



**"NEW" Franchise Partner / Effective: October 14, 2009**

### **Contact:**

Name (s): **Tanya Mareno / V.P. of Franchise Sales and Development**  
Address: 1425 Ellsworth Industrial Road, Suite 38, Atlanta, GA 30318  
Phone: 504.813.0064  
Fax: 404.856.4980  
Website: [www.shanesribshack.com](http://www.shanesribshack.com)  
E-mail Address: [tmareno@petrusbrands.com](mailto:tmareno@petrusbrands.com)

### **Referrals / Lead Process:**

**ALL** Business Alliance Affiliates referrals must register by submitting the ['BAI Abbreviated Questionnaire'](#) (Effective: October 2009 / click on the link to view / download the form for submission)

### **Additional Information:**

[Petrus Brands 'Shane's Rib Shack – Registered States'](#) (Effective: October 2009 / Click on the link to view / download the document)

### **Franchise Sales:**

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

### **Description of Franchise:**

Born in rural McDonough, Georgia, Shane's Rib Shack brings a true backyard atmosphere and darn-good BBQ to cities and town throughout the country. Every Shane's Rib Shack is run the same way-as a family, for families or anyone else hungry for the taste of home-grown BBQ. With mouthwatering flavors and a menu of BBQ-themed choices, Shane's Rib Shack is cooking-up a name for itself all across the country. Shane's Rib Shack features all of the favorites: baby back ribs, pork sandwiches, BBQ chicken, chicken tenders, southern sides and desserts, plus a whole lot more. The portions are always generous and come slathered in Big Dad's (that's Shane's grandfather) generations-old secret sauce.

### **Background:**

Year Established: 2002  
Year First Franchised: 2005  
Franchised Units: 73 opened  
Company Owned Units: 2  
Projected New Units (12 months): 14 units  
States/Countries Registered In: See attached report: [Petrus Brands 'Shane's Rib Shack – Registered States'](#) (Effective: October 2009 / Click on the link to view / download the document)  
Availability in Canada: Masters  
States, from which Broker Referrals are being accepted: ALL

### **Financial/Terms:**

Cash Investment: \$100,000  
Total Investment: \$403,100-\$690,500  
Minimum Net Worth: \$500,000  
Franchise Fee: \$30,000  
Discounts: N/A  
VetFran Program Participant: No  
Royalty: 5%  
Ad: 2%  
Average # of Employees: 10  
Passive Ownership Allowed: No  
Earnings Claims: No

### **International Expansion:**

International Opportunities: Yes

Countries, outside of United States, where the concept is currently available or plans to expand: Open – please inquire

Single Unit Availability: No

Multiple Unit Availability: Yes

Area Development or Master Availability: Yes

Cash Investment: Depends on size of territory.

Total Investment: Depends on size of territory.

### **Support & Training Provided:**

Financial Assistance Provided: Yes-3rd Party

Site Selection Assistance: Yes-3rd Party

Lease Negotiation Assistance: Yes- Workletter

Co-operative Advertising: Yes

#### **Training:**

Comprehensive 10 days in store and classroom training.

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