

# ***SINK YOUR TEETH INTO FRANCHISE OWNERSHIP***

Be part of a growing  
legacy QSR Franchise.

***AUV OF  
\$1.4M\****



***UNIQUE  
CRAVEABLE  
MENU***



***FLEXIBLE  
RESTAURANT  
DESIGN***

***Krystal®***  
***FRANCHISE OPPORTUNITY***

\*Top 25% of franchise units as reported in the 2021 Franchise Disclosure Document. Your individual results may differ. There is no assurance that you'll sell/earn as much.

# OPPORTUNITY YOU CAN PRACTICALLY TASTE

## Krystal is the perfect portfolio addition

Krystal corners the market on QSR franchise opportunities. As a multi-unit operator, this is your chance to build on our spectacular success.

## Here are just a few reasons to franchise with Krystal:



### **\$1.4M AUV\***

A standout QSR business model with 4 strong dayparts that drive systemwide sales of over \$317M.



### **FLEXIBLE RESTAURANT DESIGN**

With prototypes starting at approximately 1,000 square feet, our designs drive a lower initial investment and maximize efficiency for franchisees.



### **CRAVEABLE MENU**

Signature menu items like Krystal burgers, Chik® sandwiches, Sackfuls and Combo Meals drive up the average ticket.



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# A HISTORY OF GREAT TASTE



Rody Davenport Jr. and J Glenn Sherrill introduced the Southeast to Krystal — and the famous Krystal square hamburger — on October 24, 1932. Since then, we've built out an innovative menu of craveable favorites. We've grown our footprint and have plans to increase from 300 locations to 500 locations in

the next few years. And we serve more happy customers through our innovative drive-thru designs. Yet one thing remains the same: our commitment to a proven business model that allows our franchisees to grow with us while serving their communities.

## FUN-SIZED FACTS



Elvis ordered 100 sliders for his fans in 1954.



In 1986 then-President Ronald Reagan had Krystal delivered to Air Force One.



Our very first order was for six Krystals, placed on October 25, 1932. Today, we've served over 10 billion Krystals.

# ***FLEXIBLE FOOTPRINTS***

**Designed to maximize profit and drive a lower initial investment.**

- Efficient-build strategies for cost savings
- Flexible designs can fit spaces from 1,000-2,500 square feet (starting at .5 acres of land)
- Options for nontraditional locations like airports, malls and college campuses
- Innovative double drive-thru option
- Conversion construction option for a lower initial investment



**“Our smaller prototype building is one of the more inexpensive opportunities available to hungry franchisees looking for a legacy brand with outstanding growth opportunity.”**

Melissa Hodge, Sr. Director of Franchise





# ***CRAVEABLE FARE***

One-of-a-kind menu featuring new items developed by our in-house chef alongside classics like our Original Krystal, Chik®, Chik® Biscuit, combos and Sackfuls to feed the family.

**Made-to-order  
breakfast**



**Better products  
sourced to create  
higher margins**



**Our delicious  
favorites are  
served hot and  
fresh — day  
or night**

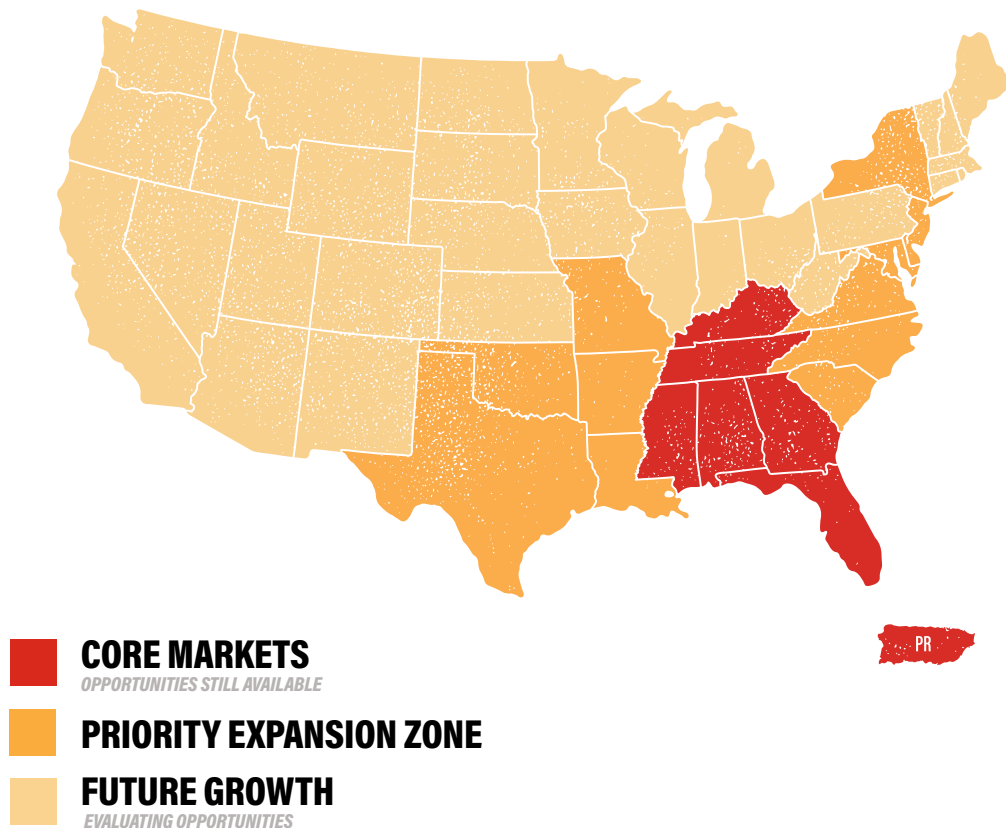


# WE'RE GOING NATIONAL

## Krystal is moving beyond the Southeast

We're expanding our reach and growing from about 300 to 500 restaurants, with a focus on a rapid expansion in the Northeast and creating re-franchising opportunities with existing Krystal restaurants. With so many territories available, now is the perfect time to own your market.

## CLAIM YOUR MARKET



**"From the moment you try Krystal, you know there's nothing else like it."**

**Victor Cruz**, Football Legend and Krystal Franchisee, NJ



Seasoned restaurant professional Argus Wiley has purchased 21 existing Krystal locations and will be developing 15 new locations.



# IN THE NEWS

## We're making noise.

Our food isn't the only thing that's famous around here. Krystal has a fresh take on franchising — and it's not going unnoticed. Capitalize on the momentum of a brand on the rise.

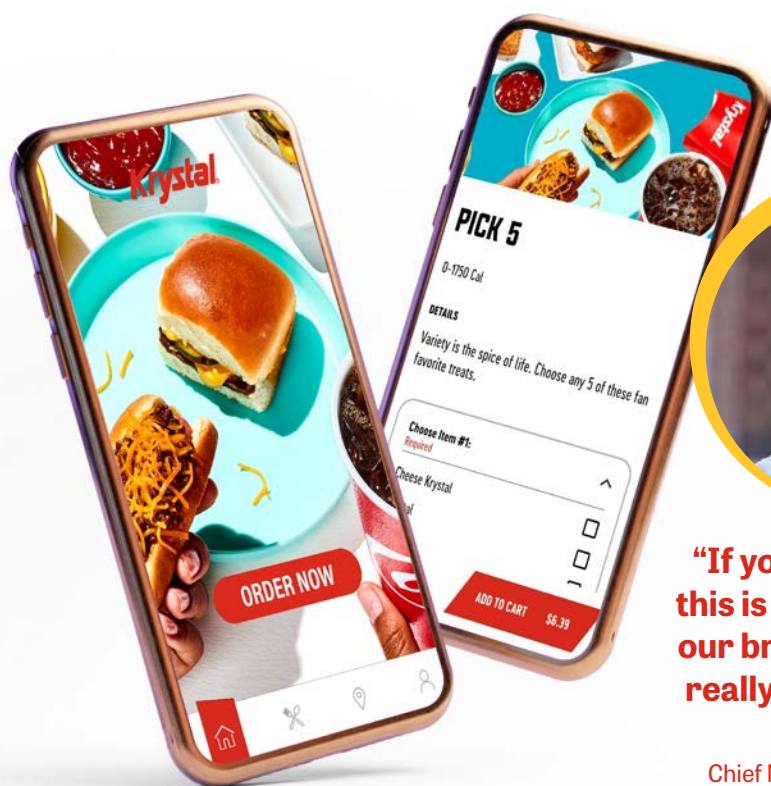




# OUTSTANDING MARKETING STRATEGY AND SUPPORT

We drive up the average check through national marketing campaigns that are designed to bring awareness and support new products and limited-time offers.

Our star-studded franchisee roster includes Super Bowl champ Victor Cruz, music icon 2 Chainz and radio host Charlamagne tha God.



**“If you’re a franchisee, this is a great time to join our brand—we’re seeing really exciting growth.”**

Casey Terrell,  
Chief Marketing Officer, Krystal





# READY TO INVEST IN YOUR FUTURE?

## Here's what it takes

Our ideal ownership candidate must meet the following requirements and be willing to purchase a minimum of three units:

### FINANCIAL REQUIREMENTS

**\$1.5 Million**  
net worth

**\$500,000**  
liquid capital

**\$32,500**  
initial franchise investment

**\$450K-\$1.4M\***  
total investment range

**5% Royalty**

**4.5% Marketing\*\***

## Contact us to learn more

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# Krystal®

**FRANCHISE OPPORTUNITY**

## krystalfranchising.com



\*Subject to change. Does not include real estate, land and site work costs.

\*\* Of gross sales.

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