

FRANCHISE GUIDE



**BAO
BROTHERS**



Welcome

We aim to partner with the best franchisees who believe in our values, share our passion for food, culture and people.

Our franchisees have exceptional leadership and communication skills and are not afraid of hard work and understand the effort involved in building a world class franchise system.

They need to possess, a hunger for success and an unwavering belief that we are creating the best fast casual brand.



Nathan Martin

David Griffin

THE BAO BROTHERS

NATHAN MARTIN

FOUNDER / DIRECTOR

Nathan is a passionate Foodie who grew up in the Hunter Valley wine Region of NSW, and attended the University of Newcastle Bachelor of Information Science. Nathan has 10 years in procurement in the construction industry and information systems.

After many travel adventures, taking inspiration from the United State and South East Asia Bao Brothers was born in 2015 with Brother in law Chef David Griffin.

DAVID GRIFFIN

FOUNDER / DIRECTOR

Dave is a qualified chef and passionate foodie who grew up working in Newcastle and the Hunter region in a range of different venues from fine dining to large scale events and catering. He later then moved to Darwin and developed a love for south east asian flavour, markets and street food.

Nathan and Dave both share a passion for food, traveling, eating out, hospitality, discovering new things and most importantly eating deliciousness.

What is Bao Brothers?

What is a Bao, translates to Chinese steamed bread with a filling of meat or vegetables.

At Bao Brothers we have a philosophy of delicious, with punch-in-yourface flavour combos and a unique experience that will keep you coming back for more, we are committed to providing food that is fast, fresh, tasty and innovative.

We like to say we are not fast food, we are good food fast.

The only F we give is Flavour !



Our Values

ITS ABOUT THE FOOD

We are all about the food, since day dot. Our food is carefully crafted with love, backed by innovative chef-inspired techniques and creativity.

WOW WITH EVERY BAO

We do everything with a friendly smile, creating moments to be remembered, whilst building lasting customer relationships along the way.

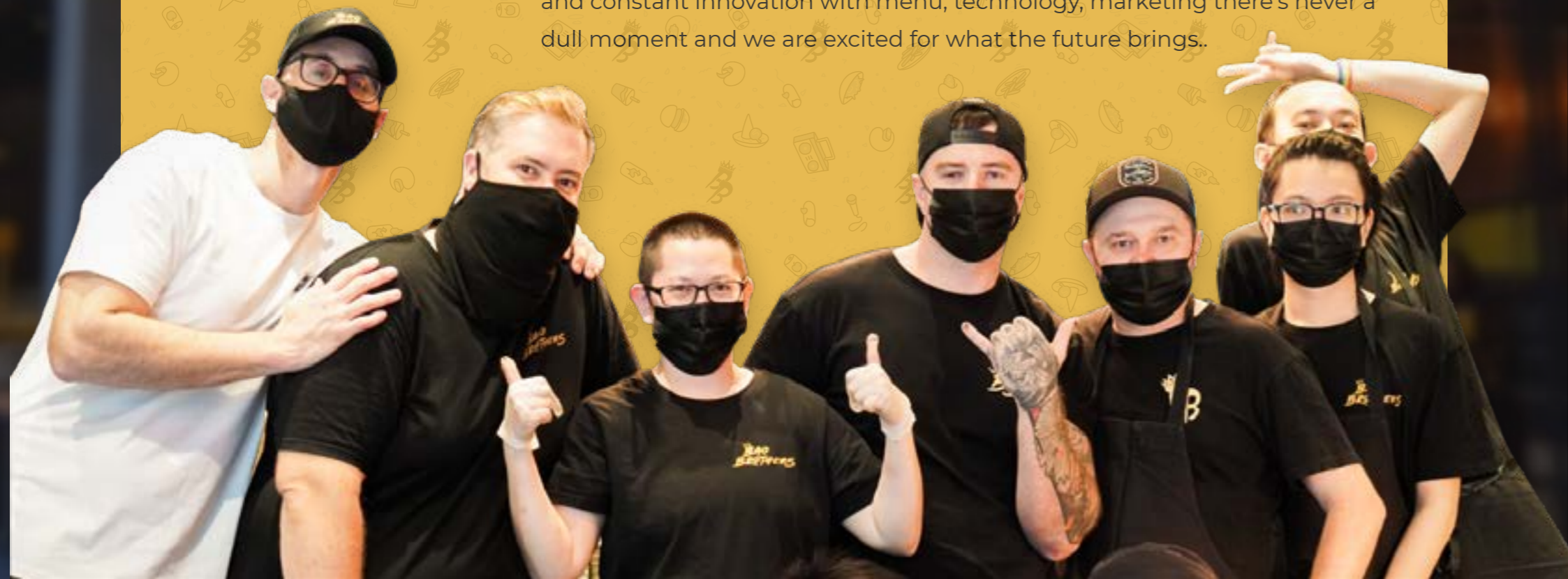
ONE TEAM ONE DREAM

Our team are a key part of our success



Our Story

Bao Brothers was built on a simple menu, with great produce, ingredients, innovative flavours and chef driven techniques. The original Bao Brothers - Dave Griffin and Nathan Martin - started the business in 2015. From humble beginnings as a market stall, the business grew as the pair began slinging Bao's at national music events, weddings, Noodle markets and festivals in their custom made food truck. After a successful launch of their flagship store in Charlestown and a number of outlets in the Newcastle and Sydney regions, Bao Brother's is now on a mission to bring their amazing, full of-favour Bao's to foodies all over the country. With a philosophy of good food fast and constant innovation with menu, technology, marketing there's never a dull moment and we are excited for what the future brings..



Industry Trends

The Australian foodservice market is projected to reach USD 80.7 billion by 2025, witnessing a CAGR of 5.1% during the forecast period between 2020-2026.

Australians eat out at an average of two to three times a week, which is more than 50 million meals per week.

There is a strong rise in value-conscious consumers willing to try new casual restaurants with a wide range of menu options, including interesting international and local cuisines.

- 2022



Why Choose Bao Bros?

The Food

We are all about the food, since day dot. We do things a little differently, putting a modern, playful spin on Asian tradition. We have established ourselves as a strong player in a competitive market, offering a new and exciting product, breaking away from the usual suspects.

Social Media

Our food is super-photogenic, Social Media has become such an important part of business and has given us an opportunity to showcase Bao Brothers as a brand. We aim to be authentic and help our customers. Our strong online presence allows us to connect to our current customers, whilst attracting new bao-like minded fans.

Design

Bao Brothers branding is on-trend, with loads of 'street' appeal. From our store fit outs and hip hop vibe. We work with industry leading professionals for our fitouts, designs and technology.

Real People, Real Support

We know what it takes to run a successful food business, backed by years of experience in all areas of hospitality and business management. Our team consists of head chefs to operations manager, product development chefs, strategic director, financial managers. We've been there on the front line, on the fryers and behind the counter. We lead by example, supporting you without the corporate BS, but with a culture of practicality and approachability.



What Makes Us Standout?

- ✔ What we do is like nothing else offered in the fast casual space, bringing a traditional Asian snack with a modern twist to foodies all over the country
- ✔ Our attention to detail and quality ingredients has serious visual appeal- we eat with our eyes just as much as we do with our mouths!
- ✔ We do everything with a friendly smile and will stop at nothing to create deliciousness and memorable moments
- ✔ Our food is carefully crafted with love, backed by innovative chef-inspired techniques and creativity – we wow with every Bao!

What Are We Looking For In Our Franchise Partners?

We want our partners to join a creative and collaborative family. We don't want just anybody – we want to work with likeminded individuals passionate about shaking up the fast casual scene in Australia. Are you ready to join us as we WOW with every bao?

We want our partners to:

- Be Champions of our brand!
- Be food and service gurus
- Be aligned with our culture
- Not be afraid of hard work

BE CHAMPIONS OF OUR BRAND!

We are seeking partners with a real interest in being a part of an innovative, fun and experience driven brand. Our passion for great food, cool vibes and welcoming spaces is central to everything we do

BE FOOD AND SERVICE GURUS

We want our partners to have a genuine passion for food, people and an understanding of what is hospitality. Attitude is everything, we want to work with partners who share our vision of Bao Brothers.

BE ALIGNED WITH OUR CULTURE

the culture is what makes BB unique, the vibe the people the feel, its the complete package that you cant describe in words.



Support

Being part of the Bao Brothers team means you're in business for yourself but not by yourself, you are supported 100% of the way.

Our support team is committed to your success. We give you the tools and support to help you grow and operate your own business. Components of our support includes:

MARKETING

Our marketing team are responsible for all major national campaigns, digital and social media, promotions and point of sale materials - all activities having the primary focus of bringing you new customers, seeing your regular customers more often.

OPERATIONS SUPPORT

Our operations team are there to help you, with a dedicated Operations Manager who will help work with you to get your business started and then will work with you to ensure the business is the best it can be.



Training

Our training system, resources and team will train you to be the best you can be, building upon the experience and skills you bring to the table. No prior business management required, just passion and a strong desire to be the best.

A comprehensive preliminary training programme is provided for all new owners covering all aspects of running a Bao Brothers store, from operational knowledge to food safety and people management, and everything in between- we have you covered.

Training consists of hands-on practical training and guided assistance during your opening period. Our franchisees have access to comprehensive training programs to help prepare and upskill your team. In-field training is delivered on a needs basis at no additional cost. All of this means you are supported 100% of the way.



What's Included

- ✓ Training in nominated established store, across all facets of the Bao Brothers business systems
- ✓ 7 days side-by-side training and support post launch
- ✓ Operations manual for your business and staff detailing everything you need to be successful
- ✓ Ongoing support post launch

Investment

The upfront investment required for a new store generally ranges between \$200,000 to \$350,000 (excluding GST), including initial franchise fees. Investment level is dependent upon the store location and size, equipment required and any funding grants that may be available to you.



OUR STORY ..SO FAR



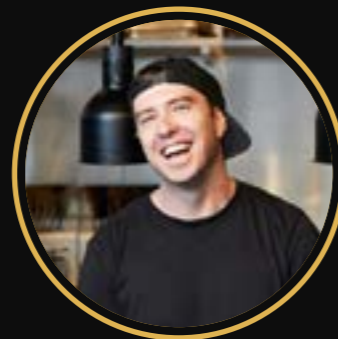
Meet The HQ Team



Founder

NATHAN MARTIN

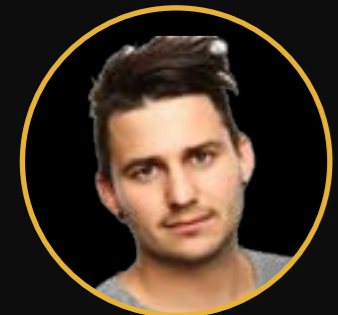
Founder / Director



Founder

DAVID GRIFFIN

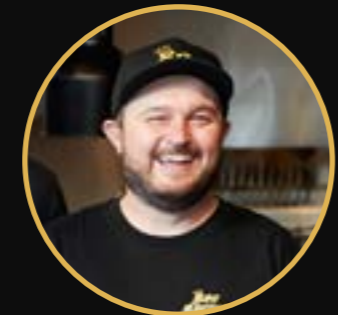
Founder / Director



Team Member

PETE HASELHURST

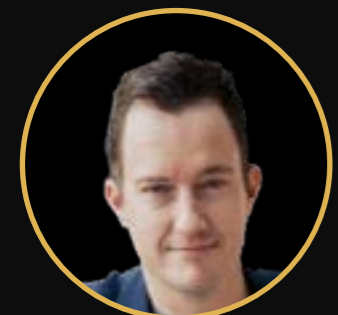
Strategic Advisor



Team Member

JAMES MULHOLAND

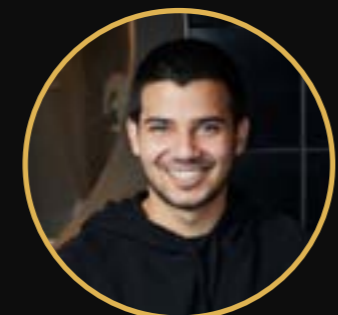
Operations Manager



Team Member

SHAUN STUBBLY

Financial Controller



Team Member

TAHA SHABBIR

Marketing & Social Media

Kiosk Model 30-60 Sq M



Strip Model up to 100sq M



Recruitment Process

INITIAL INQUIRY

BB receives an initial enquiry from a prospective franchisee.

INTRODUCTORY MATERIALS

Upon BB receiving an inquiry, BB will provide the prospective franchisee with BB's introductory materials, a copy of the Information Statement and any information about the proposed and/or available Local Marketing Areas.

DEPOSIT RECEIVED

Once BB receives a deposit for a Local Marketing Area they will provide the prospective franchisee with a blank version of the Franchise Agreement, Disclosure Document, Key Facts Sheet, a copy of the Franchising Code of Conduct (together, Franchise Documents) and any other documents that may be required by BB.

BAO BROTHERS

LEGAL VISION

FRANCHISEE



Recruitment Process

LEGALVISION INSTRUCTED

BB will provide LegalVision with instructions specific to the prospective franchisee, using the Franchisee Questionnaire. LegalVision will prepare and issue the particularised Franchise Documents to the prospective franchisee.

DISCLOSURE DOCUMENTS RECEIVED

Once the prospective franchisee receives the particularised Franchise Documents, this will trigger the commencement of the disclosure period. The prospective franchisee cannot sign the documents until fourteen days after they received the particularised Franchise Documents. At this stage, the Documentation Fee paid by the prospective franchisee will become non-refundable.

NEGOTIATION PERIOD

Within the fourteen day period (or after), the prospective franchisee may request amendments to the particularised Franchise Documents. We will discuss and confirm the requested amendments with your and, where applicable, update and re-issue the particularised Franchise Documents to the prospective franchisee. paid by the prospective franchisee will become non-refundable.

PAYMENT, TRAINING AND FIT OUT

Upon signing the particularised Franchise Documents, BB can invoice the franchisee for the initial payments due under the Franchise Agreement. BB can also make arrangements to commence training and, if applicable, the franchisee can commence fitting out the Premises. Out of caution, BB may wish to wait until the expiry of the cooling off period (14 days) before commencing training or fitting out the Premises.

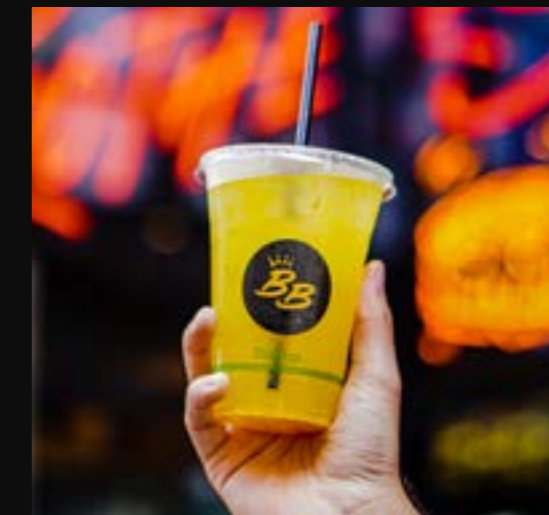
FINALISED DOCUMENTS

Once the prospective franchisee and BB are satisfied with the terms of the Franchise Agreement, the prospective franchisee and BB will sign the particularised Franchise Documents. At this stage, the contract is binding subject to the cooling off period under the Franchising Code of Conduct.

BAO BROTHERS

LEGAL VISION

FRANCHISEE





Next Steps

Register your interest by sending us an email to franchise@baobrothers.com.au or completing our online franchise application form which is available on our website. Once we receive your inquiry, we'll get together and you can experience our delicious food for yourself, and hear more about this great opportunity.



CHARLESTOWN NSW

The Corner, Pearson Street
Charlestown

KOTARA NSW

Kiosk FCK02, Corner Park
Avenue & Northcott Drive



CHIPPENDALE NSW

Shop D3, 38
Broadway

TERRIGAL NSW

88 Terrigal Esplanade,
Terrigal NSW 2260

OPENING SOON

Westfield Level 5 - Sydney
Macquarie Center - North Ryde

FOLLOW US:

