



# FRANCHISE INFORMATION KIT



# TWELVE BOAR:

## THE NEW KIDS ON THE BLOCK

### The Boar

Launched only in April 2015, Twelve Boar has become an increasingly popular place meat-lovers are flocking to in order to get their genuine American BBQ fix. With meats BBQ'd daily on site, Twelve Boar is a true meat house, hated by many vegans. Regularly having customers nationwide making the pilgrimage to sleepy Cleveland, Twelve Boar has been rated higher than any BBQ joint in the country. With such an increased demand, it's time to take 'The Boar' to new areas - because hey - if it's a huge success in 'Sleepy Cleveland', it will work almost anywhere!



## The People

Rick Palesh spent 14 years as a machinist in various metal working shops in Canada and Australia. Spending the weekends smoking up a feast for friends and family, Rick grew weary of 14-hour days Q'ing and thought *"imagine if there was a place who cooked all night so I didn't have to..."*.

Over the years seeing an increasing market food trend in American BBQ throughout Australia, Rick teamed up with his wife (well, he had no choice) who is a marketing expert, and together started Twelve Boar. A motto of "We cook all day, so you don't have to" fulfils Rick's vision.

Beth Palesh is a Marketing expert. She has both a Bachelor and Master Degree in Marketing, coupled with many years of extensive experience in branding both nationally and on an international scale for a large global semi-truck brand. Deciding not to waste her brain powers on semi-trucks, she opted to join her hubby and kick off Twelve Boar, developing a strong brand ever so quickly, and successfully.

With a genuine passion in BBQ, the dynamic duo have successfully run Twelve Boar and are ready to grow.



# WHY TWELVE BOAR?

In 2013, Rick saw a new emerging food category in the Australian food market, American BBQ. Until then very few people had been doing it as it was perceived as 'too hard' because of the time it takes and labour involved. But Rick with his many years of BBQ'ing experience knew better. He created a concept that solved both the issues of time and labour.

Launched in April 2015, Twelve Boar in Cleveland was setup as a pilot store to test the concept. Low and behold it worked. A runaway success the business was profitable from the go and daily generating great demand for more locations.



The system works well and boasts many plus points:

1. Low labour costs
2. Low skill requirement
3. Minimal prep time
4. Cooks overnight (while you're sound asleep)
5. One of few using real wood smoke to flavour meat
6. Genuine American products for authentic flavour
7. First in the American BBQ scene

With no competition at this stage, the future looks bright! With meats smoked daily, the offering is FRESH! Our expectations were exceeded and now we are ready for you to join our team and take this concept to the next level. As we speak, demand in the market is high, and people are seeking that all American BBQ flavour!



## What makes Twelve Boar so different to the others?

Rick and Beth utilised their skills and created a concept that solved that problem. As we speak, demand in the market is high and growing fast, and a large number of people are seeking out that American BBQ flavour!

**The proven system works well, and these are some reasons why:**

### **1. Smart Business System**

- Low labour costs
- Low skill required to run - you don't need to be a BBQ pit master, and man the pit over night!
- Minimal preparation time

### **2. Excellent quality product - every time**

- One of few places using real wood smoke to flavour meat
- Good cost of goods for top quality meat and other food products
- Genuine American products for authentic flavour
- First franchisable concept in the American BBQ scene

### **3. A strong brand**

- Strong brand often overlooked when running a business, but not at Twelve Boar!
- Twelve Boar, a little local restaurant in sleepy Cleveland, has been sought after by those as far as Warwick (over 2 hour trip there and back, just for Twelve Boar!)
- We have a strong social media following on Instagram and Facebook with many strong die-hard fans - in less than 18 months!
- In a nut shell, a strong brand keeps customers coming back again and again, all while spreading the word.

## How do I know I can run an American BBQ joint?

Simply put we've simplified and streamlined the American BBQ process so that anyone with a passion for serving great quality food, and a desire to grow a business and take ownership of their success, will have the opportunity to do what we've done, and to do even better!

All Twelve Boar, franchisees can rest assured they will be given all the support they need, such as:

- Training on traditional American BBQ
- Be fully trained on the entire business operation - from cooking and serving customers, to the back end of running the business.
- Have a list of every stock list, and supplier for every item.

Basically, all Franchisees will be given everything they need to start trading from day one!

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# OUR PRODUCTS

Our products are considered American “staples”. We’re in this business for the long haul and don’t want to get side tracked by offering latest trendy food that is in demand today but gone tomorrow. We love the classics because they are - classics. Not to say we won’t have some fun with new and exciting items. Or hey, if you have an idea, let us know. We might feature one of your ideas!



## **Pulled Pork**

We use the pork shoulder - just enough fat and meat to create the perfect textured pulled pork, smoked for 12-hours. This is pulled apart and made into a burger, or added on some fries... mmm.

## **Beef Brisket**

The beef brisket cut is a tough one to cook with - which is why it’s slow-smoked for 14 hours. This is then sliced and as with the pulled pork, made into a burger, or added on some fries!



## **Buffalo Wings**

These are simply chicken wings deep fried and basted in our house-made buffalo sauce - a vinegar and red pepper sauce. Very tangy, a little spicy with some kick – but dangerously addictive! Best dipped in ranch or blue cheese sauce. Ahhh-mazing! We also baste it in our house-made BBQ sauce to create “BBQ Wings” - the sweeter option for those who can’t do spicy!

## **Pork Ribs**

These are probably the most talked-about item on the whole menu. We get a special cut



of thick and meaty pork ribs - very uncommon on this country. But we get 'em, and smoke 'em for 6-hours. These are then portioned up, basted on the grill with our special mop-sauce and house-made BBQ sauce, served with chips and 'slaw.

### **Beef Ribs**

We smoke the beef ribs for 6-hours till they are tender and juicy. They are then cut in portions, basted on the grill with our special mop-sauce and house-made BBQ sauce, and served with chips and 'slaw.



### **Skin on Chips**

Our chips are imported from the USA. They are AAA grade potatoes, the very best on the market. Due to their high quality rating, they are a favourite for our customers.

### **Hot Dogs**

Keeping with American classics, we have American style dogs made with high quality Australian pork. Grilled then topped with classic favourite - ketchup, mustard - or go the chilli dog with mustard and chilli con carne, a true taste of American street food!

### **...other sides...**

We offer as additional sides crunchy beer battered onion rings, sweet potato fries, Jalapeño poppers, just to name a few!



### **...and more!**

Since opening, we have expanded the burger range to include modifying them to a completely new experience, including the "Reubenised" burger (choice of q'ued meat with sauerkraut, thousand island dressing and cheese), with more to come! There are also loaded fries options, such as our famous "Buffalo Fries", and more to come!

# A TYPICAL DAY IN THE LIFE OF A TWELVE BOAR FRANCHISEE

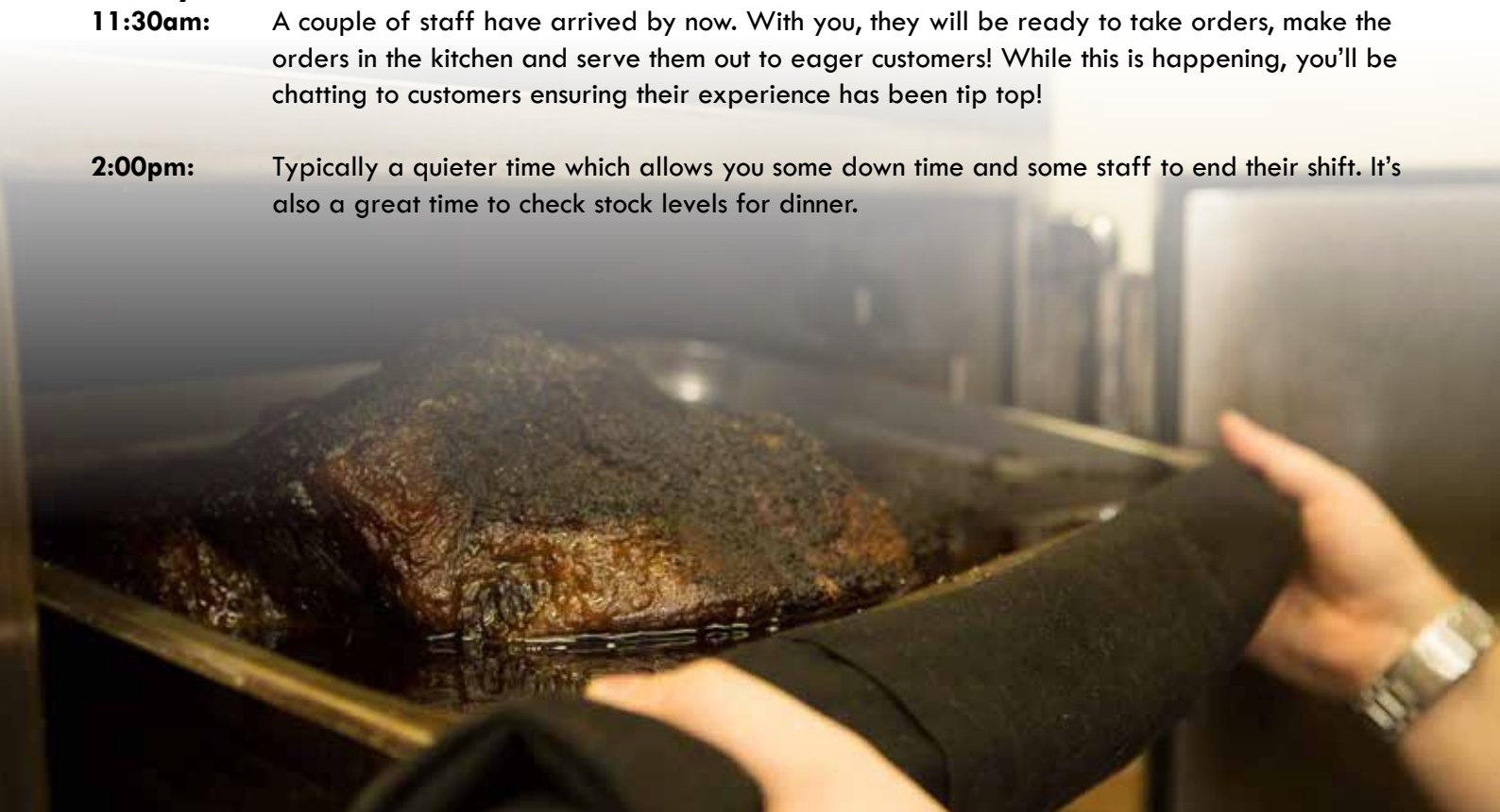
Want to know what to expect when running a Twelve Boar franchise? Here's a glimpse at a typical day.

## The day begins

- 10:30am:** Arrive at restaurant, fresh bread would have been delivered the same morning - store these away. Start simple prep e.g. freshly shredding 'slaw, turning on the iced tea machine and turning on the dishwasher.
- 11:00am:** 30 minutes until the doors open so its time to dress the coleslaw, fill bottled sauces, turn on the grill, set up the dining area, etc.

## Ready for lunch trade!

- 11:30am:** A couple of staff have arrived by now. With you, they will be ready to take orders, make the orders in the kitchen and serve them out to eager customers! While this is happening, you'll be chatting to customers ensuring their experience has been tip top!
- 2:00pm:** Typically a quieter time which allows you some down time and some staff to end their shift. It's also a great time to check stock levels for dinner.





## Dinner time!

**5:00pm:** More staff may start coming in to help get ready for dinner. Get ready for those take away phone orders and dine-ins! You will be ensuring the kitchen and front customer service is a fluid transition, while chatting away to customers and building solid relationships - you should have plenty of regulars over time!

## The day ends

**9:00pm:** Trade generally finishes at 9:00pm, however on a weekend it may be extended or you may choose to keep serving as late diners come flocking through.

During this time as it dies down, you will, with the help of staff, be doing the close which is inclusive of the night cook, ensuring you have enough stock for the next day and balancing the till.

# FRANCHISING OVERVIEW

## Who are we looking for?

We are passionate about our business and are looking for driven and enthusiastic people who love their food (especially meat) and like working with people to join our team. Ideally, applicants would be owner operators. This will keep quality up at 100% and service exceptional which is key for success in any restaurant.

## What we offer:

### **We also provide a Turn Key Solution:**

- Secure a location and negotiate lease
- Complete fit out designs
- Obtain all licenses and paper work (ex. liquor license)
- Opening set of uniforms
- Build and fit out your brand new Twelve Boar restaurant
- Fully setup the Point Of Sale system

### **We also have a vested interest in your success so you also get:**

- An exclusive franchise territory that is yours to build and develop
- Proven business system with a good track record
- Comprehensive training and support
- Sales and marketing support
- The opportunity to join a growing franchise network at the ground level



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# WHAT DOES IT COST

## TO OPEN A TWELVE BOAR?

Costs will vary depending on variables such as size of shop, lessor fit-out contribution, and whether you want a turn-key package or a build-your-own option, but here is a guide:

### **BUILD-YOUR-OWN:**

Initial Investment will vary between  
\$200,000+GST to \$300,000+GST.

### **TURN-KEY PACKAGE:**

Initial investment will vary between  
\$300,000+GST to \$350,000+GST.

You will also need working capital of approximately \$75,000.

### **One off costs:**

Franchise fee: \$49,900

### **Weekly fees:**

7.9% of total sales (this is inclusive of brand marketing)

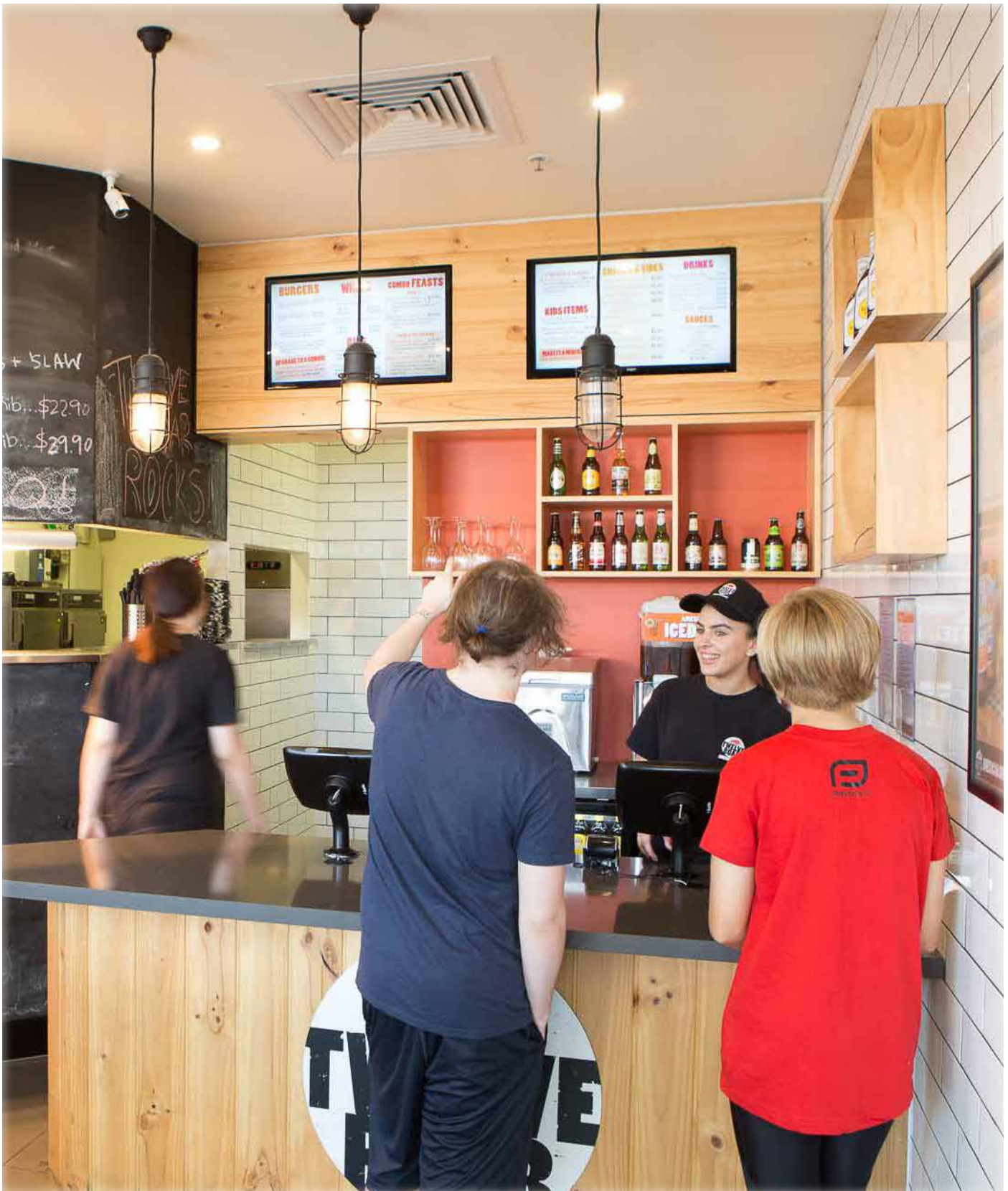
### **Yearly fees:**

Food, liquor, music, outdoor dining permit (if applicable): approximately \$2,400 yearly

\*All costs are excluding GST.



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# HOW DO I GET ON THE BOAR-WAGON?

It's all quite simple, but we've made it even easier with the 9 step process below. Start to finish, the process should take 12-16 weeks.

## STEP 1

1. You express interest, by email, online or phone, and we will call you back! (You have probably already done this!)

## STEP 2

2. You complete the Application Form and Confidentiality Agreement

*You are here!*

## STEP 3

3. We meet to answer each other's questions and establish a direction in moving forward

## STEP 4

4. You provide a territory holding deposit which is fully refundable, but is a show of faith that you are truly interested in the opportunity

## STEP 5

5. You conduct a comprehensive due diligence and discovery where we both look further into specific area of the intended franchise relationship including typical operating costs. You are given the Franchise Agreement and Disclosure Document to review

## STEP 6

6. If your due diligence is positive and you decide you want to join our team you enter into the Franchise Agreement. If not we refund your territory holding deposit

## STEP 7

7. Once appointed we start ordering and preparing your franchisee package, and the scouting for potential sites

## STEP 8

8. Once a site is confirmed, we will setup all licensing, fees, and fit out, and you will commence your training

## STEP 9

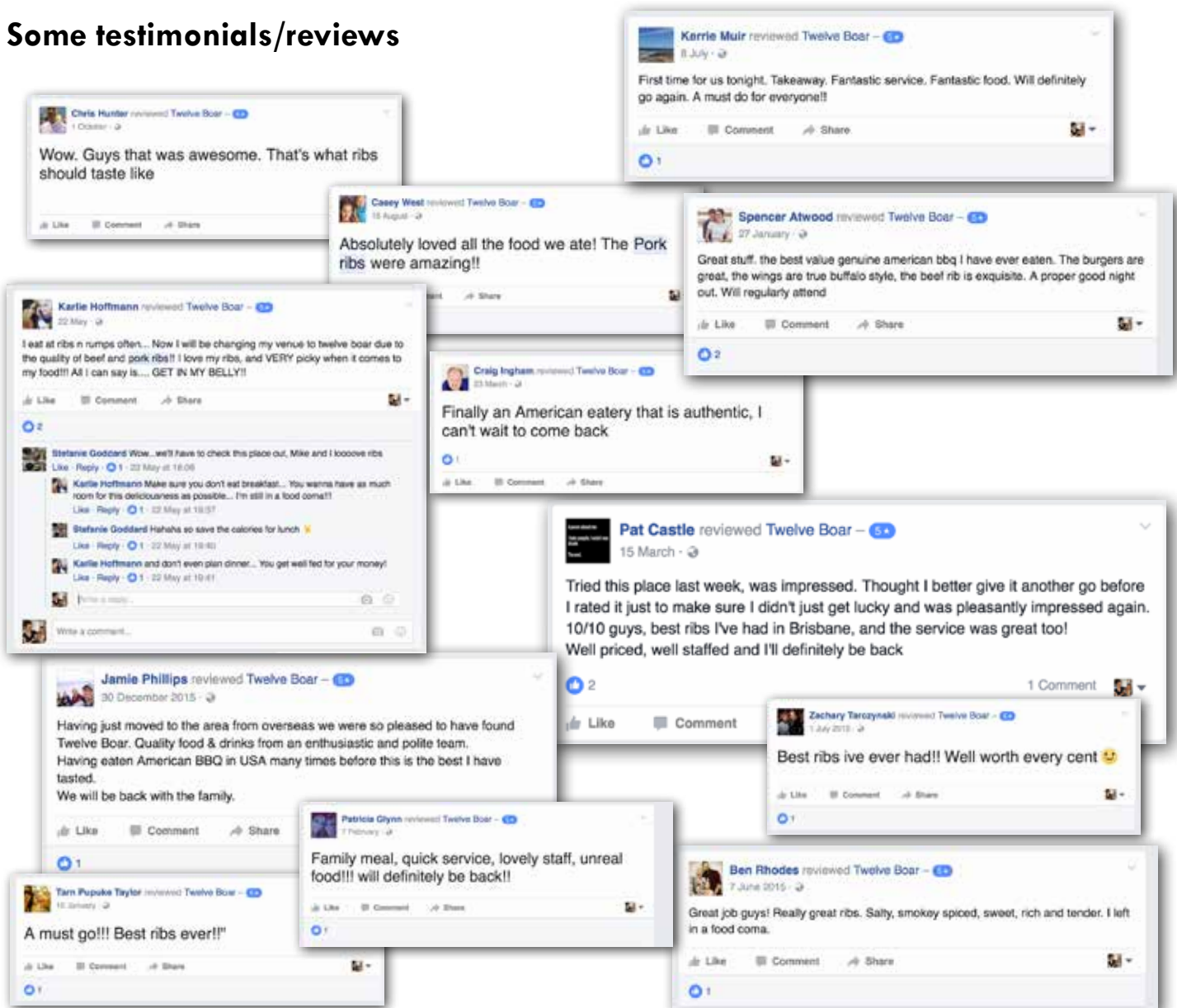
9. When all is done, we will have an opening party to celebrate and cook off some great 'Q'!



# TESTIMONIALS AND ARTICLES

Here are some testimonials and articles around Twelve Boar.

## Some testimonials/reviews



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## Some Articles/PR Coverage

We have had many articles showcasing our products, and featured in various foodie e-newsletters. Below is a taste of what has been written about us.



Image on the left: Source: [www.theweekendedition.com.au/stumble-guide/twelve-boar/](http://www.theweekendedition.com.au/stumble-guide/twelve-boar/)

### Twelve Boar

Beth and Rick Palesh opened Twelve Boar in April 2015, an American barbecue spot in Cleveland that serves some of the tastiest, meatiest morsels in Brisbane's south-east. Influenced heavily by Rick's American upbringing, Twelve Boar's menu is stocked to the brim with mouth-watering smoked dishes including pork ribs, Buffalo wings, beef brisket burgers, onion rings and even little bites for the kids. Twelve Boar sources some of its ingredients from America to ensure the most authentic flavours possible, including the base ingredients for the in-house made Buffalo sauce, as well as choosing prime Australian speck that is the same measurements as its American variant for the six-hour smoked pork ribs. Must-try items include the buffalo boar'n'beef burger with two-hour smoked pulled pork and 14-hour smoked sliced brisket on a bun and served with buffalo sauce 'slaw, the buffalo fries topped with 12-hour smoked pulled pork and Twelve Boar's in-house made buffalo sauce and the hot dogs and chilli dogs. Wash down the deliciousness with an authentic American iced tea or feel free to BYO wine, Twelve Boar is a great spot for a hearty feed boasting true flavours of America.

#### ADDRESS

Shop 70, 90 Middle Street,  
Cleveland

#### WEBSITE

[twelveboar.com.au](http://twelveboar.com.au)

#### PHONE

07 3286 1839

#### HOURS

Today : 11:30 am to 9:00  
pm



twelve boar cleveland



***"Twelve Boar in Cleveland is Brisbane's answer to authentic American smoked BBQ; from mouth-watering slow-smoked baby back ribs to pulled pork and brisket burgers, with all meats smoked in-house."***

Image on the right: <http://www.mustdobrisbane.com/eat-drink-restaurants-cuisine-american-bay-cleveland/twelve-boar-cleveland>



# COMMON FAQ'S

## **Do I need to be an experienced cook or chef?**

No. We can teach you everything you need to know. Having said that though a passion for food would certainly help. First and foremost this is a people business. You need to like people be good a customer service and be friendly and approachable.

## **Why do I need to pay a refundable deposit before I have examined the business fully?**

Providing all the information you need to evaluate the opportunity and making the right decision for you requires a lot of time from a lot of people. So we need to know that you are genuinely serious about the opportunity. Rest assured however, that your deposit is fully refundable should you decide not to proceed, no questions asked.

## **What is the Franchise fee, and what is it used for?**

The initial Franchise fee allows you to use our I.P. and name for a 5 year time period with a right to renew for another 5 years at no cost. It also gives you access to the wealth of experience we have gained in operating the current Twelve Boar site meaning you don't have to do things by trial and error. We also use some of the franchise fee to launch and promote your new store.

## **Can I brand my car?**

Yes, as long as it meets our criteria: 1940-1960 American pick-up trucks only. Colour to be approved by franchisor.

## **How much will I make?**

13.6 times the depth of the sky, divided by the length of a string. I don't know. But honestly, I don't know. What we DO know is that we have lower than industry standard wages. Which means more money in your pocket. We also know that the greater the sales, the greater the profit margin as many of our cost are fixed. Keep in mind, we do care about your success. The better you do, the better WE do. We are here to help you succeed.

# FRANCHISE INFORMATION KIT



# GREAT, SO WHAT NEXT?

Once you have read through this Franchise Information Kit and if you would like to take this to the next level, email a copy of the signed Twelve Boar Confidentially Agreement to [franchising@twelveboar.com.au](mailto:franchising@twelveboar.com.au).

We await your response!



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