



home frite

*fries & friends*

***Franchise Brochure***

# Welcome, Prospective Partners!

We are Ian and Crystal, co-founders of Home Frite, and we are thrilled to introduce you to our new franchise system! Make no mistake, our success is the product of lots of hard work, and driven by a burning passion for serving up great food.

We know America's favorite foods include cheeseburgers, fried chicken, hot dogs and milkshakes and that is exactly why we have added them to our menu. We also know that they pair perfectly with thick-cut French fries, our signature menu item.

The choice to concentrate on just a few high-quality dishes full of fresh ingredients and superior tastiness soon earned us a massive following in our Brooklyn community. Even as other businesses around us were forced to downsize, our stand-out menu – powered by our flagship fries – has enabled us to thrive.

In short: We love what we do. We think you'll love it, too. Thanks for considering us as part of your next business venture. We can't wait to see where it takes you.

—— Ian & Crystal



# About Us

Home Frite is the only gourmet burger concept for the French fry fanatic. Founded in 2013, we got our start at a popular outdoor food festival. Our iconic cone of fries paired with homemade sauces drew big lines of customers from open to close. We quickly became a market favorite and were invited to sell at other locations including food halls, private events and music festivals.

After several years of successful seasonal pop-up markets, we decided it was time to open our own brick and mortar restaurant. Our goal was to create an upscale version of a diner and provide a taste of affordable luxury where everyone feels welcome. With competitive pricing and well made classics, we have made a name for ourselves in the community.



# Meet the Founders



## **Ian Vernon - Founder**

Ian found himself bored with his 9-5 office job and dreamed of doing something that would satisfy his passion for food. He settled on a French fry concept after considering broad market appeal and good product margins. He began to develop the brand and recipes and applied to the market that sparked Home Frite's fire. With diverse experience from restaurants to project manager and an eye for design, he turned his dream into a reality.

## **Crystal Lingle - Co-Founder**

Crystal grew up in the restaurant industry. With over 20 years of experience in everything from fast food to fine dining and a degree in hospitality management, Ian didn't hesitate to reach out to her. Close friends and neighbors, they began to spend countless hours testing and planning how to bring Home Frite to life. After proving herself valuable and learning their work dynamics, they decided to become partners and build this dream together.



# Home Frite Experience

## Our Mission

To thoughtfully expand our reach and consistently provide delicious comfort foods that are best when shared.



**better  
with  
friends!**

## Our Values

- ✦ Integrity - commit to doing things the right way and to always improving the customer experience.
- ✦ Inclusivity - Hire compassionate local team members with a giving mindset (willingness to please) and make quality food available to all people in the community and beyond.
- ✦ Generosity/Being Kind - take care of our team, make sure everyone shares in our success.

# Brand Attributes

## ✦ Voice and Tone

Light hearted, enthusiastic, familiar and friendly

## ✦ Vibe

Hip, approachable, premium



As Featured In

As Featured In

the village VOICE

Osaka  
FOOD  
LAB

dna info

FOX  
& friends

RACHAEL

**“The 10 Best Burgers in Brooklyn”  
- devour 2022**

 devour

# Our Food

We have a lip-smacking lineup of burgers, dogs, fried chicken, salads and hand dipped milkshakes that fills our tempting menu. Meaning, you can feel confident our meals will appeal to a variety of appetites and tastes.



## Our Fries

We serve up big fat fries, perfect for indulging in our delicious homemade sauce. Truffle fries with lemon garlic aioli is a house favorite.

*... And so much more!*



# What Are People Saying?



Perfect combination of crunchy on the outside and tasty on the inside.

— Lucas S.

"Mmm the sauce is so herbaceous"

— Rachel Rays

"These fries are better than sex with Ryan Gosling."

— Bethany Frankel, skinny girl  
— vodka real housewives



"Delicious! The best fries in Brooklyn for sure!"

— Walter W.

"The best burger in Brooklyn, the truffle burger with extra bacon is amazing, the truffle fries and the chili fries are delicious...very recommended place, will never regret it."

— Carlos M.



# ***How We Support You***

When you franchise with Home Frite, you get a full partner right from the start – along with access to a comprehensive, proven concept business model. Our in house materials are all crafted by franchise industry veterans with your continued success in mind.

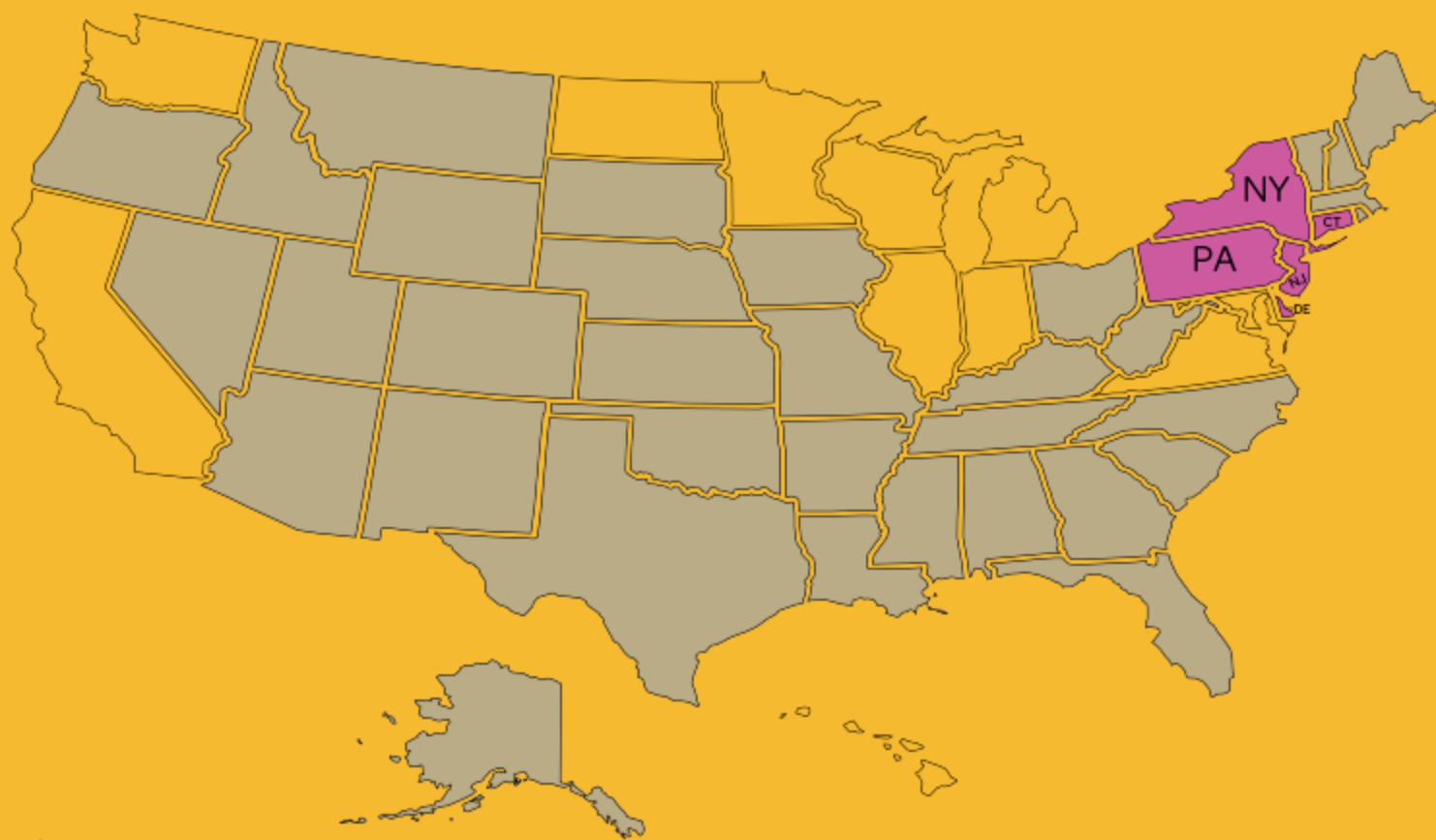
Our fine-tuned methods for prep and delivery are backed by the latest in POS and self-ordering automation. As such, our franchisees all have access to fast, accurate solutions that can help facilitate streamlined operations and faster growth.




## ***A taste of what we can offer you:***

- Technology Enabled Systems designed for QSR.
- Classroom and on the job training for you and your management team. We will be with you prior to opening, making sure your team is ready to sell!
- We work with the nation's leading AI real estate firm to provide comprehensive reports designed to help you find the perfect location.
- Model Blueprints, Restaurant design and build-out guidance.
- Detailed manuals for ease of operations.
- Ongoing support from our team including site visits.
- Promotional materials and marketing guidance starting with your Grand Opening.
- On call for questions with an open line of communication.



# Available Territories



-  Available now
-  Available in the near future (call to inquire)
-  Not available

*it's time to go big, go bold!*  
*it's time to go big, go bold!*  
*it's time to go big, go bold!*  
*it's time to go big,*  
*it's time to go big,*  
*it's time to go big,*



# Who We Are Looking For

We are looking for people with proven leadership experience that show enthusiasm for our brand. We ask for a willingness to follow our systems to ensure consistency day in and day out. We believe in our values and ask for help in your store to create a company culture that nurtures and grows from within.

**We want someone ready to take their next step in life**



## Where We Go From Here



- 1 Fill out "Inquiry Form" at [homefritefranchising.com](http://homefritefranchising.com)
- 2 Prequalification Call
- 3 Receive and review FDD
- 4 Executive Meeting/Calls
- 5 Submit Franchise Application
- 6 Application Review and Qualification
- 7 Sign Franchise Agreement and Become Part of the Home Frite Franchise Family!

# Investment Opportunity

**\$3.57 Million\*** 2022 sales of our company store

**\$125K**

Minimum Liquid Capital

**\$349K - \$503K**

Estimated Initial Investment

**\$35K**

Franchise Fee



\*As disclosed in Item 19 of our Franchise Disclosure Document

# **Join us today. Welcome Home !!**



## **Disclaimer**

The information in this brochure is for information purposes only and is not intended as an offer to sell a franchise or a solicitation of an offer to buy a franchise. The offering of a franchise can only be made through a prospectus in the form of a Franchise Disclosure Document.

In the states of California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and/or disclosure requirements.

In the state of New York, the offering of a franchise can be made only by a prospectus that has been previously filed and registered with the Department of Law of the State of New York. The application for registration of an offering prospectus or the acceptance and filing thereof by the Department of Law does not constitute approval of the offering or the sale of a franchise by the Department of Law or the Attorney General of the State of New York.

[www.homefritefranchising.com](http://www.homefritefranchising.com)