



ROOSTER & RICE

THE NEXT BIG RESTAURANT BRAND





VISION

- Rooster & Rice is on a mission to offer the best chicken-and-rice dishes in the country, using only the finest and freshest ingredients, and to make its signature Khao Mun Gai a household name.
- With the help of Aroi Hospitality Group, a restaurant investment group whose team includes two of the founders of Caviar, Rooster & Rice has expanded to include 10 locations across the San Francisco area.
- Offering a flexible business model and a crave-worthy menu, the brand is well-positioned for continued growth in markets across the United States.





PRODUCT

- Rooster & Rice's streamlined, chef-driven and simple-to-execute menu has been carefully engineered for large-scale success.
- Customers are drawn to the no-frills, delicious dishes made right, but simple doesn't mean bland and it certainly doesn't mean playing it safe.
- The Rooster & Rice fan-favorite Thai chicken-and-rice dish is made four different ways, based on trusted family recipes, allowing chefs to execute each dish to perfection and lowering operational costs.
- Rooster & Rice offers fresh, healthy, made-from-scratch meals that resonate with customers. In 2019, Asian quick-serve concepts only represented 11% of the total quick-serve market, providing ample opportunities for the brand to grow within this popular segment.



LEADERSHIP

Rooster & Rice boasts an experienced roster of industry professionals, all of whom are helping to propel the brand forward toward continued growth.



Bryan Lew
Founder



Tommy Charoen
Chef/Founder



Min Park
CFO and Lead
Investor of Aroi
Hospitality Group



Gary Occhiogrosso
Managing Partner
at Franchise
Growth Solutions



COSTS

Rooster & Rice is looking for its next generation of franchisees. Are you ready to take on its mission?

- Estimated Initial Investment: \$325,100 - \$467,500
- Liquid Capital: \$100,000
- Franchise Fee: \$35,000

Third party financing and site selection assistance are available.



GROWTH PLAN

- Currently, the brand is projected to open five franchise locations by the end of 2022.
- Rooster & Rice has identified California and Texas, as top markets for growth over the next few years, specifically
 - Los Angeles
 - San Diego
 - Houston
 - Austin





IDEAL CANDIDATE

- The ideal candidate should have \$100,000 in liquid funds and a passion for simple, clean food executed to perfection.
- Previous restaurant experience is preferred but not required.
- Potential candidates should embrace sustainable restaurant practices and value community involvement.
- Welcoming and respectful attitude required.



NEXT STEPS

- **STEP 1** Inquiry Submitted
- **STEP 2** Pre-Qualification Calls
- **STEP 3** Executive Call
- **STEP 4** FDD Review
- **STEP 5** Application Submitted
- **STEP 6** Agreement Executed
- **STEP 7** Grand Opening





ROOSTER & RICE

THANK YOU!

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ROOSTER & RICE
KHAO MUN GAI

—thai chicken rice—
POACHED, ORGANIC CHICKEN OVER FRAGRANT CHICKEN RICE, GARNISHED w/ CUCUMBER & CILANTRO. SERVED w/A FRESH CHILI, GINGER, GARLIC & SOYBEAN SAUCE & SIDE OF CHICKEN BROTH.

1. "THE ORIGINAL"	12.95
<i>BREAST & THIGH w/ SKIN, JASMINE CHICKEN RICE</i>	
2. "THE MARINA"	13.95
<i>BREAST, SKINLESS, ORGANIC BROWN RICE</i>	
3. "THE VEGETARIAN"	9.95
<i>ORGANIC TOFU, BROWN RICE & SEASONAL VEGGIES</i>	
4. "THE RICELESS"	13.45
<i>BREAST & THIGH w/ SEASONAL VEGGIES</i>	
5. "THE CUTLET"	12.95
<i>PANKO CRUST THIGH, JASMINE CHICKEN RICE & VEGGIES</i>	

EXTRAS	
CHICKEN	4.00
RICE	2.00
BROTH	2.00
SAUCE	1.00
EGG	2.00
VEGGIES	2.00
NA DRINKS	3.50

