



## **Denny's ranks as the top US family restaurant and as one of the top 10 US franchises by 'Entrepreneur' magazine**

**With 2,150 restaurants across the USA and 8 foreign countries, including Japan, and with gross annual turnover of more than \$2 billion, Denny's is the largest full-service family restaurant chain in the world.**

**Denny's serves families, seniors, young couples and the late night consumer**

**Operating for over 57 years, Denny's serves over 26 million guests a month.**

**Denny's Fresh Express and Denny's AllNighter®** – 20-250 sq. meters – malls, food courts, airports, train stations, universities

**Denny's Full Size** – 300-800 square meters – Mall anchors, stand alone, casinos (Las Vegas) and resorts (Disney Land and Disney World)

**Denny's Classic American Café** – 250-400 square meters – 1960s retro style café

**Denny's Travel Centres** – 250-500 square meters – In highway travel oasis

### **Important Data on Denny's Franchise**

- International Franchisor: DFO LLC Nasdaq symbol: DENN
- Total Annual Turnover: US\$2.25 billion Website: [www.dennys.com](http://www.dennys.com)
- Current Operations: 2,150 units in the Americas, Central America and Asia

**Denny's International License Offer:** 10-75 Unit Area Licenses

### **Area Licensee Candidate Requirements**

- Access to capital for a 10 unit license
- Experience as a major brand restaurant developer
- Experience with western level food safety and quality assurance systems
- Access to high end real estate and supply chain resources

### **Area Licensee Candidate Companies**

- Multi-brand food licensing groups experienced with western brands
- Food service sector, hospitality, retailing and other service related businesses
- Real estate, property development and management businesses
- Food and beverage distribution businesses



## What Makes Denny's Different Than Competitors?

Special Brand Features	Denny's	Applebee's	IHOP	KFC	Papa John's	Chili's
Ranked by 'Entrepreneur' in the top 10 of all US franchises	Yes	No	No	No	No	No
57 years of operating experience	Yes	No	No	Yes	No	No
More than 2,100 restaurants worldwide	Yes	No	No	Yes	No	No
24/7 - Breakfast/Lunch/Dinner/Late Night menus	Yes	No	Yes	No	No	No
Full Service / Table Service	Yes	Yes	Yes	No	No	Yes
Operations in 8+ countries	Yes	Yes	No	Yes	Yes	Yes
Unit Restaurant Models form 70-800 square meters	Yes	No	No	Yes	No	No
Average annual <u>single</u> restaurant revenue US\$1.7MM	Yes	No	No	Yes	No	No
Serving more than 26 million customers monthly	Yes	No	No	Yes	No	No
Mall, University, Hotel and Airport models	Yes	No	No	Yes	Yes	Yes
Classic Americana Diner Model	Yes	No	No	No	No	No
Highway Travel Plaza, Casino and Theme Park models	Yes	No	no	Yes	No	No
Trademarked menu items (Grand Slam)	Yes	No	No	Yes	No	No
High value priced menu focus	Yes	Yes	Yes	Yes	No	No

## What Our International Licensees Receive

- 1) Use of the Denny's® name, marks, Brand Standards for operating the franchise and other intellectual property
- 2) Start-up senior management training program
- 3) Start-up in-country staff training at the first 2 restaurants and access to the Denny's Train The Trainer program
- 4) On-going in-country support visits
- 5) Denny's® supply chain and vendor quality assurance program
- 6) Denny's® POS system for management of the restaurants
- 7) Site selection program
- 8) Denny's® Marketing Package with seasonal campaigns
- 9) Access to the Denny's® proprietary Intranet Site with online training, support, manuals, marketing resources and Best Practices
- 10) Denny's® local unit websites
- 11) Denny's Business Plan template and support

For information on an international license contact  
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