
FRANCHISE GUIDE



Why franchise with Dogs & Cream

The first franchise opportunities began in the food industry, and due to the many money-making opportunities that it provides, it's a sector that has never gone out of style with investors. I ran across an article inside The Takeout and it said, "The lack of a popular national hot dog chain is the most glaring omission in the fast food landscape. Burgers may have held the crown as the United States' national food for decades now, but hot dogs still hold up on grills around the country as our other great cheap and easy on-the-go food. Yet while some popular chains like Sonic might offer a hot dog as part of their expansive menu, no major national fast food brand is focused on dogs as its primary product.

There is no McDonald's, or even Burger King, of hot dogs. There has never been a better time to start a fast food business, and hot dog lovers deserve to have a consistent, quality spot join the ranks of Taco Bell and Domino's in roadside ubiquity."

There are a couple of existing hot dog chains, but both are currently small and regional. Portillo's and Wienerschnitzel, which specialize in hot dogs, have plans to go national. Neither chain is particularly big just yet, so there's plenty of room for an upstart to come on the scene and swipe the crown, and that is why Dogs & Cream makes sense.



Interesting Facts

According to Circana, the world's leading advisor on the complexities of consumer behavior, ice cream is still a major sector. In 2022, dairy ice cream sales amounted to about \$7 billion.

We are told by IBIS World, an expert industry researcher that the market size of the Hot Dog & Sausage Production industry in the US has grown 3.8% per year on average between 2017 and 2022 and currently sits at 23 billion. The market size of the Hot Dog and Sausage Production industry in the US increased faster than the Consumer Goods and Services sector overall.

What's in it for you?

What you get as a Dogs & Cream franchisee is a proven product, as well as service procedures, that draw enough customers who are willing to pay for them and a business model that provides enough revenue necessary to maintain a profitable and healthy business. Additionally, you receive documentation of all product procedures, training tools, job aids, and an operation manual to allow successful duplication in subsequent openings. Training includes the comprehensive training you'll receive as a new owner (Pre-open at the training store and onsite support with equipment calibration, labeling, and programming). Other highlights you can expect to receive are single and multi-unit options (options to purchase territories), site selection and lease negotiation assistance, low out-of-pocket initial investment, flexible build-out options, no renewal fees, subsequent unit discount off the franchise fee, ongoing marketing support, and of course, ongoing support of the franchise network negotiation



Our Stance



Dogs & Cream is run under the parent company of CSG Hospitality. CSG stands for Connect, Serve, and Grow. We believe that it is important to **connect** with the community in which we operate so we make it a practice to interact on as many occasions as opportunities allow. We also believe it is important to **serve** our customers. Our partners and our employees are internal customers and of course, our guests who patron our business day after day deserve nothing but our best efforts. And finally, we believe that we are here to **grow**. We want to grow into one of the nation's largest, most profitable, and highly preferred Hot Dog chains, and to do that, we need strong operators with passion and determination to nurture a Brand from infancy to maturity.

Who we are

Dogs & Cream is the place where great-tasting hot dogs and ice cream meet. Our food tastes delicious and is made to order, which means it's always hot and fresh. Dogs & Cream was created with an old-school vibe in mind that incorporates checkered building design, jukeboxes, and sock-hop music.

From our great-tasting food to our outstanding service routines, the guest reviews are telling us we are doing something right. And we are now offering opportunities to like-minded businessmen and women to take our proven business model and replicate it in their own local communities.



Our ideal candidate

Our ideal franchisee is genuinely friendly and outgoing yet professional with high integrity standards. We want committed people with a full-time leadership mentality, able to guide staff while delivering on promises. Although not mandatory, prior restaurant and/or hospitality experience, and prior marketing and/or business management experience, are very helpful to navigating a Dogs & Cream Franchise.

We want to grow into one of the nation's largest, most profitable, and highly preferred Hot Dog chains, and to do that, we need strong operators with passion and determination to nurture a Brand from infancy to maturity. It will be blood, sweat, and tears at first, but it will be well worth it when we come out successful in the end. Now the question is, does this discourage you, or motivate you? If it is the latter then you are who we are looking for.



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Dogs & Cream

Location

The Present



The Future



2721 Douglas Avenue
Racine, Wisconsin



Dogs & Cream

Gallery 1





Burgers



American Burger



Farmer Burger



Western Cheese Burger



Grilled Onion Burger



Traditional Cheese Burger



Jalapeno Cheese Burger



Mushroom Swiss Burger



BBQ Bacon Cheese Burger



Chilli & Cheese Burger



Fuego Burger



Bacon Cheddar Ranch Burger

Hot Dogs



Traditional Hot Dog



Chilli & Cheese Dog



New York's Finest Frank



Hotlanta Dog



Big Bayou Dog



Mac & Cheese Dog



Plenty Spicy Frank



Easy Bacon Cheese Dog



Pretzel Dog



Maxwell Street Polish



Chicago Dog



Sides



Onion Rings



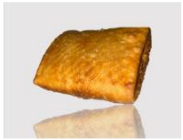
French Fries



Loaded Fries



Sweet Potato Fries



Pizza Puff



Corn Dog on a Stick



Mozzarella Sticks



Cheese Curds



Chicken Bites



Jalapeno Poppers

Drinks & Desserts



Soda Drinks



Twisted Lemonades



Smoothies



Bottled Water



Custard Cone or
Bowl



Sundae



Speciality Sundaes



Cake Shakes



Shakes & Malts



Custard Pint



Custard Quart



Float



Dogs & Cream

Our Mission, Vision, & Values



Our Mission

To **connect** daily with each guest, **serve** quality food we are proud of, and **grow** our restaurants into one of America's favorite Brands by executing QSC to the fullest level.

Our Vision

To make a difference in our guests' lives day by day through following our Connect Serve Grow mission and to never stop showing our employees how much we care.

Our Values

Cleanliness (Our employees and our guests deserve to feel comfortable working and eating in a clean environment), Quality (Serving only the freshest product), and Hospitality (Getting to know our Guests and their needs through our friendly staff).



Dogs & Cream

Highlights

- A variety of craft Style Hot Dogs and Burgers.
- Comprehensive training and support
- Operations with low complexity
- Made to Order model
- Site selection and lease negotiation assistance
- Marketing plan and assistance
- Franchise Fee \$40,000
- Royalty 5% of gross sales
- Ad fee 2% of gross sales
- Flex Local Marketing fee 1% of gross sales
- Training Tools & Strong Systems





Dogs & Cream

Our Edge

At Dogs & Cream, we cook our hot dogs and burgers over an open flame. Flame broiling adds a unique char-grilled flavor to our beef, which is created by the high heat coming into direct contact with the meat.

This creates a caramelization on the surface of the meat, which enhances the flavor and gives it a more complex taste. Additionally, flame broiling also helps to seal in the juices of the meat, which helps to keep it moist and flavorful.





Dogs & Cream

**Our
Founder**

Eric Robinson - Founder, CEO, Guest Service Worker and Sandwich Maker of Dogs & Cream

Back in his senior year of high school, Eric began a career with Burger King where he worked in all positions ranging from Team Member through Director of Operations. He was a hard worker and he could often be heard saying, "If Burger King doesn't fire me, I won't quit."

He held true to that statement for 33-years, but as a family man, he wanted to offer more to his family than Burger King was currently offering. He wanted more flexibility, financial independence, and something to leave behind, so he began working on a plan. There is a saying that goes, "A bird in the hand is worth two in the bush." Eric wasn't ready to take the scary step of leaving his job to work on a start-up business. Because of this, he leaned on his multi-tasking and time-management experience to create his concept.

The final step was to get the business open, which he accomplished with the help of his support team. After a lot of coordinating and plenty of hard work, his restaurant opened 1 year later and Dogs & Cream was born.





Dogs & Cream

About Us

Our story started back in 2018.

Dogs & Cream first opened its doors on July 18, 2018, at 10 a.m. in a small neighborhood in Racine, WI. From the restaurant's modest beginnings, we have been delighted to cook and serve great-tasting, craft-style hot dogs and other takeout foods. Our company was started by a founder named Eric Robinson. In contrast to other fast-food chains in the quick-serve industry, Dogs & Cream was created with the explicit expectation to do fast food differently.

Dogs & Cream's menu highlights great quality food using a "Made to Order" model, that can be prepared fairly quickly. So, while our Brand may not average 3-minute service times like some of the other National fast-food chains, we are able to serve guests in about 5 minutes on average and the food is hot and fresh all the time. Our menu also provides a wide variety of options so there is sure to be something pleasurable for everyone.

We are known for our great customer service and as mentioned earlier, the food is made to order, so there are never bad experiences due to old food. When you factor in the obvious pride the Brand takes in the level of cleanliness in its restaurants, it is truly a rewarding experience during any visit.





Dogs & Cream

Model & Site Guidelines

TYPE OF STRUCTURE

- Free Standing with Drive-Thru
- Inline End Cap with Drive-Thru

STANDARD FOR SITES

- Demographics vary by market
- Purchasing recommended over leasing for Free Standing buildings

WHAT TO LOOK FOR FOR BEST SALES OPPORTUNITIES

- Heavy retail area; daytime employment; shopping centers; entertainment venues nearby
- Dense residential area and high traffic commercial area (Look for a balance)
- Lots of going home traffic
- Minimum Daily Traffic: 40,000 cars (combined main and cross streets)
- Multiple restaurants (synergy) preferred
- Strong population back-up such as a nearby college or high-rise office building

REQUIREMENTS FOR THE BUILDING

- Freestanding: building approximately 2,800 SF; with approx. 40-50 interior seats
- Land Size: Typically, 0.67 – 1.5 Acre
- End Cap with Drive Thru: minimum frontage (30' preferred); Approximately 2,000 SF -2,400 SF— patio a plus
- Parking: +/-30 Spaces
- Signage: Visible from primary street and parking lot; 2 sides of building; and monument/pole signage
- Access – multiple curb cuts and cross access preferred





Dogs & Cream

The Brand

At Dogs & Cream, we take the acronym, “Q.S.C.” very seriously. In fact we believe that if the product is good and you execute Quality, Service, and Cleanliness, you WILL make money. So we decided to “Put our money where our mouth was.” We started the company using minimum marketing and we chose a “C” site location to see if our product was good enough to sell without a “Bells and Whistles” site. We saw first hand how executing Q.S.C. with our product was enough to build a healthy business. We did it without top technology, marketing, a world class facility, or a great site. We operated Dogs & Cream for 5 years as the guinea pig to test out our theory and we were successful.

Our branding has a 1950s theme. There is sock-hop music playing in the back ground, checkered patterns in the design of the building, a jukebox in the dining room, and nostalgic wall décor. We generate high energy in the workplace and love to engage with our guests. Dogs & Cream uses a “Made to Order” standard, so the food is hot every time we serve our guests. More importantly, this model gives us time to engage with each guest during their brief wait. Additionally, we use a flame broiled method to cook our hot dogs and burgers. We believe when you find something a customer wants, give them more of it. It is for this reason that we have a large variety of craft-style hot dogs, burgers, sides, drinks, and desserts.



All franchise Dogs & Cream locations should maintain Brand Guidelines. Dogs & Cream will provide guidance and resources for franchisees to achieve the Brand essence.



Dogs & Cream

Retail

DC Wear

Our design displays a hot dog, gourmet chef which is representative of the many craft style hot dogs our customers love.

Many times our guests would come in and ask if they could have a shirt. They felt like family and wanted to be a part of our fun.

It didn't take long for us to bring them in on DC Wear (That's what we are naming it). Now our guests can join in on the fun and share our Brand with anyone in their circle by purchasing (and wearing) a full front logo on the chest or a pocket size logo. They can get their T-Shirt in red or black. Stay tuned for more DC Wear in the near future.





Dogs & Cream

Our Menu



HOT DOGS

AVAILABLE AS A
JUMBO FOR
ONLY \$1.20
MORE!!!

	SINGLE	COMBO
Traditional Hot Dog (Ketchup, Mustard, Relish, Onion)	\$3.69	\$6.79
Chili & Cheese Dog (Chili, Cheese, Onion)	\$4.09	\$7.19
New York's Finest Frank (Mustard, Sauerkraut)	\$3.09	\$6.19
Hotlanta Dog (Chili, Coleslaw, Onion)	\$4.09	\$7.19
Big Bayou Dog (BBQ, Grilled Onion, Tomato)	\$3.89	\$6.99
Mac & Cheese Dog (Macaroni, Crumbled Bacon)	\$3.99	\$7.09
Plenty Spicy Frank (Sauce, Jalapeno Chips, Cheese)	\$3.59	\$6.69
Easy Bacon Cheese Dog (Nacho Cheese, Crumbled Bacon)	\$3.99	\$7.09
Pretzel Dog (Pretzel Bun, Nacho Cheese)	\$4.49	\$7.59
Maxwell Street Polish (Mustard, Grilled Onion)	\$4.49	\$7.59
Chicago Dog (Mustard, Onion, Relish, Tomato, Pickle, Pepper, Celery Salt)	\$4.49	\$7.59



HAMBURGERS

AVAILABLE AS A DOUBLE FOR ONLY \$2.00 MORE!!!

	SINGLE	COMBO
Fuego Burger (Sauce, Lettuce, Tomato, Jalapeno, Chips)	\$4.89	\$7.99
Farmers Burger (Sauce, Tomato, Cheese, Bacon, Egg, Onion)	\$5.69	\$8.79
Western Cheese Burger (Mayo, Lettuce, Tomato, Cheese, Onion Ring, BBQ)	\$5.69	\$7.49
Grilled Onion Burger (Ketchup, Mustard, Grilled Onion)	\$4.29	\$7.39
Traditional Cheese Burger (Cheese, Ketchup, Mustard, Pickles, Onions)	\$4.49	\$7.59
Jalapeno Cheese Burger (Cheese, Ketchup, Mustard, Jalapeno)	\$4.69	\$7.79
Mushroom Swiss Burger (Cheese, Mushroom)	\$4.69	\$7.79
BBQ Bacon Cheese Burger (Cheese, Bacon, BBQ)	\$5.09	\$8.19
Chili & Cheese Burger (Cheese, Chili, Onion)	\$4.79	\$7.89
Swiss Bac Cheese Burger (Mayo, Lettuce, Tomato, Cheese, Bacon)	\$5.49	\$8.59
Bacon Cheddar Ranch Burger (Ranch, Lettuce, Tomato, Cheese, Bacon)	\$5.49	\$8.59



DOGS & CREAM



Dogs & Cream

Our Menu

SIDE ITEMS

Onion Rings	\$2.79	\$3.79
French Fries (Crinkle, Potato Twists)	\$2.79	\$3.79
Loaded Fries (Chili or Bacon & Cheese)	\$3.79	\$4.79
Sweet Potato Wedges	\$3.49	
Pizza Puff	\$3.99	
Corn Dog on a Stick	\$2.19	
Mozzarella Sticks	\$3.29	
Cheese Curds	\$3.49	\$6.99
Chicken Bites	\$3.89	
Side Bowls (Coleslaw, Mac and Cheese)	\$3.09	
Jalapeno Poppers	\$3.89	



KIDS MEALS

COMES WITH SMALL FRIES & DRINK

Hot Dog Kids Meal	\$4.99
Corn Dog Kids Meal	\$4.59
Chicken Bites Kids Meal	\$5.19
Mac & Cheese	\$4.89



VEGAN OPTIONS

ALL COMBOS INCLUDE: SANDWICH, SWEET POTATO WEDGES & BOTTLED WATER

	REGULAR	COMBO
Original Bratwurst	\$6.39	\$9.49
Hot Italian	\$6.39	\$9.49
D&C Beyond Burger	\$6.69	\$9.79

The Beyond Burger® is the world's first plant-based burger that looks, cooks, and tastes like a fresh beef burger. It has all the juicy, meat deliciousness of a traditional burger, but comes with the upsides of a plant-based meal.



CHICKEN & FISH

	REGULAR	COMBO
3 Piece Fish Dinner (3pcs. Cod Fish, Fries, Coleslaw)	\$8.29	\$9.39
Fish Sandwich	\$4.69	\$7.79
Chicken Bites	\$3.89	\$6.99



COOL TREATS

Soda Drinks (Coke, Diet, Sprite, Hi-C, Fanta, Root Beer, Lemonade, Sweet Tea)	\$1.89	\$2.49
Twisted Lemonades (Strawberry, Blueberry, Raspberry, Cherry, Mango, Pineapple)	\$3.29	\$4.89
Smoothies (Mango, Strawberry, Blueberry, Cherry, Pineapple, Raspberry, Pina Colada, Lemonade)	\$3.59	\$5.39
Bottled Water	\$1.49	



CUSTARD TREATS

Custard Cone or Bowl	\$1.49	
Custard Pint (Vanilla or Chocolate)	\$4.99	
Custard Quart (Vanilla or Chocolate)	\$7.99	
Float (Root Beer or Dreamsicle)	\$2.69	\$3.29
Banana Split	\$4.79	
Sundae (Caramel, Chocolate, Strawberry, Cherry, Blueberry, Pineapple, Raspberry, Hot Fudge, Marshmallow)	\$3.59	
Specialty Sundaes (Snickers, Reese's Pieces, Oreo, M&Ms, Hot Brownie, S'mores, Black Forest, Strawberry Shortcake, Turtle, Peanut Butter Banana, Peanut Butter Cup)	\$4.59	



Cake Shakes (Chocolate, Strawberry, Yellow)	\$4.49	\$6.69
Shakes & Malts (Vanilla, Strawberry, Chocolate, Banana, Caramel, Cherry, Raspberry, Blueberry, Oreo, Pineapple)	\$3.99	\$5.99

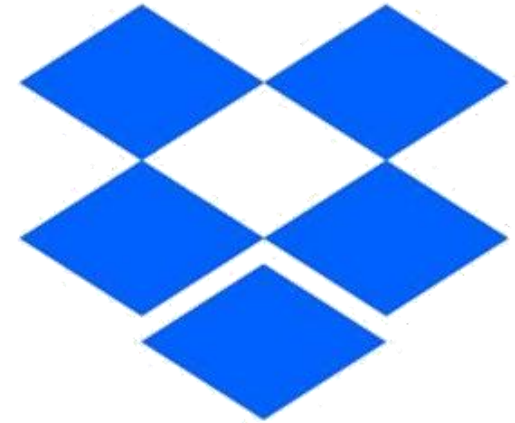




Online Library

For your convenience, CSG Hospitality, LLC (Parent Company to Dogs & Cream) established a company Dropbox that contains a full range of training and marketing documents that will help you operate your restaurant. You will be given access to that Dropbox after you sign your Franchise Agreement.

You will also find inside of the Dropbox photos, social media posts and artwork is available to all Franchisees. CSG Hospitality LLC will run social media, however, ideas and posts are always welcome for submission.

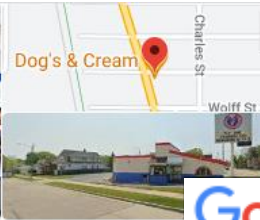


Dropbox



Dogs & Cream

Voice of The Customer



Dog's & Cream

Website Directions Save

4.2 ★★★★★ 353 Google reviews



Alan Williams

Local Guide · 125 reviews · 2 photos

★★★★★ 3 weeks ago **NEW**

Very friendly staff, very friendly pricing. One of the best hot dogs I've had in town for a long time. Simple menu done well. We'll be back.



Reah Israel

5 reviews · 1 photo

★★★★★ a month ago

Dine in | Dinner | \$10-20

It's been a few years since I've visited. I wanted to take my son for a hot dog. I didn't realize they had plant based options. I had the vegan brat Chicago style and I was blown away at how delicious it was. They definitely gave it the works the way a Chicago style dog should be done. My son enjoyed his food, and I really appreciated the customer service. The restaurant was clean and the staff were on top of it. It was nice to visit again and have such a pleasant experience.



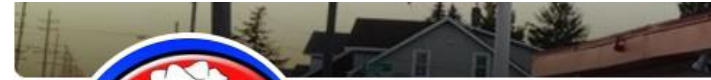
Angie L

21 reviews

★★★★★ 3 weeks ago **NEW**

Take out | Lunch | \$1-10

These have got to be the most amazingly friendly women I know. All the speciality dawgs are phenomenal



Dogs and Cream

1.1K likes · 1.1K followers



Rating · 4.1 (153 Reviews)



Karen Tillis recommends Dogs and Cream.

July 19 at 8:15 PM

Dogs & Cream has great tasting fast food options for a reasonable price. The mac and cheese dog is family favorite, but everything we've tried is great. Their real draw, though, its their people. Every employee I've encountered here is incredibly friendly and welcoming. I imagine the management prioritizes the customer experience because it shows.



Alex Ramos recommends Dogs and Cream.

January 6

I love the food here. To be fair I'm always getting jumbo Chicago dog combos, jalapeño poppers, or cheese curds. The staff is always friendly and polite and fast. The featured shakes are always incredible! Support local business, Eat locally!



Stephanie Mackey recommends Dogs and Cream.

July 5, 2021

Dogs and Cream is my favorite place to eat with the kids. I have 4 children under 6 and the staff is always so friendly and helpful with all of them. Last time I was there two of the staff helped carry the baby in his carrier out to the car along with my leftovers when my hands were full with my toddler. I also love that the food comes up so quick before the kids get restless. The setup of the restaurant is also great because the kids can't knock anything over or get too far away. Great family-owned and family-friendly place to eat! Love the retro decor too. 😊



Dogs & Cream

The Numbers

\$40,000 initial franchise fee paid at the agreement signing

Total investment Range **\$325,000 – \$500,000**
 (\$75,000 liquid / out of pocket – the rest can be financed)

Royalty **5%**

National Market Fee **2%**

Flex Local Market Fee **1%**

Number of units open & under development: **1**

Should be financially healthy (good credit, collateral, partner, etc.)

Dogs & Cream Profit & Loss Model

	<u>Own Model</u>		<u>Rent Model</u>	
Food Sales	\$ 715,000.00		\$ 715,000.00	
Interest Income	\$ 1.19		\$ 1.19	
Sales Tax Discount	\$ 187.20		\$ 187.20	
Total Income	\$ 715,188.39		\$ 715,188.39	
>	-		-	
Cost of Goods Sold	\$ -		\$ -	
Food Purchases	\$ 207,507.00	29.01%	\$ 207,507.00	29.01%
Merchant Account Fees	\$ 18,095.33	2.53%	\$ 18,095.33	2.53%
Restaurant Supplies	\$ -	0.00%	\$ -	0.00%
Total COGS	\$ 225,602.33	31.54%	\$ 225,602.33	31.54%
>	-		-	
Gross Profit	\$ 489,586.06	68.46%	\$ 489,586.06	68.46%
>	-		-	
Expenses	\$ -		\$ -	
<i>National Marketing (3% of sales)</i>	\$ 21,450.00	3.00%	\$ 21,450.00	3.00%
<i>Royalties (5% of sales)</i>	\$ 35,750.00	5.00%	\$ 35,750.00	5.00%
Bank Service Charges	\$ 39.00	0.01%	\$ 39.00	0.01%
Business Taxes	\$ 24,560.00	3.43%	\$ 24,560.00	3.43%
Computer and Internet Expenses	\$ 992.00	0.14%	\$ 992.00	0.14%
Credit Card Expenses	\$ 15,948.11	2.23%	\$ 15,948.11	2.23%
Depreciation Expenses	\$ -	0.00%	\$ -	0.00%
Insurance Expenses	\$ -	0.00%	\$ -	0.00%
Interest Expenses	\$ 7,433.20	1.04%	\$ 7,433.20	1.04%
Office Supplies	\$ 548.16	0.08%	\$ 548.16	0.08%
Operating Supplies	\$ 6,742.89	0.94%	\$ 6,742.89	0.94%
Professional Fees	\$ 4,499.52	0.63%	\$ 4,499.52	0.63%
Mortgage	\$ 33,600.00	4.70%	\$ 60,000.00	8.39%
Property Taxes	\$ 10,133.54	1.42%	\$ -	0.00%
R&M Equipment	\$ -	0.00%	\$ -	0.00%
Repair & Maintenance Building	\$ 11,915.02	1.67%	\$ 4,915.02	0.69%
Telephone Expenses	\$ 996.90	0.14%	\$ 996.90	0.14%
Utilities	\$ 27,818.11	3.89%	\$ 27,818.11	3.89%
Expenses	\$ 202,426.44	28.30%	\$ 211,692.91	29.60%
>	-		-	
Employee Wages	\$ 114,793.11	16.05%	\$ 114,793.11	16.05%
Manager Wages	\$ 100,028.50	13.99%	\$ 100,028.50	13.99%
Payroll Expenses	\$ 7,364.50	1.03%	\$ 7,364.50	1.03%
Total Payroll	\$ 222,186.11	31.07%	\$ 222,186.11	31.07%
>	-		-	
Total Expense	\$ 424,612.55	59.37%	\$ 433,879.02	60.67%
>	-		-	
Net Ordinary Income	\$ 64,973.50	9.08%	\$ 55,707.04	7.79%
Net Income	\$ 64,973.50	9.08%	\$ 55,707.04	7.79%

* An average performer could expect above results



Dogs & Cream

Training & Support

SUPPORT IMMEDIATELY BEGINS WHEN THE FRANCHISE AGREEMENT IS SIGNED. CSG HOSPITALITY TEAM PROVIDES TOOLS FOR YOU TO BEGIN YOUR NEW FRANCHISE OWNERSHIP

REAL ESTATE: After signing the franchise agreement, site selection begins immediately. We can provide you with a broker from our national group and come out for site visits once options are identified. Lease negotiations follow

TIMELINE CHECKLIST: A Timeline that will take you from beginning of the project through training and grand opening

OPERATIONS MANUAL: A guide to assist you in running your Dogs & Cream Franchise Business

POST REAL ESTATE SUPPORT: We will aid with securing architect, contractor and other key service providers in the opening process

ORIENTATION & TRAINING: Owner(s) & Management Operations Training in Racine, WI

DOGS & CREAM CORPORATE TRAINING: Our Franchise Team will support you through the construction, operations, training and marketing process.

LAUNCH SUPPORT: Our Franchise Team will train and support managers and staff at your location. We travel to your location prior to your opening to assist with calibrating, programming and labeling your equipment, posting your training aids and aiding with training your team as we assist through the soft opening.

ONGOING SUPPORT AND COACHING: We continuously and regularly provide coaching and support in sales and loss control, systems execution for smoother operations, and ongoing marketing and social media support.



Dogs & Cream

Questions & Answers

Q: Who is our ideal candidate?

A: The ideal candidate should have a working knowledge of business operations, sales and marketing or be partnered with someone who does. We are looking for strong leadership skills, high standards, and a commitment to excellent customer service. Additionally, our ideal franchisee would be passionate about the employee and the guest experience and be excited about the upcoming journey of growing the next big thing in the hot dog / hamburger arena.

Q: Do I need Quick Service Restaurant experience?

A: For our restaurants, we prefer owners with at least 3 years of quick service restaurant experience. While we do provide comprehensive training and support to set you up as a strong operator; if you lack the relevant experience and / or do not have a strong support team, we may ask you to find a General Manager that meets the necessary experience level.

Q: How will the food and supplies for my Dogs & Cream franchise be sourced?

A: We maintain relationships with national food distributors who carry all menu items and supplies, to ensure authentic, consistent, and quality food and beverage at all locations.

Q: How do I find a location for my restaurant?

A: We will set you up with criteria to narrow down your search and at your request, open you up to our network of realtors to help you determine the best spot.

Q: Will CSG Hospitality assist with the design and build-out of my brick-and-mortar location?

A: Yes. We will provide detailed guidance to achieve the established aesthetic and functionality of the Brand. CSG Hospitality, LLC may also refer you to a contractor who has built other Dogs & Cream restaurants, who would have an awareness of our specific requirements.

Q: Will CSG Hospitality require purchase of equipment and supplies from the franchisor or designated supplier?

A: Yes. To ensure quality and consistency across locations, franchisees must purchase all food & beverage, equipment, and supplies from our designated suppliers.



Dogs & Cream

Next Steps

Visit the Dogs & Cream website and click on either one of the Franchising links found at the top of the homepage (www.dogsandcream.com).



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Dogs & Cream

Next Steps

Next, please fill out our quick survey so we can learn a little more about you. From there, once we have reviewed your information and confirmed you meet the initial requirements, we will set up an initial call. On this call, we will get acquainted with each other. This will be an opportunity for us to find out what you're looking for in a franchise. It will also give you an opportunity to learn why Dogs & Cream will make a great partner.

Then, we will send you our Dogs & Cream Franchise Report. The Dogs & Cream Franchise Report, also known as the Franchise Disclosure Document (FDD), will have loads of detailed information about our company, the investment, and other important information that you will need to consider about this great opportunity. The FDD will contain all of the nuts and bolts on the Dogs & Cream franchise. This includes franchise rules, investment and detailed financial performance information for our open locations. After you have had the opportunity to review the FDD, there will be 3 easy steps remaining that are listed below:

1

Peer Review

You'll have the opportunity to speak to our Franchise Owners and ask about what it's like to own and operate a Dogs & Cream. They get to learn about you, and provide feedback on whether they feel you are a good fit.

2

Discovery Day

After an executive review of your progress, we will invite you to Racine, WI to spend the day with the Dogs & Cream Executive Team. You'll get to see the business model, review the systems and training tools available, try some delicious Dogs & Cream food and talk about if each of us feel we are a good fit for one another.

3

Franchise Awarded

Congratulations! If Discovery Day is a success, we walk you through the Franchise Agreement signing, you will then officially become Dogs & Cream's newest Franchise Owner!



Dogs & Cream

The Brand



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