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Contact:

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ALL LEADS BEING PRESENTED TO WOW MUST FILL OUT THE [‘WOW CAFÉ & WINGERY REGISTRATION FORM’](#) (Click on link to download – Effective: May 2008)

Franchise Sales:

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

Description of Franchise:

WOW Café and Wingery is a fun, sport and family-oriented casual dining restaurant featuring our 17 award-winning proprietary sauces and an extraordinarily unique dining environment of any restaurant concept in the market. WOW Café and Wingery, with a unique New Orleans flare, serves whole-breast chicken tenders, chicken wings, wraps, oversized salads, chicken & shrimp dishes (including rice bowls and platters), Texas toast burgers, and Southwest items including: soup, chips & salsa, nachos, quesadillas and fajitas. The menu also features a variety of trademarked specialty drink items including: Mexican Martini, Polynesian, WOW Hurricane, Chalmation and WOW Rita. WOW Café & Wingery’s in-store dining experience is like no other. Customers are surrounded by large flat-screen TVs displaying on-going sporting events, movies, news and cartoons..... all at the same time. WOW Café attracts young professionals, the avid sports enthusiast and families with children. Founded in December, 2001 in Covington, Louisiana, Paul Ballard had a dream for a restaurant that would appeal to a broad segment of the casual dining market. He put together a team that he could count on: his brothers, Scott and Steven. With hard work, vision, practical experience and commitment to customer service, the Ballard brothers developed WOW Café and Wingery. Together, they put their idea into a plan of action, through extensive research of industry and market trends. They drew on their background as successful franchise owners of two different food service companies. With the advice of experts, they created a menu targeting families and young professionals. Award-winning chef George Rhode, IV, from the kitchen of New Orleans’ own Chef Paul Prudhomme, personally created the recipes for WOW Café’s proprietary sauces and spices that have captivated restaurant-goers in the Greater New Orleans area.

Background:

Year Established: 2001
Year First Franchised: 2002
Franchised Units: 44
Company Owned Units: 0
Projected New Units (12 months): 30
States/Countries Registered In: Please see explanation below.
Availability in Canada:
Master/Area Developer: Yes (Trade mark applications are pending)

States, Countries or Geographical Areas from which Broker Referrals **ARE NOT** being accepted:

- Maryland (registration is currently pending)
- Hawaii (FDD will be submitted by 7/1/08))
- Washington (FDD will be submitted by 7/1/08)
- We currently do not have interest in the following registration states. However, if Business Alliance has a franchisee or master/area developer who has an interest in these states, we will consider registration: **MI, ND, OR, RI, SD**

Financial/Terms:

Cash Investment (depending on model chosen): \$46k – \$146k
Total Investment (depending on model chosen): \$230k – \$730k
Franchise Fee: \$35k
Discounts: VetFran, Women, Minorities: Vetfran & Minorities
VetFran Program Participant: Yes
Royalty: 5%
Ad: 1% up to 2% max
Average # of Employees: 15-50
Where in corporate or per franchise location? Per franchise location, depending on type and size of model chosen
Passive Ownership Allowed: Yes, with certain criteria being met
Earnings Claim: No

Support & Training Provided:

Financial Assistance Provided: No
Site Selection Assistance: Yes
Lease Negotiation Assistance: Yes
Co-operative Advertising: Yes

Training:

Two weeks of training is required at the Covington, Louisiana corporate office. This training alternates between classroom-style review of the manuals and business operations and hands-on training at the WOW restaurant located in Covington, Louisiana. In addition, two weeks of training with WOW's Operations Consultants is held at the Franchisee's location.

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