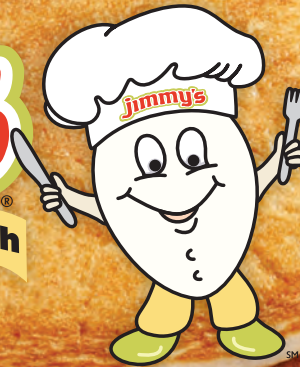


jimmy's
egg
breakfast • lunch



Open Daily for Breakfast, Brunch, and Lunch • 6:00 am - 2:00 pm



Welcome to Jimmy's Egg

At Jimmy's Egg®, our restaurant operators and staff are proud of our food and the attentive service we provide to customers. Many of our guests visit us three to five times a week, and we've made lifelong connections with them. We strive to give egg-cellent service every day. It's just who we are.

We've designed a fresh, modern new look that is meant to enhance the Jimmy's Egg guest experience. Our state of the art POS system was specifically chosen to provide restaurant managers and franchisees with the most up to date information they need to effectively manage their business. Every member of the Jimmy's Egg support staff is an experienced professional and is dedicated to continuously improving the performance of our company and franchised restaurants.

Delicious. Friendly. Fresh.



BREAKFAST **Jimmy's**
egg **LUNCH**





**We know what
our customers
are hungry for!**

We make all of our entrees fresh every day. All of the ingredients in our Cracked-to-Order® three-egg omelettes, delicious skillet scrambles, and our pancake batters are the finest quality available. Through our commitment to culinary excellence, we continually enhance our offerings with innovative, on-trend products across all menu categories, ensuring our menu remains fresh and relevant.

We create fresh, made-to-order dishes served just the way you like them. Our all-day menu features a variety of classic and creative options for breakfast, brunch, and lunch, making sure there's something for everyone to enjoy. From savory hash brown skillet, specialty omelettes, and classic benedicts to decadent flavored pancakes and waffles, you'll find the perfect start to your day. For lunch, choose from delicious burgers, sandwiches, salads, and timeless favorites like chicken quesadillas.

We continuously improve our menu, operations, and technology in an effort to meet the expectations of our guests. Through careful analysis and collaboration with our entire system, including our investors, franchisees, restaurant managers, and front-line team members, we've re-engineered our kitchen layouts and technologies that allow us to deliver our food fast, hot, and fresh every time!



You are going to like the “feel” of this place

Walk into one of our restaurants and feel the start of a brand new day. Take a look around the dining room. It is the morning rush and people are connecting with one another over a delicious hot breakfast. Some are sitting at the counter watching the news on TV before they go to work; others are gathered at our comfortable booths and tables enjoying their full cups of coffee. The atmosphere is uniquely inviting and it's obvious that we're making connections with customers. You'll notice our servers are chatting with their regular customers and getting to know our first-time diners.

Breakfast is very habitual and a high frequency of visits is very unique to the industry. When you consider that 49% of our customers are heavy users, it proves why our brand is so special. Customers want consistency. Jimmy's Egg provides it with familiar, attentive service, and egg-cellent food every visit.



Turning customers into lifelong regulars.





We Support Our Franchisees

We know how to run restaurants. For over thirty years, our founder and owners have operated hundreds of restaurants in many concepts from QSR to fine dining restaurants. Our corporate management team is comprised of the very individuals that worked their way through the ranks from dishwashers to operators and GM's. They are the forward thinking leaders that continue to grow our brand today.

We know franchising! We understand that we have two primary functions as franchisor. First, to provide you with programs and policies to help you build top line sales, and second, to provide you with the systems and training to enhance bottom line profits. That is it! That is the bottom line for us, your franchisor. We work hard every day to help you become more successful.

Our focus is on continuous improved store performance.



SITE SELECTION

To start the process, we teach you and your real estate broker how to find the type of sites suitable for a Jimmy's Egg restaurant. We will provide you and your broker with the following:

1. Our site selection criteria;
2. Prototype floor plan designs; and
3. Trade dress books so your local architect can complete the store design drawings.

CONSTRUCTION

Our construction managers work with your local architects and general contractors answering questions and providing guidance on your first restaurant construction project.

TRAINING

As a result of owning and operating company restaurants before franchising, we have developed training restaurants, managers and staff that will train your management team, and then your store staff. These experts in their field have a passion for our brand. You will sense it on the first day you train with them.

OPERATIONS

Our ongoing field support teams are comprised of professional restaurant operators. They coach you and your staff using proven strategies designed to build top line sales and bottom line profits. They also work with franchisees to ensure that the entire system of restaurants is executing at a high level to the benefit of the brand.

MARKETING

Our marketing support team has extensive marketing experience, encompassing strategic planning, analytical research, digital marketing, creative development, media planning and buying, public relations, sales promotion and visual merchandising. They will help you execute an effective grand opening plan for your restaurants. You'll receive ongoing marketing support that develops strategies and tactics to reach your customers and is focused on continuous, improved store performance.





DAYPART

Breakfast, Brunch, and Lunch

CORE MENU ITEMS

Traditional Egg Breakfasts, Omelettes, Pancakes, Waffles, French Toast, Skillet Scrambles, Breakfast Tacos, Avocado Toast, Eggs Benedict, Sandwiches, Burgers, Salads, Iced Coffees, Mimosas, and Bloody Marys.

MARKET AREA

Inbound morning commuter routes from middle income residential areas. Average Daily Traffic (ADT) counts of 25,000+. Complementary businesses include power strip centers with WalMart, Target, Kohl's, or super grocery stores.

LOCATION

Vibrant neighborhood centers with freestanding conversions of retail or restaurant space. Outdoor seating a plus.

POPULATION

20,000+ within a three-mile radius. Single family or multi-unit condominium housing preferred.

AVERAGE HH INCOME

In excess of \$60,000 within the three-mile trade area.

AVERAGE UNIT SIZE

3,000 to 4,000 sq. ft. with a 40' store front. We also require parking for 50 cars, 400 amp, three-phase electrical service, 2" water lines, 4" sewer lines, 2" gas lines capable of providing 1,000,000 BTU's.

www.jimmysegg.com