenues and pleased our guests. We look forward to continued growth with the Anchor Bar brand.”

- MICHAEL MARSH, NIAGARA FALLS NY



HISTORY

ON MARCH 4TH, 1964, Dominic Bellissimo was tending bar at the now-famous Anchor Bar Restaurant in Buffalo, NY. Late that evening, a group of Dominic's friends arrived at the bar with ravenous appetites. **DOMINIC ASKED HIS MOTHER, TERESSA, TO PREPARE SOMETHING FOR HIS FRIENDS TO EAT.** They



looked like chicken wings, a part of the chicken that usually went into the stockpot for soup. Teresa had deep-fried the wings and flavored them with a secret sauce. The wings were an

instant hit and it didn't take long for people to flock to the bar to experience their new taste sensation. From that evening on, Buffalo wings became a regular part of the menu at the Anchor Bar. **THE PHENOMENON CREATED IN 1964 BY TERESSA BELLISSIMO HAS SPREAD ACROSS THE GLOBE.** Although many have tried to duplicate the Buffalo wing, the closely guarded secret recipe is what makes Frank & Teresa's the proclaimed "Best Wings in the World".





THE MODEL

DEMOGRAPHICS

- Minimum residential population 35,000 in trade area
- Daytime (Workplace) population 10K people within a 2 mile radius
- Average Household Income \$70,000
- Daily Traffic Counts: 30,000 Vehicles Daily Minimum

LEASE TERMS

- 5-10 year lease term with two (2) five (5) yr. options
- Tenant Improvement Allowance

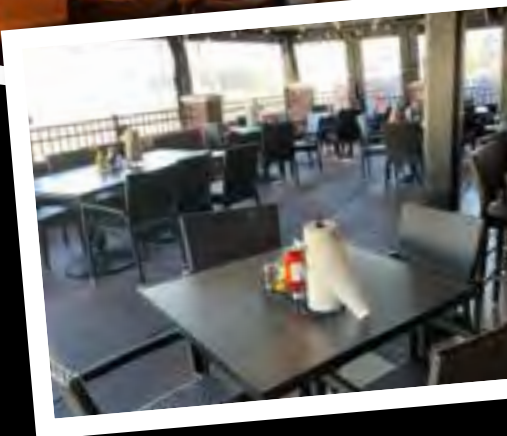


VENUES

- Free standing (5000-6500 plus sf with patio)
- Outdoor retail centers, lifestyle centers
- Indoor mall if outside access is available
- Hotel Restaurant
- In-Line Shopping Centers

SITE GUIDELINES

- 5000-6500 plus sf
- High visibility from two directions, class A locations
- Current or former restaurant and end cap with patio preferred
- Optimal ingress and egress and adequate parking
- Strong retail trade area
- High concentration of restaurants
- Close proximity to entertainment centers, theaters, universities, office parks, lifestyle centers
- Ability to incorporate patios, awnings and umbrellas adjacent to the space
- Ability to separate dining and bar area with full or half wall
- Liquor license required



OUR MENU

WHILE KNOWN FOR OUR WORLD-FAMOUS WINGS AND SAUCES WE OFFER FAR MORE. Other signature items include the Buffalo staple Beef on Weck which has been well received in our other locations, a variety of specialty pizzas, burgers pastas, salads, appetizers and deserts as well as a full drink menu featuring local craft beers, buffalo favorites and specialty drinks. Our locations also feature lunch, kids and late night menus with specials. Our individual store menus can be found on our [website](#). <<Click Here



SAMPLE MENU

"THE REAL STORY"



On March 8th, 1914, Thomas Bellissimo was looking for a good place to eat in Buffalo, NY. One day, while sitting at the bar of the Anchor Bar, he noticed a group of women who looked like they were in a hurry. He asked them what they were doing, and they told him they were going to a party. He decided to make some wings for them, and they loved them. This was the beginning of the Anchor Bar's famous wings.

They became like a hot item, and a part of the culture that really went into the Anchor Bar. Thomas had deep-fried wings and served them with a secret sauce. The wings were not meant to be a side, but a main course. He served them with a side of celery and blue cheese. This was the beginning of the Anchor Bar's famous wings.

The phenomenon started to take off. Thomas Bellissimo was spread across the globe. Although many have tried to replicate the Buffalo wing, the closely guarded secret recipe is what makes Frank & Thomas's the gold standard. "LET'S BEAT IT TO THE WORLD."

APPETIZERS

CARROT & DILL WING BITES 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

SARIC WINGS 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

FRESH PICKLES 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

PICCA LOOSE 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

QUICK PICKLES 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

SALADS & SANDWICHES

CHICKEN SALAD 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN SANDWICH 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN WINGS 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

ENTREES

CHICKEN PARMESAN 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN WINGS 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

PIZZA

CHICKEN PIZZA 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN WINGS 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

BURGERS

CHICKEN BURGER 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN WINGS 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

SANDWICHES & WRAPS

CHICKEN SANDWICH 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN WINGS 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

SIDE ORDERS

CHICKEN SALAD 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN SANDWICH 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN WINGS 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

KIDS

CHICKEN PIZZA 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN WINGS 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99

CHICKEN BURRITO 1/2 dozen. Fresh carrots and dill, served with a side of ranch dressing. \$4.99





ADD'L. MENU SELECTION

ANCHOR BAR HANDCRAFTED COCKTAILS & DRINKS

COCKTAILS | \$7

ANCHOR BAR RUSSIAN
Kahlua, Absolut & half of half

MINTY MOJITO
Bacardi-white, mint, lime juice, simple syrup, soda water, garnished with a lime

SPECIALTY COCKTAILS | \$9

ANCHOR BAR BLOODY MARY
Tito's, Bloody Mary mix, Anchor Bar hot sauce, garnished with one chicken wing

CLASSIC MARGARITA
Patron, lime juice, triple sec, garnished with salt and a lime

WHITE SANGRIA
A blend of pinto grigio, peach schnapps, a splash of apple, garnished with a lemon, orange slice, and a maraschino cherry

MULES | \$9

AMERICAN MULE
Tito's, ginger beer, fresh squeezed lime juice

BUFFALO BLITZ
Malibu, pineapple juice, cranberry juice garnished with a cherry

PEACHY SWEET TEA
Absolut, peach schnapps, sweet tea, cranberry & lemonade

MARTINIS | \$9

CHOCOLATE MARTINI
Chocolate Vodka, Bailey's, Kahlua, half & half, garnished with chocolate syrup

APPLETINI
Tito's, apple pucker, simple syrup, fresh lemon juice, garnished with a cherry

COSMO
Absolut citric, triple sec, splash of cranberry juice

FROZEN COCKTAILS | \$10

STRAWBERRY DAQUIRI
Black & white, blend of schnapps, strawberry, lime juice

ANCHOR BAR PINA RITA
Jose Cuervo, Malibu, lime juice, pineapple juice, garnished with a cherry

LEMON DROP
Deep Eddy Lemon, lemon juice, simple syrup, garnished with a lemon

ANCHOR BAR MARTINI
Tanqueray or Grey Goose & dry vermouth, garnished with an olive

BERRY COSMO
Three Olives Orange, raspberry schnapps, cranberry juice, splash of lime juice

PINA COLADA
Malibu, pina colada mix, pineapple juice, garnished with a cherry

NUDESLIDE
Absolut, Bailey's, Kahlua, ice cream mix, garnished with chocolate syrup

STRAWBERRY DAQUIRI
Black & white, blend of schnapps, strawberry, lime juice



DRINK MENU

BANQUET & LARGE PARTY MENU

TRADITIONAL ANCHOR BAR BANQUET OPTION
(Minimum 10 people for banquet option)
\$18.95 PER PERSON

Includes Pizza, Anchor Bar Famous Chicken Wings, Salad and Soda

PIZZA CHOICES

Choose from the following Pizza Options
(Choose up to 2 toppings)
Classic Pepperoni & Cheese, Supreme, Meat Lovers, Veggie, White, Buffalo Chicken Wing, Buffalo Chicken Wing, Buffalo Chicken Wing

WING CHOICES

Choose from our Famous Anchor Bar Wing Sauces
(Choose up to 4 toppings)
Mild, Original (Medium), Hot, Buffalo, Buffalo Chicken Wing, Buffalo Chicken Wing, Buffalo Chicken Wing

PASTA WITH RED SAUCE

A generous portion of pasta served in our Anchor Bar Pasta Sauce

SALAD

A crisp mix of greens topped with tomatoes, cucumbers and croutons with choice of 3 dressings
Italian, Ranch, Light Ranch, Caesar, Creamy Poppyseed, Blue Cheese, Raspberry Vinaigrette, Honey Mustard, Raspberry Vinaigrette

SODA / ICED TEA

Cola, Diet Cola, Sprite, Root Beer, Orange, Lemon, Lime, Lemonade, Fruit

ADD ADDITIONAL ANCHOR BAR WORLD FAMOUS WINGS TO YOUR MENU

\$49.99 EACH BUCKET

ADD ADDITIONAL ANCHOR BAR PIZZA TO YOUR MENU

\$15.99 PER PIE

Delivery and pick up options are also available!

4300 Maple Road | Amherst, NY 14206 | 716.833.8100 (x440)



BANQUET & LARGE PARTY FORM

Please write in ink for banquet option

Guest Count: _____

Group Name: _____

Date: _____

Signature: _____

ANCHOR BAR BANQUET

Please write in ink for banquet option

Guest Count: _____

Group Name: _____

Date: _____

Signature: _____

ANCHOR BAR WORLD FAMOUS WINGS

Please write in ink for banquet option

Guest Count: _____

Group Name: _____

Date: _____

Signature: _____

ANCHOR BAR PIZZA

Please write in ink for banquet option

Guest Count: _____

Group Name: _____

Date: _____

Signature: _____

Frank & Torressa's
ANCHOR BAR
• BUFFALO ORIGINALS •
ANCHOR BAR'S WORLD FAMOUS WINGS

All of our World Famous Wing orders are served with traditional celery and blue cheese, just like Mother served us that famous night in 1964. We trust our legend continues to serve that we can only constructed over green house fat to fry your wings.

TRADITIONAL WINGS
Single (10pc) \$13.99 Double (20pc) \$24.99
Bucket (30pc) \$52.99

BONELESS WINGS
Single (10pc) \$13.99 Double (20pc) \$24.99
Bucket (30pc) \$52.99

SAUCES
MILD - MEDIUM - HOT - X-HOT - SPICY
HONEY BOURBON BBQ - CHIPOTLE
SPICY GARLIC PARMESAN - HONEY
EXTREME HEAT (If you dare)

RUBS
CAJUN - JERK - HABANERO SPICY
ORIGINAL BUFFALO - BUFFALO BLOD
All Buffalo dressings - 10pc per 10 pc
Extra Buffalo or Blue Cheese - 10pc per 10 pc
Chargrill your wings - 10pc per 10 pc

BUFFALO'S BEST - ANCHOR BAR WINGS
First wings named in your choice of Anchor Bar hot or dry rub alongside Buffalo Sauce served with French fries and a public space.

ANCHOR BAR CHICKEN TENDERS
Fresh chicken tenders to be served with French fries, tossed in your choice of Anchor Bar Wing Sauce served with French fries and blue cheese.

GRILLED TENDERS
Fresh chicken tenders grilled and served in your choice of Blue or Cheese. Served with French fries and blue cheese.

ANCHOR BAR SIGNATURE ITEMS

APPETIZERS

ANCHOR BAR DIP
Velvety blend of cream cheese, Anchor Bar Original Buffalo Sauce and our Original (Medium) Anchor Bar Sauce with choice of chicken, served with a side of breadsticks. \$10.99

BUFFALO CHICKEN NACHOS
Mild or hot Buffalo Chicken Wings topped with cheddar cheese, served with a side of breadsticks. \$10.99

LOADED FRIES
A generous portion of our famous Anchor Bar Wing Sauce topped with cheddar cheese, served with a side of breadsticks. \$10.99

SOUP OR SALAD

BLACK & BLUE SALAD
Black & Blue Salad - 10pc per 10 pc
Wedge Salad - 10pc per 10 pc

CHICKEN SALAD
Chicken Salad - 10pc per 10 pc

SOUP OF THE DAY
Soup of the Day - 10pc per 10 pc

PIZZA LOGS
Pizza Logs - 10pc per 10 pc

MOZZARELLA STICKS
Mozzarella Sticks - 10pc per 10 pc

ANCHOR BAR SIGNATURE ITEMS

Frank & Torressa's
ANCHOR BAR
• ESTABLISHED 1935 BUFFALO, NY •

ANCHOR BAR ORIGINAL BUFFALOWING

(716) 833-WING

WWW.ANCHORBAR.COM

4300 Maple Road

AMHERST

\$5 OFF \$25 OR MORE PURCHASE

DINE IN ONLY - GRATUITY & TAX NOT INCLUDED

1 coupon per table per visit. This offer cannot be combined with any other discounts offers or coupons.

MAPLE ROAD LOCATION ONLY

10% DISCOUNT TO all Military, Police, Fire and EMS Customers.

Anchor Bar Original Buffalowing

LUNCH

SPECIALS

(Frederick, MD Location Only)

MONDAY - FRIDAY | 11AM-2PM

\$8.99

6 CHICKEN WINGS (choice of sauce) & FRIES
6 BONELESS WINGS (choice of sauce) & FRIES
PERSONAL PIZZA CHEESE/1 TOPPING & 3 WINGS
LUNCH SALAD & BLT
LUNCH CAESAR SALAD WITH GRILLED CHICKEN

\$9.99

GRILLED CHICKEN SANDWICH WITH FRIES
BUFFALO CHICKEN SANDWICH WITH FRIES
MEATBALL HOAGIE WITH FRIES
VEGGIE BURGER (with lunch salad)
BEEF ON WECK (lunch portion with fries)

(240) 651-5580

5605 Spectrum Drive

FREDERICK, MD

WWW.ANCHORBAR.COM

Anchor Bar Original Buffalowing

KIDS MENU

Kids eat FREE on Tuesdays with every adult purchase!

TIC-TAC TOE

WHAT'S YOUR FAVORITE FOOD? DRAW IT HERE!

ANCHOR BAR TRIVIA

1. Can you name the restaurant that invented the Buffalo Wing?

2. What year was the Chicken Wing invented?

3. Who is the Original Anchor Bar Owner?

WORD SEARCH

Wings • Pizza • Chicken • Burger • Pasta • Fries

A P W M R C U L G F N Z B V S
F W I N G S I R E A K I U P U
I J Z Y T F U Z S U Y R
U V I E Z W E V T I P T R G
K I Z E X A D C A A G O A I E
M Z O V S O C H I C K E N M R



MARKETING

Anchor Bar has a dedicated Marketing Team that will assist franchisees in customizing their local program based on ads, programs and methods that been proven effective. This begins with an initial grand opening marketing roll-out and follows through to other methods post opening. Some methods we have used before:

- Digital Marketing
- Social Media
- Anchor Bar APP
- Online Ordering
- Loyalty Program
- In-Store Marketing
- Collaboration with Bills Backers Chapters
- Radio
- Billboards
- Local Tourism Guides
- Sampling and Sponsorships





CUSTOMER REWARDS PROGRAM

BUILD RELATIONSHIPS WITH YOUR CUSTOMERS THROUGH OUR REWARDS PROGRAM.

Franchisee Benefits

- Analytics tools within the reporting program to optimize your campaigns using customer data such as frequency of visits, lapse of visits, average spent per visit, etc.
- Access to customer's email addresses and mobile phone numbers for communication and target marketing.
- Loyal customers visit your location more frequently, along with a higher spend per visit.

Customers in the Rewards Program will enjoy these benefits:

- Earn points on food purchases
- Enjoy a meal on us during your birthday month.
- Turn on notifications on our APP to receive up to date discounts and promotions.
- Watch for email and text messages for discounts to members only.





ANCHOR BAR APP

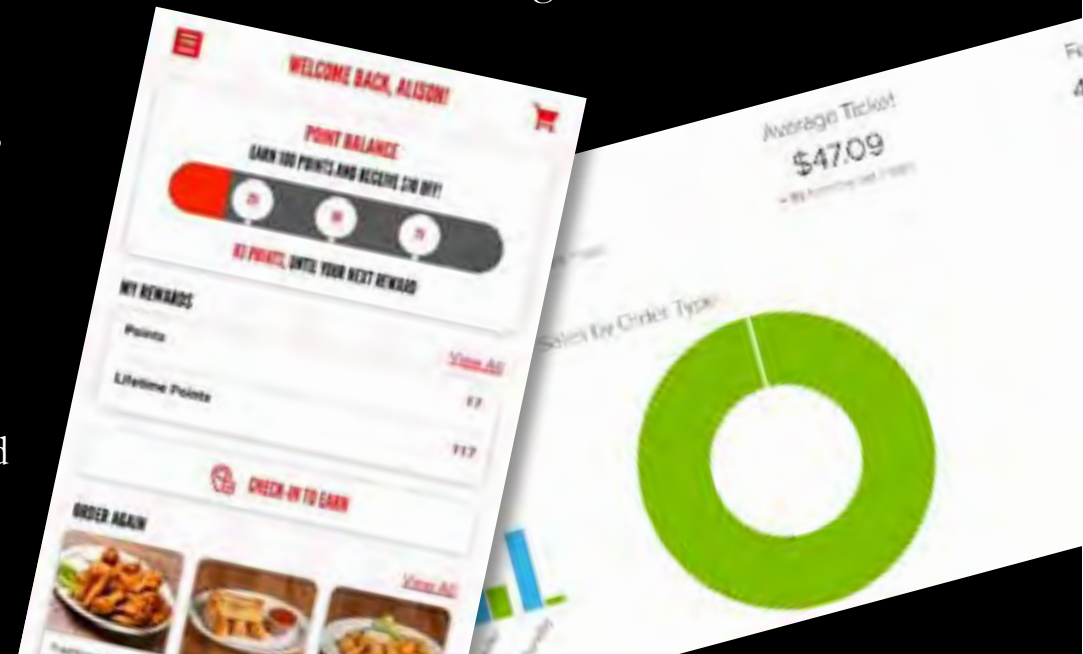
CONTINUE TO BUILD CUSTOMER LOYALTY AND EASE OF ONLINE SHOPPING AND COMMUNICATIONS THROUGH OUR ANCHOR BAR APP.

Franchisee Benefits

- GEO Fencing and Customer Notification Tool that recognizes when your customer is in your area.
- Advertising & promotions tool once the customer logs into our App.
- Easy online ordering, tracking and customer feedback.
- All major credit cards, Apple Pay and Google Pay accepted for online orders through the App.
- Analytic tools that track customer's purchasing habits, dollars spent for online ordering.
- Slowing down or lapsed customers will receive an automatic notification from the campaign tool.
- Franchisees have access to their own database of customers who designate a favorite location and can send out emails, texts and push notifications.

Customer's Enjoy these Benefits:

- Order history capture creates accelerated ordering.
- 3 digit "check in" code for ease in accessing, earning and tracking rewards dollars and points.
- Gift Cards can be redeemed using the online ordering and App.
- Ease in customer ordering and check out.





ADVERTISING

Franchisees have access to a vast library of sample ads and artwork. We will always participate in developing advertising and artwork that a franchisee wants to run on their own.





SOCIAL MEDIA

Shared access to photos, social media posts and artwork is available to all Franchisees through our **SOCIAL MEDIA POSTING & CONTENT LIBRARY** electronic media system. Our digital library is continually populated and updated with photos and marketing posts.





MEDIA

- Anchor Bar has been prominently featured on numerous cable and network programming including Food Network, Travel Channel and most recently the History Channel.



the SIMPSONS

APR 19

MURPHY BROWN

SEP 18

The BACHELOR RETTE

JUL 18



DEC 16



APR 17



FEB 19

Visit Our YouTube Channel



click here to
watch now!





AWARDS



OF THE MANY DISTINCTIVE AWARDS EARNED BY ANCHOR BAR, PERHAPS THE MOST PRESTIGIOUS WOULD BE OUR TWO *JAMES BEARD FOUNDATION AWARDS*.

APRIL 2003

Received the *James Beard Foundation Award* given to restaurants “that have timeless appeal, beloved for quality food that reflect the history and character of the community. It is for an American classic.”

MAY 2003

Received the *Quality International Award* for its sauces. Presented with the prestigious gold medal, the Anchor Bar was judged the “Best of the Best” in a contest in which more than 1,000 sauces were entered. The judges were from the American Culinary and Tasting Institute.



“BEST SPORTS BAR IN SAN ANTONIO”.

– 2018 Yelp Award

BEST WING AWARDS in areas such as Buffalo, Burlington, Erie Country, San Antonio and Frederick, Maryland.

1ST PLACE – Best Rub 2019 Award” at National Buffalo Wingfest

BEST IN SHOW Habanero Spice 2018 Award at National Buffalo Wingfest

FESTIVAL FAVORITE at 2016 at National Buffalo Wing Fest

NUMEROUS AWARDS FOR BEST SAUCE

at festivals and food shows across the country.



RECOGNITION & AWARDS

ANCHOR BAR HAS WON MANY AWARDS OVER THE YEARS. WE ARE PROUD OF THEM ALL. HERE'S THE MOST RECENT WINS.

BEST CHICKEN WINGS

- New York City
– **THRILLIST**
- Buffalo, NY
– **BEST OF BUFFALO & BUFFALO BEAT**
- Frederick, MD
– **THE FREDERICK NEWS POST**
- Las Vegas, NV
– **VEGASSEVEN.COM**
- Frederick, MD
– **FREDERICK POST**
- Kennesaw, GA
– **ATLANTA WING FEST**
- Round Rock, TX
– **2023**

NATIONAL WING FESTIVAL

- Best Traditional Wings
– **2016**
- Festival Favorite
– **2017**
- Best of Show
– **2018**
- Media Award
– **2018**
- Best Dry Rub
– **2019**
- Best Dry Rub
– **2021**
- Best Creative Spicy
– **2022**
- Best BBQ Wing Sauce
– **2023**



BEST DRY RUB - 1ST PLACE
– Buffalo Wing Fest 2024

BEST SPORTS BAR
– San Antonio Yelp

BEST OF NY STATE FOR WINGS
– Thrillist.com, 2017

**NFL PLAYERS' FAVORITE DINING
ON THE GO**
– NFLMAG



BY THE NUMBERS

- \$60,000 initial franchise fee paid at agreement signing
- Total Investment Range \$900K-1.3M*
- Royalty 5%
- Ad Fee 1% (franchisor and franchisee collaborate on where & how to spend)
- Number of units open & under development: 20
- Financial requirements: minimum of \$350,000 liquid capital & ability to finance (good credit, collateral, partner, etc.)

NOTE: Anchor Bar works closely with a large third party finance company who offers different finance solutions including ROBS retirement rollover plans and SBA financing



*Assumes a restaurant conversion which is what most Anchor Bar's are, investment can be higher if franchisee leases a vanilla box.



TRAINING & SUPPORT

SUPPORT IMMEDIATELY BEGINS WHEN THE FRANCHISE AGREEMENT IS SIGNED. THE ANCHOR BAR FRANCHISE TEAM PROVIDES TOOLS FOR YOU TO BEGIN YOUR NEW FRANCHISE OWNERSHIP.

REAL ESTATE After signing the franchise agreement, site selection begins immediately. We assign a broker from our national group and come out for site visits once options are identified. Lease negotiations follow.

WELCOME PACKET Includes a recap on what to expect moving forward with your Franchise.

GRAND OPENING CHECKLIST A timeline that will take you step by step through every intricate detail of the process.

FRANCHISE MANUAL A guide to assist you in running your Anchor Bar Franchise Business.

POST REAL ESTATE SUPPORT We will provide assistance with securing architect, contractor and other key service providers in the opening process.

HIRING MANAGEMENT TEAM We will provide assistance in the selection of the general manager candidates.



TRAINING & SUPPORT CONT.

ORIENTATION & TRAINING Owner(s) & Management Training in Buffalo, NY.

ANCHOR BAR CORPORATE TRAINING

Our Franchise Team will support you through the construction, operations, training and marketing process.

LAUNCH SUPPORT Buffalo Team will train and support managers and staff at your location. Our team of trainers and operations specialists travel to your location for your opening. Specialist trainers in all aspects of operating your restaurant train you and your team and assist with the soft opening.

ONGOING SUPPORT AND COACHING We continuously and regularly provide coaching and support in sales and cost evaluation through our software systems, ongoing marketing and social media support as well as menu decision making.





FAQ's

Q: DO I NEED RESTAURANT EXPERIENCE?

A: No, but helpful. We have a comprehensive Owner Training and Support Program where you will gain knowledge to operate your restaurant. You will have a General Manager that will run the daily operation and will participate in the Anchor Bar General Manager Training Program.

Q: DOES SITE SELECTION OCCUR BEFORE OR AFTER EXECUTING THE FRANCHISE AGREEMENT AND SUBMITTING THE FRANCHISE FEE?

A: Site selection occurs only after a candidate becomes an official franchisee. An enormous amount of work, effort and resources are expended by the franchisor in site selection and considered a main area of support. Furthermore, many commercial brokers will either not work with non-franchisees or give less than full effort. All parties need to be fully committed for a successful site selection to ensue.

Q: HOW DO I FIND A VIABLE LOCATION FOR MY RESTAURANT?

A: We are involved in every aspect of location selection including assigning a commercial broker from our national network, lease negotiations and ultimate approval.

Q: DO I RECEIVE A PROTECTED AREA

A: Yes, the protected area will be based on the demographics of your market.

Q: HOW LONG WILL IT TAKE TO OPEN MY ANCHOR BAR LOCATION ONCE I BECOME A FRANCHISEE?

A: Typically ten months with the first phase being site selection. We have had franchisees open in as little as three months and some go past the ten months. We will work as expeditiously as possible but bear in mind there are many factors and third parties involved. While we want franchisees to open quickly it should not be at the expense of choosing a great location.

Q: NOW THAT YOU HAVE OVER 20 UNITS DOMESTICALLY UNDER AGREEMENT, WHERE DO YOU GO FROM HERE

A: We will continue to develop our technology, infrastructure, and centralizing certain tasks and support functions



NEXT STEPS

- Initial Discussion with Joel Neumann, Franchise Director to determine interest and qualifications, Q & A
- Complete the application
- Conference Call with Joel Neumann, Franchise Director and Mark Dempsey, CEO
- Receive and review Franchise Disclosure Document (FDD)
- Discovery Day Visit in Buffalo, NY
- **DECISION!**



Being a former multi-unit franchisee of a large national fast-food chain, I had certain expectations when my initial discussions with Anchor Bar began. The amount of support and hands-on coaching has been amazing and beyond what I had expected from a mid-sized, growing brand". I am excited to be the one introducing this historic brand and the original buffalo wing to the Chicagoland region."

**- SAMM DIMECH, FRANCHISEE
OSWEGO, IL**

[Return To Table of Contents](#)