

Full Menu - Food Court

500 TO 900+
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)

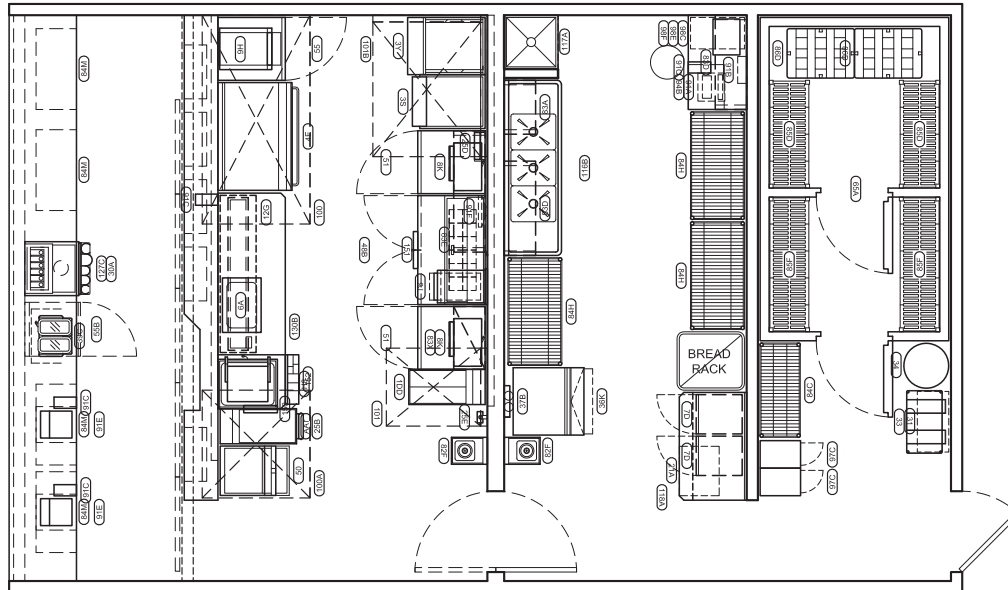


THE FLAVOR OF NEW YORK



THE FLAVOR OF NEW YORK

Full Menu - Food Court



500 TO 900+
SQ. FT. SQ. FT.

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 | | | |