



# Restaurant Ownership License Opportunity

**Voted Best  
Wings in  
Georgia and  
top Wings in  
USA by  
THRILLIST  
Food and  
Drink**



J.R. Crickets Enterprises, Inc.  
[www.jrcrickets.com](http://www.jrcrickets.com)



# Taking the first step...

- Thank you for your interest in becoming a J.R. Crickets Enterprises, Inc. Licensee. You are one step closer to owning your own J.R. Crickets restaurant.
- J.R. Crickets proven success model will help you become a successful restaurant owner and we will guide you through each step of restaurant ownership.
- No Franchise Fees means greater profitability and control of your money! **You pay a one time initial License Fee and a nominal Monthly License Fee.**

***Entrepreneurial + Drive = Success***



# A little about us...

- 1982... The Original J.R. Crickets opened on Spring St. in Midtown Atlanta offering pizza, subs and a curious new thing in Atlanta... **Buffalo Chicken Wings**.
- 1985... J.R. Crickets became known as the “go to” spot for Buffalo Wings and began expanding to other locations throughout Atlanta.
- 2013... In December 2013, The Original J.R. Crickets was destroyed by fire but quickly re-opened 6 months later 3 blocks from the Spring Street location.

**With multiple locations and the best wings in the Southeast, the J.R. Crickets brand has become a fast growing restaurant concept.**



# 38 years and growing....



- We're growing in every state and are looking for:
  - ▣ Ambitious, motivated, self-starters and business minded people to continue the growth and the success of the J. R. Crickets brand
  - ▣ If you enjoy a fast paced, team oriented and profitable environment then opening a J.R. Crickets restaurant is for you.

# Blueprint for your Success...



## We offer:

- A proven successful restaurant business model
- Market flexibility- open in any state
- Real estate support
- Menu flexibility
- Comprehensive pre and post opening training & well structured employee handbook
- Restaurant operation and p/l support to maximize profits and to get you up and running
- Discount & rebate programs with food and beverage distributors

**Proven Model + Great Food = Your Success**

**GREAT FOOD  
GREAT FUN  
GREAT PEOPLE**

- Fresh, never frozen wings
- Proprietary original wing sauce and seasonings
- Homemade dressings and sauces
- Full Service or Take Out options
- Catering Service opportunities

**J.R. CRICKETS**  
THE ORIGINAL

Since 1982  
[www.jrcrickets.com](http://www.jrcrickets.com)

# Are you Ready...



1. Complete on-line application at [www.jrcrickets.com](http://www.jrcrickets.com)
2. J.R. Crickets Enterprises, Inc. representative will review and contact you
3. Submit financial documents (credit report, financial statement, availability of funds)
4. Sign J.R. Crickets Enterprises, Inc. Engagement Letter
5. Identify new location and sign real estate lease
6. Sign J.R. Crickets Enterprises, Inc. License Agreement
7. Undergo mandatory pre & post opening training & receive guidance by J.R. Crickets Enterprises, Inc. management
8. Store Opening





# What are the Requirements...

## Candidates must meet the following requirements:

- Financial
- Location
- Operation

**Restaurant ownership is a significant investment.**

**Strong financials, great location and the desire to personally operate are the keys to success.**

**TASTY  
OPPORTUNITIES  
FOR SUCCESS**

**4 EASY STEPS TO  
OWN YOUR J.R. CRICKETS**

- 1) License Approval
- 2) Site Selection
- 3) Training
- 4) Open

**It's  
Simple!**



Coming Soon...Your Own J.R. Crickets!  
[www.jrcrickets.com](http://www.jrcrickets.com)



# Financial Requirements...

## Minimum Candidate Qualifications include:

- Required Liquid Assets: \$75,000 minimum (restaurant start up fees, lending and landlord considerations and requirements)
- Required Financial Documents: (Credit Report, Financial Statement and Proof of Liquid Assets) (cash, lines of credit etc.)
- No more than 70% of start-up costs can be financed
- Partnership agreement is required for more than one partner with the Licensee as an equity partner of a least 51%





# Location Requirements...

- Location and size approved by Management
- Excellent visibility and signage
- Excellent ingress/egress
- Sufficient parking
- Potential for alcohol sales
- Ideal locations- close to businesses, retail corridors, universities, healthcare, malls, power centers, late night traffic, etc.

***J.R. Crickets Enterprises, Inc. offers  
In-house Real Estate Support***



# Operation Requirements...

- Mandatory comprehensive training prior to restaurant opening for Licensee and key staff
- Serve Safe Certified and Bartending Training
- Full time qualified manager experienced in casual dining to include alcohol
- Minimum 8 employees for 1400 SF; 15 employees for 3000 SF restaurant; 20 employees for 5000 SF restaurant

***All mandatory training must be completed prior to opening***



# J.R. Crickets vs Franchise Model

- Monthly Franchise Fees can cost you.....7-12% of Gross Sales
- JRC Monthly Fees are a Flat Fee based on Square Footage NOT Gross Sales

Typical Monthly Sales	Franchise Monthly Fees	JRC Monthly Fees
<ul style="list-style-type: none"><li>• \$35,000</li><li>• \$60,000</li><li>• \$75,000</li><li>• \$100,000</li></ul>	<ul style="list-style-type: none"><li>• \$3,500</li><li>• \$6,000</li><li>• \$7,500</li><li>• \$10,000</li></ul>	<ul style="list-style-type: none"><li>• \$775-\$1575</li><li>• \$775-\$1575</li><li>• \$775-\$1575</li><li>• \$775-\$1575</li></ul>

SAVING THOUSAND OF DOLLARS YIELDS GREATER PROFITABILITY

# How much does it cost...



## **Crickets Jr. “To Go” Concept- up to 1,000 SF**

- ❑ Initial License Fee: \$12,000 (\$15,000 if selling alcohol)
- ❑ Estimated cost to open in a previous restaurant space \$50,000
- ❑ Monthly License Fee: \$775 (\$875 if selling alcohol)
- ❑ Ideal locations: Convenient stores, adjacent to gas stations, food courts, small strip centers.

## **Small Full Restaurant: 1,001 – 1,650 SF**

- ❑ Initial License Fee: \$17,500
- ❑ Estimated cost to open in a previous restaurant space \$75,000
- ❑ Monthly License Fee : \$975



# How much does it cost...

## **Medium Full Service Restaurant: 1651-3000 SF**

- Initial License Fee: \$25,000
- Estimated cost to open in a previous restaurant space \$125,000
- Monthly License Fee : \$1175

## **Large Full Service Restaurant: 3001-5000 SF**

- Initial License Fee: \$29,500
- Estimated cost to open in a previous restaurant space \$175,000
- Monthly License Fee : \$1,575

***Monthly license fee increases \$100 per year  
throughout term of the License Agreement (subject to change)***



# What are typical start up cost..

- J.R. Crickets Enterprises, Inc. License Fee
- Real Estate Lease 1<sup>st</sup> month and Deposit
- Business Administration/Servsafe/Bartending training
- State, County & City Permits and Licenses
- Local and State Alcohol License
- Building Renovations
- Kitchen Equipment/Small wares
- Dining Furniture/Office Furniture
- Food/Beverage/Paper Products
- Security Systems/TV/POS Systems/Website/Signage
- Insurance and Utility Deposits





# When is the License Fee due...

- \$2500 due upon signing the Engagement Letter
- **License Fee Balance**
  - ▣ First half of balance due 60 days after the signing of the Engagement Letter
  - ▣ Second half of balance due at the signing of the J.R. Crickets License Agreement
- **Monthly License Fee Security Deposit**
  - ▣ Due at the signing of the J.R. Crickets License Agreement
- **Monthly License Fee**
  - ▣ Due 1 month after restaurant opening **OR** 3 months after Real Estate Lease is signed whichever comes first.
- **Travel Expenses**
  - ▣ Licensee to pay up front travel fees for travel outside of Georgia

***All fees are Non refundable***

# What do I get as a Licensee....



- The right to own and operate a J.R. Crickets Restaurant, (an established, successful and recognized brand), national accounts and discounts and use of famous wing sauce while under the License Agreement.
- Pre and Post Opening Training
- Ongoing guidance and support while a Licensee from J.R. Crickets Enterprises, Inc.

# Pre and Post Opening Training...



**Mandatory minimum 120 training hours for Licensee and key staff (cooks, managers etc.)**

- **Phase 1 Training:** 60 hours required by Licensee beginning 60 days after signing the Engagement Letter.
- **Phase 2 Training:** 60 hours required by Licensee and key staff no later than 1 month after signing License Agreement
- **Phase 3 Training:** J.R. Crickets Enterprises Inc. Management will train with License at new location for 1 week upon opening.

***New locations will NOT open until Phase 1 and Phase 2 training have been completed...no exceptions***

# What including in training...



## **J.R. Crickets Enterprises, Inc. Start up and on-going training will include:**

- ❑ Comprehensive Pre-opening Assistance and Restaurant Opening Training
- ❑ Preparation of all J.R. Crickets Menu Items
- ❑ Quality and Food Control- Menu Specifications
- ❑ Beverage and Inventory Management
- ❑ Management Tools, Systems and Routines
- ❑ Cleanliness, Organization and Sanitation Standards
- ❑ Execution of Opening and Closing Management Functions

# We want you opened...



**JRCE offers guidance and support to get you opened fast. We offer guidance and support in:**

- ❑ Development of a Business Plan/Lending Options
- ❑ Site Selection and Lease Negotiations
- ❑ Reviewing Restaurant Design and Layouts
- ❑ Providing Standard Equipment List with Spec sheet to include kitchen layout
- ❑ Obtaining Local & State Licenses and Permits
- ❑ Providing Operational and Management Tools
- ❑ Providing List of Equipment Vendors with Financing
- ❑ Schedule Visits from the Founder/Management



# Real Estate Support ...

- J.R. Crickets Enterprises, Inc. in house real estate support can quickly locate and lease up new restaurant locations that meet your needs and management requirements.

## **Benefits include:**

- ▣ Familiarity with site and space specifications for J.R. Crickets restaurants.
- ▣ Ability to quickly and efficiently identify and evaluate space and handle all aspects of lease negotiations saving you time, money and getting you opened quickly.





# Real Estate Support...

## Real Estate Support includes:

- Exclusive Tenant/Broker Representation
  - ▣ Site Identification/Visits/Walk-thru/review of Existing Equipment
  - ▣ Gather/analyze financials required for application and lease up
  - ▣ Negotiate lease terms
  - ▣ Service is optional but free.

***Upon signing the Engagement Letter, Licensee remits a \$500 retainer fee and fee is refundable at lease execution***



# When can I open....

Most new restaurants can open in approximately 6 months

## Timeline

- Signing J.R Crickets Engagement letter
- Financing/Site Identification 1-2 months
- Signing Real Estate Lease 2 weeks
- Execute J.R. Crickets License Agreement 2 weeks
- Secure Permits/Build-out 2-3 months
- Opening



# Contact...

For additional information in owning a J.R. Crickets restaurant please contact:

Charita Gray

License Manager

404-456-9005

[charita@jrckickets.com](mailto:charita@jrckickets.com)

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

