



Inline Unit with Drive Thru

1,700 TO 2,500
SQ. FT. SQ. FT.



INVESTMENT

Estimated Initial Investment

\$277,000 to \$660,000

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)

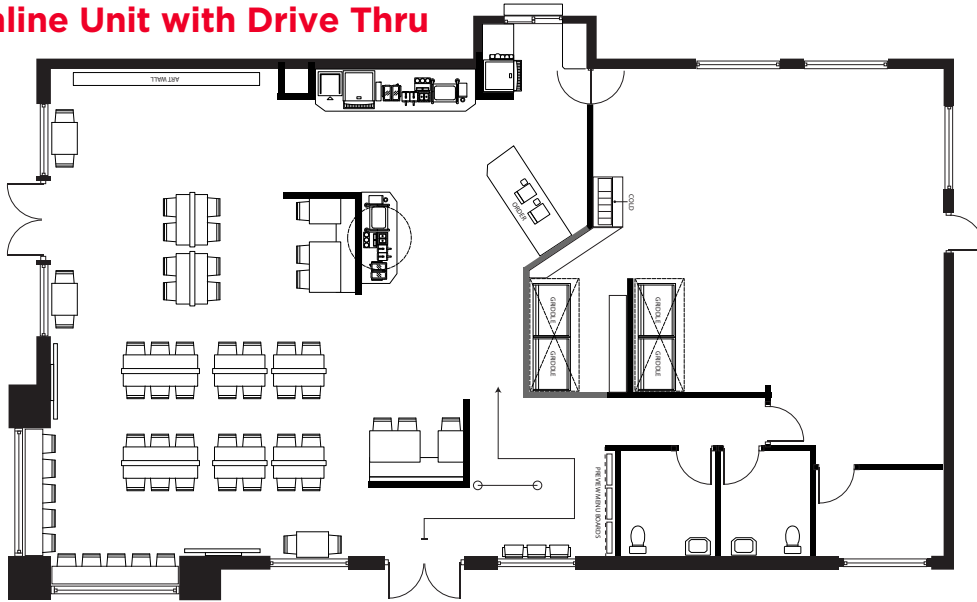


THE FLAVOR OF NEW YORK



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YOUR ESTIMATED INITIAL INVESTMENT: CHART 2/FOOD COURT OR IN-LINE UNIT

This chart estimates your initial investment for one Restaurant located in a food court with 500 to 900 square feet of space, or an in-line unit with 1,700 to 2,500 square feet of space.

Type of Expenditure	Estimated Cost	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)	\$34,000 to \$131,250	As Arranged	Monthly	Landlord
Leasehold Improvements (Note 4)	\$100,000 to \$275,000	As Arranged	As Incurred	Contractors, Suppliers
Furniture, Fixtures and Equipment (Note 6)	\$75,000 to \$150,000	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 Incurred	Third Parties
Insurance (Note 9)	\$3,000 to \$3,750	As Arranged	As Arranged	Insurers
Security Deposits (Note 10)	\$0	As Arranged	As Arranged	Landlord
Utility Deposits (Note 10)	\$1,750 to \$4,000	As Arranged	As Incurred	Landlord, Utility Companies
Professional Fees (Note 11)	\$12,000 to \$20,000	As Arranged	As Incurred	Professionals
Business Licenses (Note 12)	\$100 to \$750	As Arranged	As Incurred	Gov't Agencies
Additional Funds (Note 13) (for first three months)	\$7,500 to \$18,000	As Arranged	As Needed	Various
Grand Opening Adv'g (Note 20)	\$2,500	As Arranged	As Needed	Various
TOTAL (Without Co-branding)	\$276,360 to \$659,610			