



FULL MENU - Free Standing Unit



INVESTMENT

Estimated Initial Investment

\$441,000 to \$1,200,000

Franchise Fee

- \$30,000
- Royalties: 5.5%
- Marketing: 2%

MENU

- World Famous All Beef Hot Dogs
- Signature Crinkle Cut French Fries
- Proprietary Toppings
- Fresh Angus Beef Burgers
- New York Premium Heroes
 - New York Cheesesteak by Pat LaFrieda
 - Pastrami & Swiss
 - 3-cheese Meatball Parmesan
- Hand Dipped Crispy and Grilled Chicken Sandwiches
- Hand-Dipped Chicken Tenderloins
- Hand-Dipped Onion Rings
- Crunchy Corn Dogs and Corn Dog Nuggets
- Old Fashioned Lemonade and Orangeade
- Fountain Soda
- Premium Shakes
- Desserts
- Breakfast (Optional)

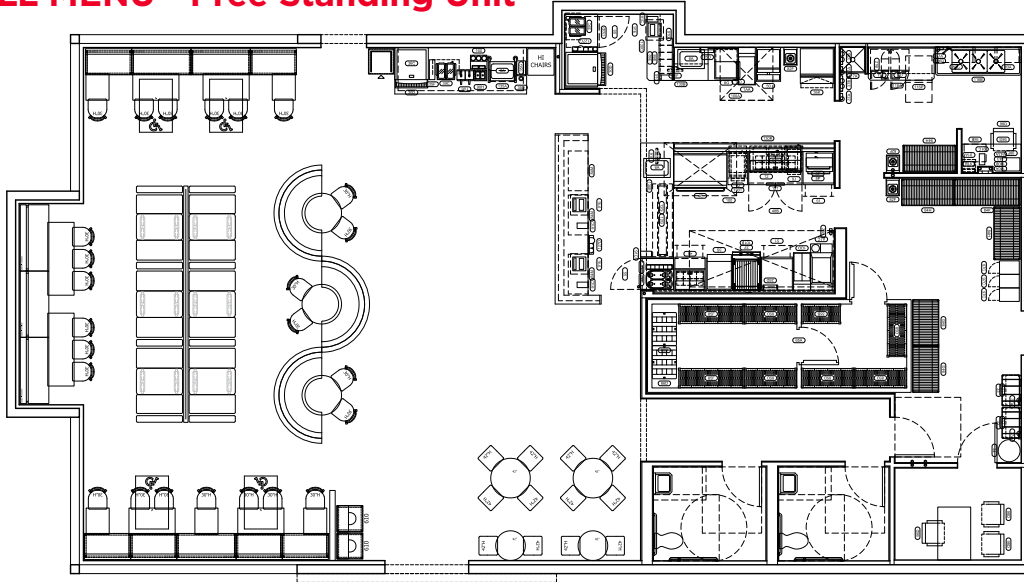


THE FLAVOR OF NEW YORK



THE FLAVOR OF NEW YORK

FULL MENU - Free Standing Unit



2000 to 3,000
SQ. FT. SQ. FT.

ITEM 7 ESTIMATED INITIAL INVESTMENT

Please read these charts in Item 7 together with the notes that follow.

YOUR ESTIMATED INITIAL INVESTMENT: CHART 1/FREE-STANDING RESTAURANT

This chart estimates your initial investment for one Restaurant operated in a free-standing building between 2,000 to 3,000 sq. feet in size, and with or without a drive-through.

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment Is To Be Made
Initial Franchise Fee (Note 1)	\$30,000	Lump Sum	Execution	Us
Real Estate Rent (Note 2)	\$53,333 to \$113,750	As Arranged	As Arranged	Landlord
Restaurant Construction (Note 3)	\$175,000 to \$450,000	As Arranged	As Arranged	Contractors, Suppliers
Site Preparation (Note 5)	\$25,000 to \$170,000	As Arranged	As Arranged	Contractors, Suppliers
Furniture, Fixtures, and Equipment (Note 6)	\$115,000 to \$185,000	As Arranged	As Incurred	Suppliers
Pre-Opening and Inventory Expenses (Note 7)	\$10,000 to \$15,000	As Arranged	As Incurred	Suppliers
Training Expenses (Note 8)	\$510 to \$9,360	As Arranged	As Arranged	Third Parties
Insurance (Note 9)	\$5,000 to \$7,500	As Arranged	As Incurred	Insurers
Security Deposits (Note 10)	\$0	As Arranged	As Arranged	Landlord
Utility Deposits (Note 10)	\$2,500 to \$6,500	As Arranged	As Incurred	Landlord, Utility Companies
Professional Fees (Note 11)	\$12,000 to \$25,000	As Arranged	As Incurred	Professionals
Business Licenses (Note 12)	\$100 to \$750	As Arranged	As Incurred	Government Agencies
Additional Funds (Note 13)(for first three months)	\$10,000 to \$25,000	As Arranged	As Needed	Various
Grand Opening Advt'g (Note 20)	\$2,500	As Arranged	As Needed	Various
TOTAL (Without Co-branding)	\$440,943 to \$1,040,360			