

Where the Big Boys Eat!



LUMBERJACKS

Restaurant

FRANCHISING OPPORTUNITIES

www.lumberjacksfranchise.com

Welcome to Lumberjacks

Who could miss that 12 foot lumberjack standing in front of the restaurant? This statue represents the hard-work and enormous plates of food that each and every Lumberjacks Restaurant prides itself on! The culture of Lumberjacks is one that reflects hard-work, exceptional service, and respect for every crewmember AND customer. Sure, it's a lot of work, but the success of Lumberjacks has been achieved and recognized time and time again; and with the Lumberjacks team at their side, we give franchisees both, the necessary tools to succeed and support needed to keep them going year after year.



When walking up to a Lumberjacks Restaurant one of the first notable things seen is an ax handle. Yes, it's the door handle to the entrance of the restaurant. Then, beyond the door is an inviting log cabin style themed atmosphere - from old saw artifacts on the walls to the Juniper tree behind the counter. The Lumberjack theme flows throughout the building. The look and ultimately, the Lumberjacks experience reminds patrons of an old-fashioned family-style dining experience that screams home-cooked meals... in both flavor and size!

Where the Big Boys Eat!



Big Portions!

Lumberjacks Restaurants are friendly places, where the servers know the locals by name and where strangers are treated like family.

The “big portions of country-style home-cooked meals at affordable prices” philosophy has propelled Lumberjacks to success by serving quality food made from scratch, and better than any other restaurant chain.

Lumberjacks Restaurants remind many of what helped form the foundation of this country - log cabins built from a growing timber industry all the way to the big appetites of the very hard-working guys that made it all possible... LUMBERJACKS!

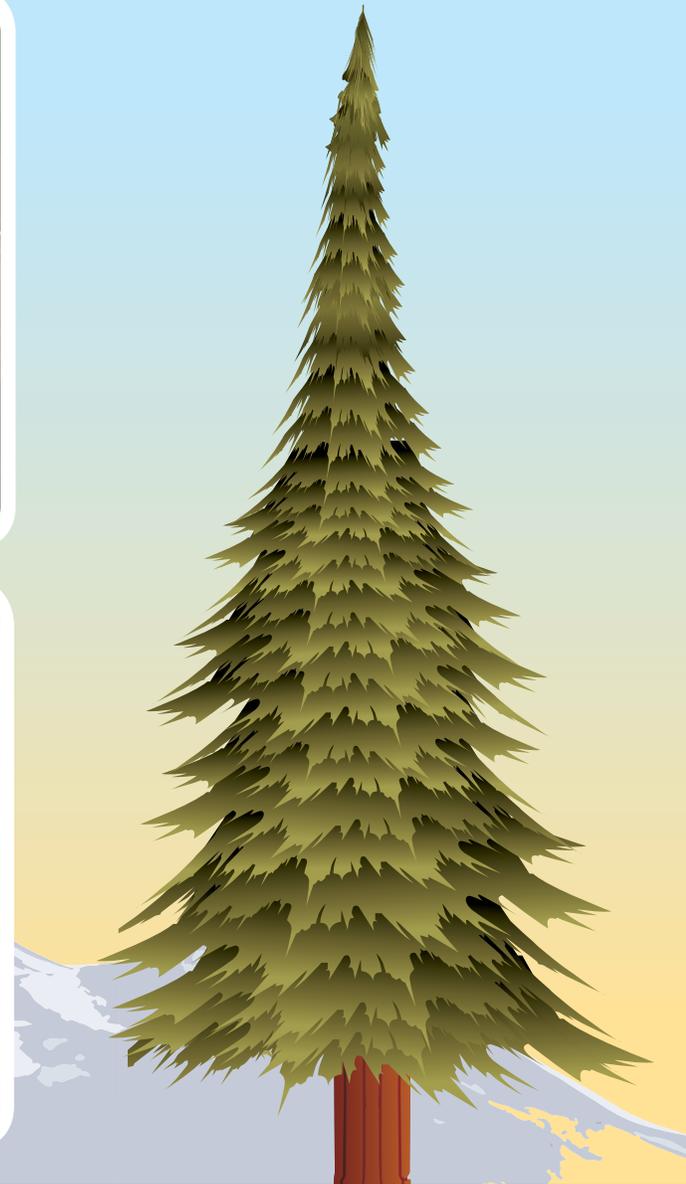
So, what does it take to satisfy the hunger of a Lumberjack? A Lumberjack-sized meal, that's what. And, it's Lumberjacks Lumberjack-sized meals made from quality ingredients with a home-style touch that would make Paul Bunyan smile from ear to ear.



Lumberjacks Business Model

When Founder, Jeff Garrett opened the first Lumberjacks Restaurant in Redding, California in 2004, he knew the restaurant industry was tough. But through hard-work and commitment to building a great, sustainable business model, the success of Lumberjacks has gone through the roof and in a relatively short period of time. With development of both corporate and franchise restaurants, Lumberjacks has quickly, yet methodically expanded to nine locations in California and Nevada. Now, continuing to grow fast and through a franchise model, there is no plan of stopping anytime soon with growth projected throughout the Rocky Mountain Region and beyond.

By offering an extensive menu of classic dishes, with something for everyone, families can enjoy a log cabin dining experience that they just can't get enough of at any other place. With a value matched by none, Lumberjacks is proud to announce its next wave of growth and continues to look for additional qualified franchisees to help carry on the Lumberjacks legacy.



Lumberjacks Business Model

The Partners



Jeff Garrett (Owner. Founder)

Jeff Garrett is Lumberjacks Founder and President since the brand's inception. With over 30 years in the restaurant industry, Jeff is an innovative and experienced businessman and entrepreneur. His many years of experience working with other franchise concepts have helped him develop and fine-tune his own theme-style family restaurant.

Jeff and his wife, Susan became inspired to start a cabin-themed eatery with country-style, home-cooked meals at affordable prices. They put their plan in motion and came up with the name Lumberjacks, and with a very appropriate tagline, "Where the big boys eat!" The concept was a huge success.

From the minute the doors opened in 2004, there was a line of hungry patrons from open to close and word of this new, unique restaurant spread far and wide. Despite immediate success, Jeff spent the next 10 years further developing and improving every detail of the operation. This was a passion for Jeff, to insure Lumberjacks guests would continue to be satisfied and to solidify the business model for future Lumberjacks franchisees.

With his experience with other restaurant franchises, Jeff formed a strong opinion as to what it would take to succeed as a franchise brand. "I've been involved in a few franchises and I know what not to do," he says, "It was always franchisee against franchisor, and I knew Lumberjacks had to be different, and I'm proud to say, we are. I strive to make franchisees part of our family. I make sure to listen to their ideas as they may see things that I don't always see. I want to tap into their experience both as Lumberjack franchisees and from their past, as well. Doing so has proven very valuable, indeed!"

Though each restaurant has a distinct personality, Jeff always focuses on core qualities to ensure they remain the same, regardless of location: Quality meals, clean facilities, and friendly staff are all core qualities necessary to long-term success. Jeff says, "If we greet our customers as they walk in the door, they'll probably come back. If we provide them with quality meals at reasonable prices, they'll probably come back. If we take care of customers' needs, they'll probably come back. But, if we take care of all of these items, all the time, they WILL come back... again and again and again!" THIS is the culture of Lumberjacks!





Scott Bailey (Co-Owner)

Scott Bailey has served as Lumberjacks Vice-president since 2007. He also has over 30 years' experience in the restaurant industry, managing various restaurants, including franchised restaurants.

Scott has opened numerous restaurants from the ground floor up and also has spearheaded extensive remodels of tired and closed buildings and businesses. In the process he has recruited, hired and personally trained hundreds of employees. It's these employees that have proven to be at the core of success at each location, and Scott's success as a restaurant professional.

It was that level of professionalism that moved Scott along within the restaurant industry and resulted in his appointment to President of the California Restaurant Association for the Shasta Chapter, a position he held for eight years. It was during this time that he was fortunate to have met Jeff Garrett. In addition to selflessly giving his time for the good of the restaurant industry, Scott also held the position of Director of Operations at Logan's Roadhouse where he was responsible for opening and operating seven Logan's Roadhouses from Redding to Fontana, California.

While organizing a fundraiser for the "Best of the Best" for restaurant owners in the Redding Area, Scott was truly inspired by Jeff. "His restaurant was always so busy, extremely busy," Scott thought to himself, "every time I drove by, I saw a line a people out the door." By Scott's direction, the Board of Directors of the California Restaurant Association unanimously agreed that Jeff Garrett deserved the recognition and voted Jeff, Best of the Best.

Scott recalls, "I actually met Jeff for the first time as I handed him his award." A few months later and after getting to know one another better, Jeff pitched his idea to Scott about making him a partner, and also the idea of launching Lumberjacks as a franchise brand. Scott took the risk of leaving his corporate job for the opportunity to develop a single restaurant into a Lumberjacks franchise and as a stepping stone to further franchise expansion. It was to be the brand's franchise model prototype. It was also an opportunity to realize his dream of becoming part of something much bigger than anything he had ever been part of before. Over the next few years, his impact has resulted in the brand growing to five corporate restaurants and after officially developing the franchise model, four franchise restaurants with more on the horizon.





Bob Kirshner. CFO, VP of Franchise Development

Bob Kirshner joined the Lumberjacks team in 2014 as CFO and VP of Franchise Development. He understands the key to Lumberjacks' success is having great tasting home style meals made from scratch at a reasonable price. With this concept in mind he developed and implemented tools to standardize a high level of quality food and service for the Lumberjack franchisee.

By utilizing food management programs, standardized training and support procedures he is able to control cost and negotiate favorable pricing of product & service. The documentation of recipes, procedures and training manuals has helped Lumberjacks deliver consistent quality food to their customers. No matter where you go, Lumberjacks quality and service are the same.

He has also been instrumental in setting-up the marketing department to develop menus, restaurant promotions and advertising. Lumberjacks is a 9 store chain with 5 franchises throughout California and Nevada. With our newest opening in Bakersfield, and more to come we all benefit from his expertise in taking our concept to the next level and to ensure we were ready for growth and support of our franchisees.

Before joining the team, Bob knew Lumberjacks was a successful business model. With 25 years' experience in the restaurant industry working as a CFO, we knew he would be an asset to the group. Bob came to us from a Multi-Unit Franchisee owning 42 units with concepts like Applebee's, Burger King, Marie Callenders and Logan's Roadhouse that operated in multi-states.

He brought a wealth of diversified experience in quick serve as well as casual dining and helped the concept grow from 16 units to 42. Bob brought with him the same culture that we have at Lumberjacks. He believes the customer always comes first by delivering quality food at a reasonable price with a great experience. He believes the restaurant industry should be fun and that when your employees are happy, well-trained and proud to be a part of the Lumberjacks team... customers return again and again to enjoy their meals in this unique, enjoyable atmosphere.



What customers say about Lumberjacks

"We filled our bellies and had plenty of steam to make the interstate journey back to our place. The coffee mugs ALONE make you feel at home." Dan P, Las Vegas NV

"Locals love this place and visitors quickly find out why. Voted #1 breakfast in Redding several years in a row, we love it." -Sam Q, Burlingame CA

"The portions were twice as big as expected!" -Olivia O, Oakdale CA

"Loved the food. The Walnut Salad was great. The 1/2 size was plenty. Husband got the Cobb and it was great too. Service was excellent and very friendly."
-Rachel D, Sacramento CA

"Great food, good prices and huge portions..." -Luke S, Chico CA

"I had the Denver Omelette, and it was HUGE. They serve your food on platters, and you get more than you pay for. I always leave with a doggy bag!"
-Kylee Z, Willits CA

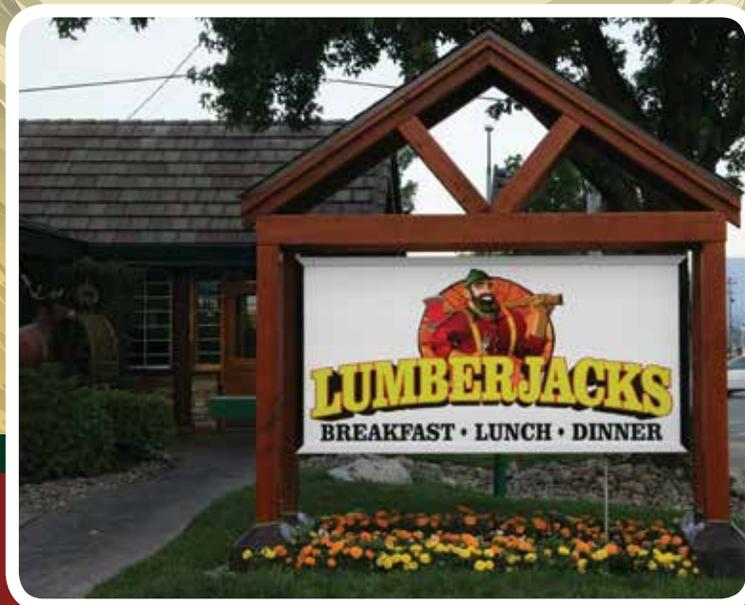
"EXCELLENT!" Mark L, Redding CA



Franchise with Lumberjacks!

Success within Lumberjacks time-tested business model has been proven again within the franchise model with one additional important component - selecting the right franchisees. It was determined that franchisees that are strong leaders make a great fit with Lumberjacks and it is and will continue to be a crucial element to the future success of Lumberjacks Restaurants. Of course, there are other considerations in awarding a Lumberjacks franchise to right-fit franchisees. The following are levels of experience and a committed mindset that are necessary for candidates to be considered for franchise ownership:

1. Franchise candidates must have proven track record within the restaurant industry. They must exemplify they are hard-working self-starters with a drive and propensity for excellence in a food service environment. They must be students of overall restaurant operations.
2. Franchise candidates must unequivocally believe the customer and that Lumberjacks guests always come first. They must understand and strive towards delivering a positively memorable experience to guests at all times. Lumberjacks guests are Priority One!
3. Franchise candidates must truly believe managers and staff are the most important assets to building a sustainable restaurant business. They must work diligently to ensure that message resonates with both managers and staff at all times.
4. Franchise candidates must understand hospitality and consistency are both key to building customer loyalty. They must realize that in today's digital world how quick a bad experience can be shared with long-lasting negative effects. Conversely, they must also understand how hospitality and consistency of a positive nature will drive satisfaction levels to the point guests will tell others about their positively memorable experience at Lumberjacks.
5. Franchise candidates must understand the value of a branded concept with a proven business system. They must acknowledge and continuously strive to protect the brand and maintain its integrity as it's the brand that is synonymous with everything that goes on within Lumberjacks and is the basis for a sustainable future for all involved in the Lumberjacks family.
6. Franchise candidates must have a real, relentless passion for the restaurant business and also must demonstrate similar passion for the Lumberjacks brand.

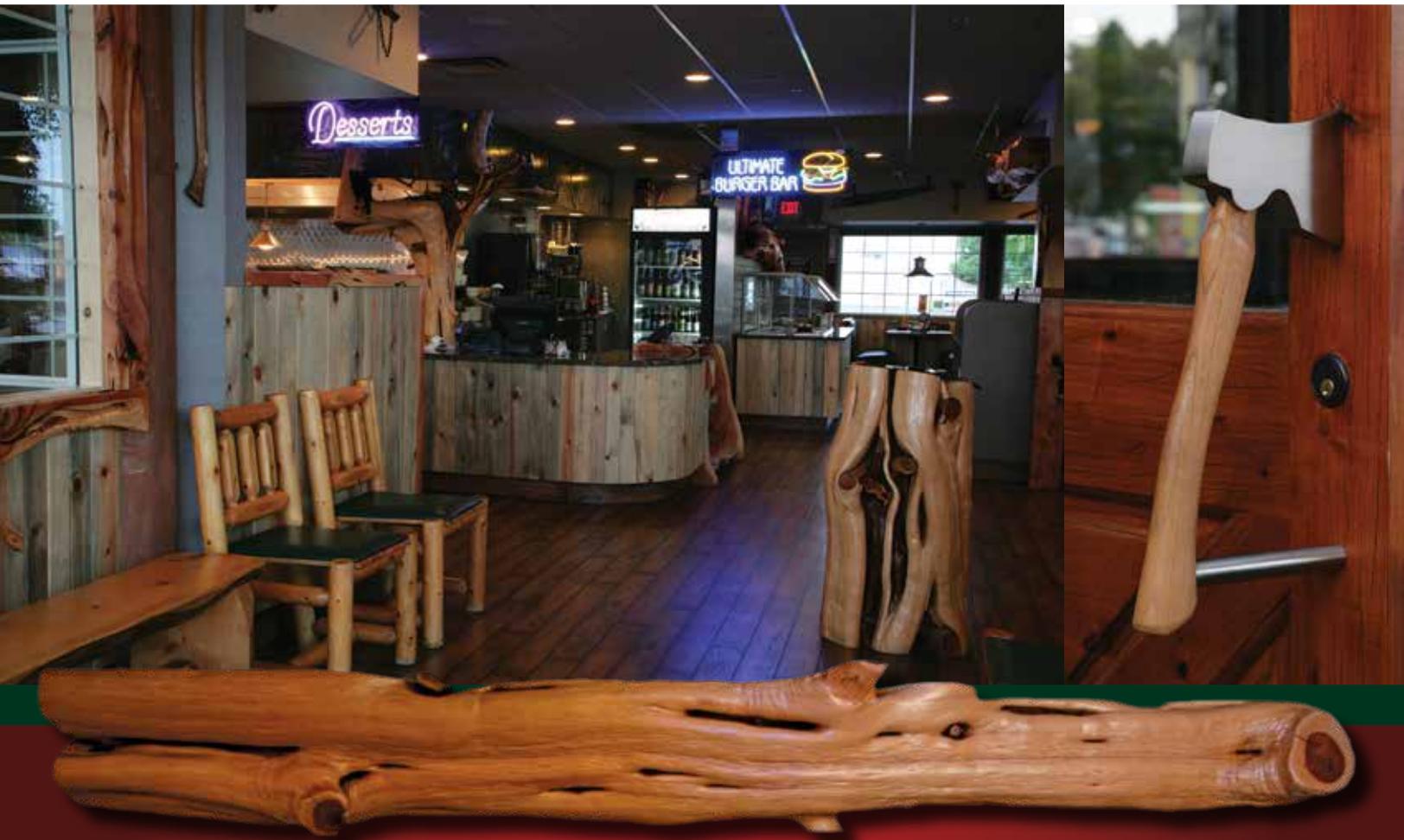


Helping Franchisees Succeed - Helping YOU succeed

Opening your own Lumberjacks Restaurant is more than just joining our mailing list - you would be joining our family. We want you to receive the education and support that any good family would want for their family members, and more. The success of the Lumberjacks name, just like that of a family name depends on the individual successes of each and every person in the family and more so of the key family members - for Lumberjacks those family members are our franchisees. Like a proud parent, we pride ourselves on making sure that everyone in the Lumberjacks family is prepared to carry on the family name. In our case, the Lumberjacks name!

Before opening your Lumberjacks Restaurant, you will attend our four-week initial training program. This program covers every aspect of restaurant operations, the Lumberjacks way. This includes training in food preparation, customer service techniques, equipment maintenance, a point-of-sale system, marketing and much more. In addition, each of your Kitchen Managers, Line Cooks, Prep Cooks, and Head Servers, will receive training specific to their individual tasks, and as team members working together.

Once the doors are open and the first customer grabs that ax handle on the front door, you will have a trained staff with in-house support from our training team. Yes, we will be there to help you start your business and get it started on the right foot. We'll provide general assistance and guidance to maximize the success of the restaurant, your manager, and all crew members. Thereafter, ongoing support and training is readily available to help keep your Lumberjacks managers, staff and crew refreshed and up-to-date on new products, techniques, processes and procedures. We are all family at Lumberjacks, and it's important that we learn and grow together. We wouldn't have it any other way!



Available Markets

Utilizing specific criteria for identifying viable markets for Lumberjacks restaurants, we have identified a select number of strong markets throughout the Western United States. We know these well-populated areas with steady traffic flows are just waiting to have Lumberjacks call them home. We also know some of the areas have underperforming or even closed restaurant locations that might fit within the Lumberjacks franchise model as a rebranded, remodeled restaurant, the Lumberjacks way! So if you have a location that you think would be the perfect spot for a new Lumberjacks Restaurant or know of a closed or underperforming restaurant that needs some rejuvenating, please let us know and together we can make it happen!

Investment

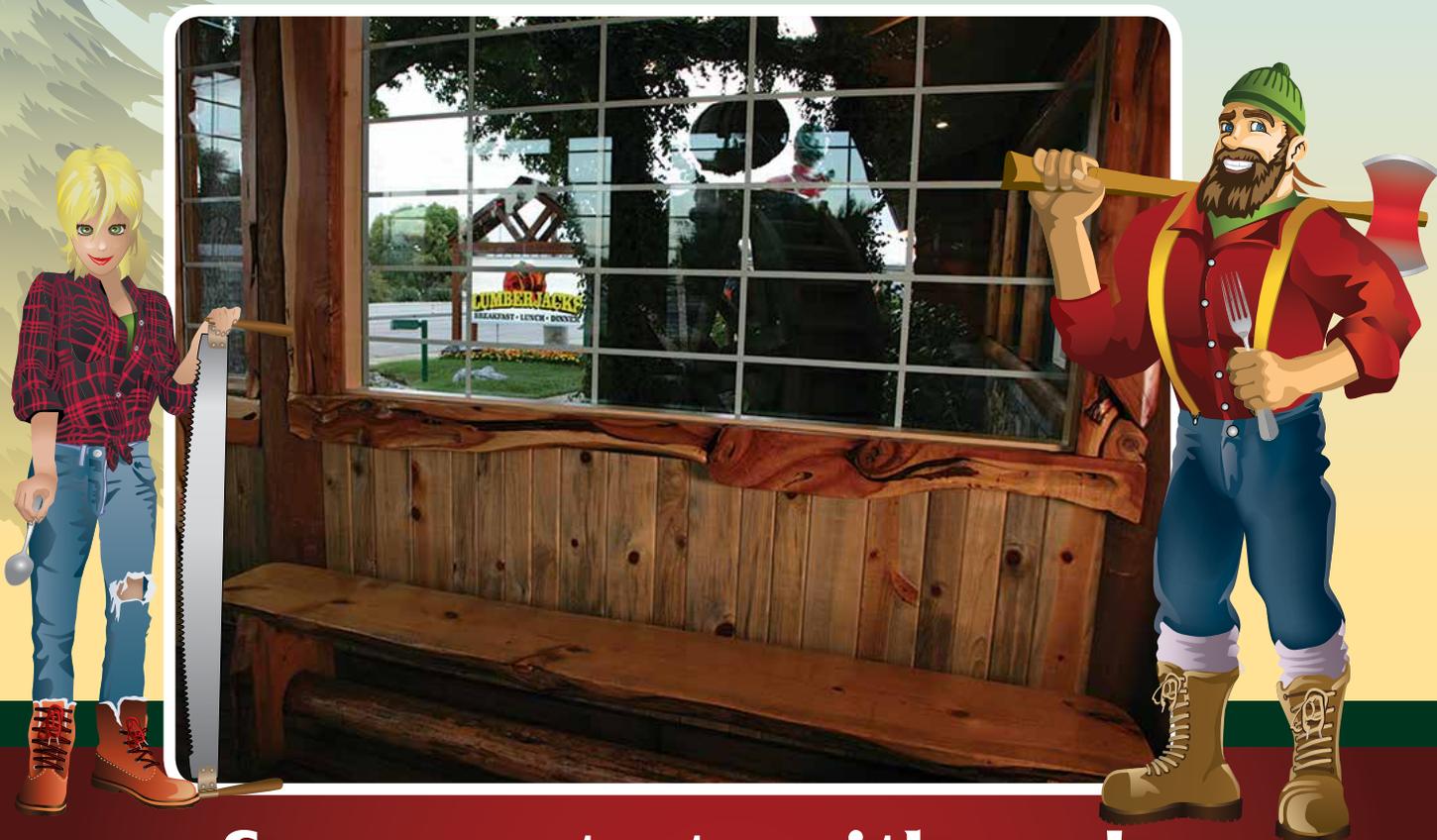
Just like purchasing a home for your family, the experience of owning your very own Lumberjacks Restaurant is one that you will cherish for years to come. However, there is much that must be done before your doors may open under the Lumberjacks sign. It takes a dedicated commitment of time, money, and effort to start and achieve a smooth running operation. We strongly believe with your commitment and our dedication to your success you should find this endeavor rewarding and quite equitable. But before getting started, here are few key financial points to consider:

Initial Franchise Fee is \$40,000

Royalties are calculated at 4% of gross sales

Total Investment Range is \$432,300 - \$1,320,700

Please note, investment range varies greatly from the lower costs of converting an existing building to the higher costs associated with building a brand new restaurant. Of course, the choice is yours and we will equally support you in both cases and those in between. It's to our mutual benefit to do so. After all, that is what family does - help each other!



Success starts with you!

Real Estate Requirement

Below are various options for a Lumberjacks Restaurant with space requirements between 3,000-5,500 square feet necessary to feed a high number of guests with Lumberjack-size appetites:

Option 1 - Free-standing building

Option 2 - End cap of shopping center; corner restaurant

Option 3 - Existing restaurant conversions

Let's Get Started

Success within Lumberjacks and specifically within its business model has been proven again and again because it all starts with selecting the right franchisees. Leaders with restaurant industry experience, customer-focused mindset, and team-driven philosophy are ideal candidates for the Lumberjacks franchise opportunity. We know these individuals are the right-fit for our brand. We believe it's those individuals that are crucial to the ongoing success of Lumberjacks Restaurants. Through a carefully tested selection process, we diligently review every application, searching for qualities that will help drive their success as a Lumberjacks franchisee.

So, to get the ball rolling we invite you to complete an online application and submit the information. You may do so at www.LumberjacksFranchise.com. Upon receipt you will be contacted by a Lumberjacks Franchise Development Representative who will work with you throughout the process, answering all your questions and providing the information necessary to make an informed decision.





Locations

NEW!

Lumberjacks Bakersfield • 2673 Mt. Vernon Ave • Bakersfield, CA 93306

Lumberjacks Redding
501 E Cypress Ave
Redding, CA 96002
(530) 223-2820

Lumberjacks Susanville
2795 Main Street
Susanville, California 96130
(530)-252-1115

Lumberjacks Willits
1740 S. Main Street
Willits, CA 95490
(707) 456-0300

Lumberjacks Yuba City
1025 Colusa Ave.
Yuba City, CA 95991
(530) 673-3270

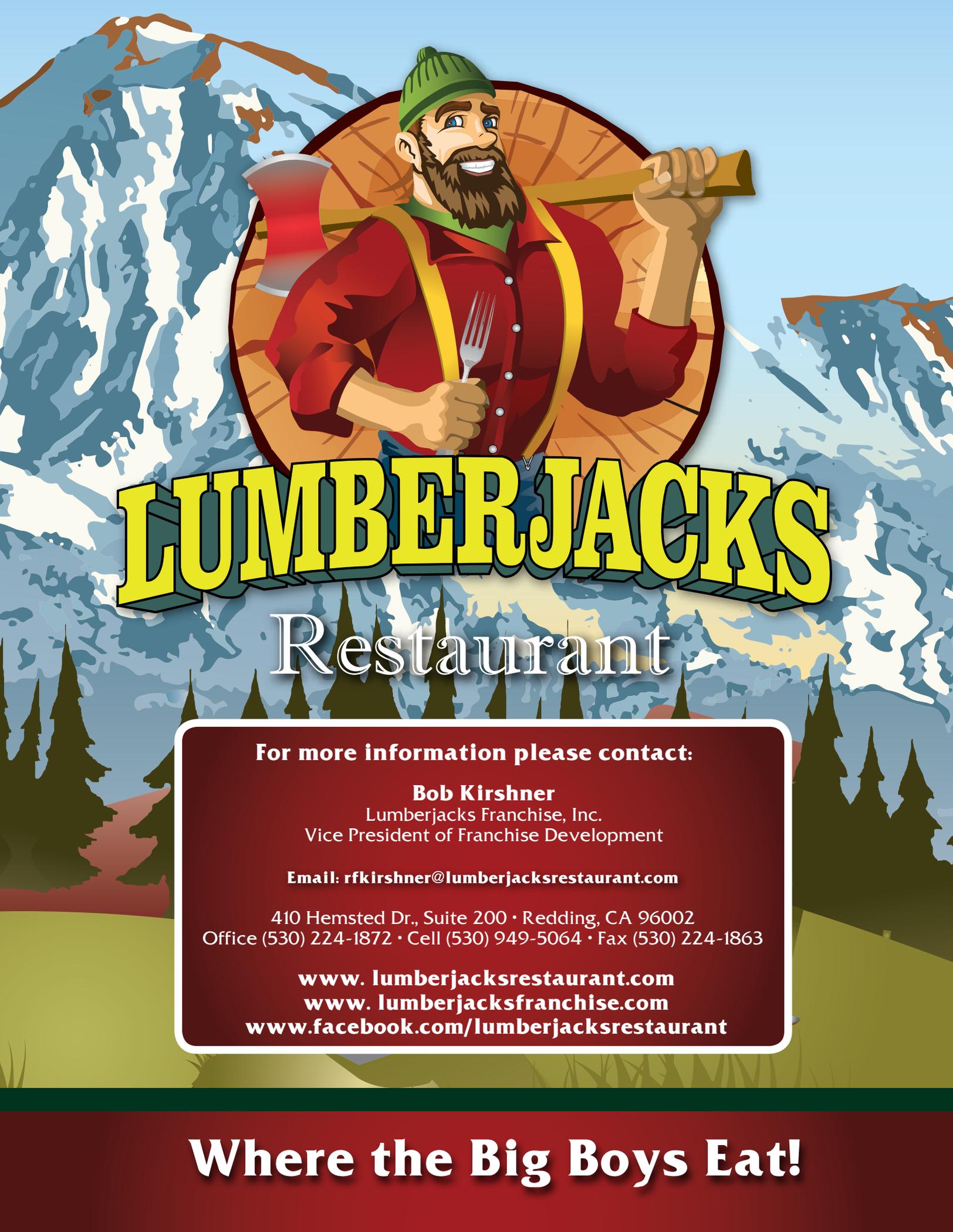
Lumberjacks Grass Valley
2075 Nevada City Highway
Grass Valley, CA 95945
(530) 477-8900

Lumberjacks Petaluma
732 E. Washington St.
Petaluma, CA 94952
(707) 762-4095

Lumberjacks Sacramento
5820 Madison Ave
Sacramento, CA 95841
(916) 349-984

Lumberjacks Stockton
3113 W. Benjamin Holt Dr.
Stockton, CA 95219
(209) 951-1988

Lumberjacks Las Vegas
965 W. Craig Road
Las Vegas, NV 89032
(702) 487-5007



LUMBERJACKS

Restaurant

For more information please contact:

Bob Kirshner

Lumberjacks Franchise, Inc.
Vice President of Franchise Development

Email: rfkirshner@lumberjacksrestaurant.com

410 Hemsted Dr., Suite 200 • Redding, CA 96002
Office (530) 224-1872 • Cell (530) 949-5064 • Fax (530) 224-1863

www.lumberjacksrestaurant.com
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