



Last Update August 25, 2009

Contact:

Name (s): **Todd Chusid (CEO) or Kim Perrotta (COO)**
Address: 446 Green Hill Lane, Suite 201 • Berwyn, PA 19312
Phone: (610) 716-5252
Fax: (610) 535-9396
Website: www.johnniesdoghouse.com
E-mail Address: franchise@jdoghouse.com

Referrals / Lead Process & Forms:

[Johnnie's Dog House 'Request for Consideration form'](#) (Effective: March 2009 / this form must be submitted in order to register your candidates)

[Johnnie's Dog House 'Potential Candidate Decision Timeline Overview'](#) (Effective: March 2009 / click on link to view / download)

Additional Information:

[Johnnie's Dog House 'Questions and Answers from the April 22, 2009 Webinar'](#) (Effective: April 22, 2009 / click on link to view / download)

[Johnnie's Dog House 'Talking Points' for the Business Alliance Affiliates](#) (Effective: March 2009)

[Johnnie's Dog House 'March 11, 2009 / Webinar presentation for BAI Affiliates- ONLY'](#) (Effective: March 11, 2009 / click on link to view / download the slides)

[Johnnie's Dog House 'March 11, 2009 / Webinar presentation to share with your candidates'](#) (Effective: March 11, 2009 / click on link to view / download the slides)

[Johnnie's Dog House 'Questions and Answers from the March 11, 2009 Webinar'](#) (Effective: March 11, 2009 / click on link to view / download)

[Johnnie's Dog House 'Chain Leader Magazine interview with Todd Chusid'](#) (Effective: March 11, 2009 / click on link to view / download)

Franchise Sales:

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: Yes

Description of Franchise:

Johnnie is passionate about three things; eating hot dogs, traveling, and being with friends and family. Based upon his life's passions, he offers his customers hot dogs (100% beef, vegetarian, or turkey) from his experiences of the tastes of different cities, cultures, and countries. The detail, research, and offering of each grilled hot dog is magnificent and delicious - **IT'S A MUST EAT!** And, it just doesn't stop with his Johnnie's Dog House delicious hot dogs. He offers the customer a variety of sausages, burgers, fries, onion rings, fried fish delights, and fresh soups. Of course, you must wash your meal down with one of his **MUST HAVES** which include unforgettable milkshakes, fresh squeezed lemonade, real brewed iced tea, and nostalgic ice cream floats. Because he grew up in the 1940's, he added that nostalgic décor to each restaurant location and his favorite vintage photographs from different generations of hot dog lovers.

Over the past few years, Johnnie's Dog House customers have enjoyed the best hot dogs brought to them from around the world, and a variety of menu selections of [The Foods You Crave](#). Their food, coupled with a comfortable-nostalgic atmosphere, has made Johnnie's Dog House a destination restaurant for friends and families of all ages.

The Johnnie's Dog House franchise offers multiple business formats that compete in the booming fast-casual restaurant business, both locally and nationally. The Fast-Casual Restaurant is a natural fit for Residential Business Districts, Town and Lifestyle Centers, Beach and Shore Communities, and College Campuses. This business format offers franchisees multiple channels of revenue which include dine-in/carry-out, catering, and special events at each of their locations. The Express Solution offers the style and selection of the Johnnie's Dog House brand on a smaller scale while capable of satisfying large crowds anywhere. The Express Solution is well suited to locations such as Airports, Malls, Transportation Centers, Casinos, and Big Box Retailers.

Background:

Year Established: March, 2004
Year First Franchised: December, 2007
Franchised Units: 25 (open and or under development)
Company Owned Units: 0
Projected New Units (12 months):150 (Inclusive of AD and Master Agreements)

States/Countries Registered In:

Focused Market Strategy

Tier 1 Focused Market

New York, Connecticut, New Jersey, Pennsylvania, Delaware, Maryland – Including the District of Columbia (Deferred Fee State), Ohio, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida and Washington

Tier 2 Focused Markets

Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Texas and Oregon

States, from which Broker Referrals **ARE NOT** being accepted: California, Hawaii, Illinois, Indiana, Minnesota North Dakota, Rhode Island, South Dakota and Wisconsin

Availability in Canada: Masters / Area Developer - No

Financial/Terms:

Cash Investment: - Kiosk: \$82,600 - \$148,750 / Restaurant: \$151,200 - \$355,750

Total Investment: - See FDD for Concept types and investment ranges.

Minimum Net Worth: 300k Plus

Franchise Fee: \$25K

Discounts: VetFran, Women, Minorities? VetFran

VetFran Program Participant: Yes

Royalty: 6% of Gross Sales – Fast Casual/QSR - \$975.00 per Month for Express Solutions

Ad: 1.5% When National or Regional Cooperatives are established however equivalent must be spent locally.

Average # of Employees: 14-20 per location – 2 to 8 per shift dependent upon volume

Passive Ownership Allowed: Yes, providing Franchisee designates an operations executive)

Earnings Claims: Currently No but considering for FDD update

International Expansion:

International Opportunities: Currently NO but preparing for latter portion of 2009

Countries, outside of United States, where the concept is currently available or plans to expand: N/A

Single Unit Availability: N/A

Multiple Unit Availability: N/A

Area Development or Master Availability: N/A

Cash Investment: N/A

Total Investment: N/A

Support & Training Provided:

Financial Assistance Provided: Third Party Resources Available

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes – Letter of Intent

Co-operative Advertising: to be established

Training:

Comprehensive pre-open, open, and post open training as well as ongoing training. Combination of “Classroom” and In-Store hands on training.

[Back to Franchisor Listings](#)