



WHAT'S THAT MATE?
NO MEAT?

WILT FREE



SAUSAGE

FRANCHISE



OUR STORY

Brick Lane, London, 2013 was the inception of Popdogs at the renowned Vibe Bar, which kickstarted the East London scene back in the 90's. Operating as a market stall we moved home to the famous Camden Market & used this as a platform to conquer the UK's music festival scene, collaborate with high profile brands & open up shop in Australia!

When it comes to plant-based hot dogs we're the UK's leading operator. We're a recognised name, with a loyal following that wants our product to be more accessible. This grab-and-go concept is highly scalable, requires less manpower & with the increase in demand for plant-based options, has the potential to thrive.

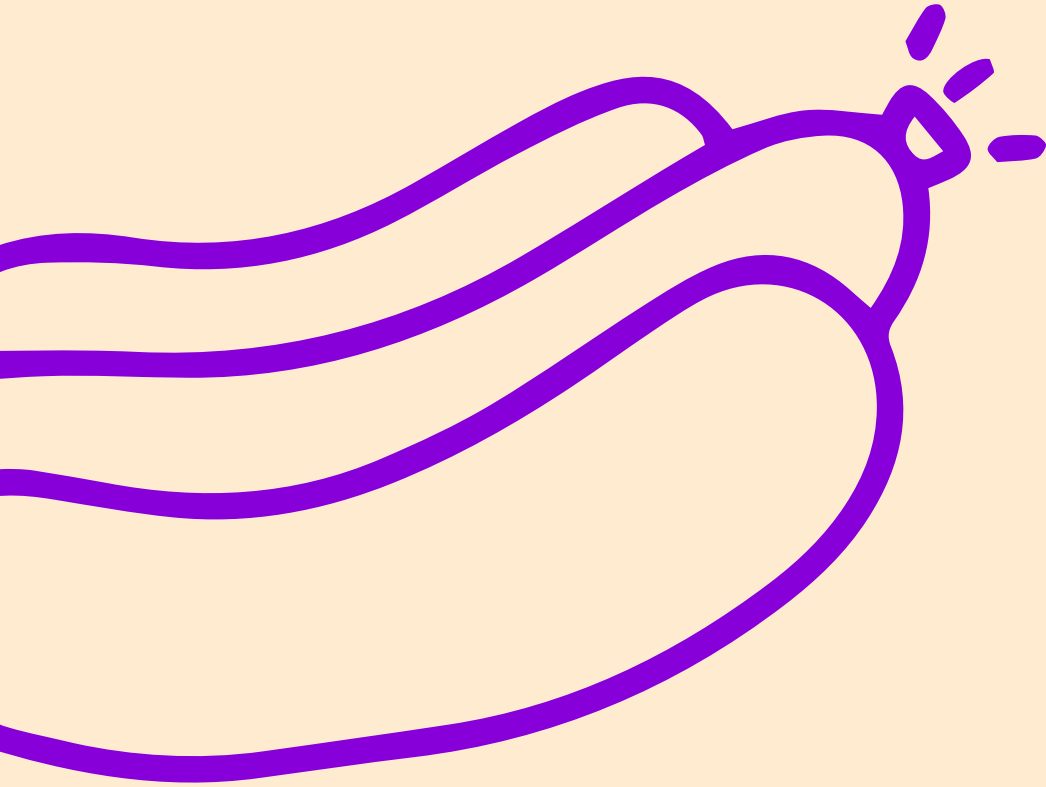


OUR ETHOS

Popdogs has always been about good food, good people & good times. The wonderful humans we've employed over the years have helped shape the culture of the company & make it what it is today. The personalities provide the energy & vibrancy that the brand brings.

From our humble beginnings we've been aware of what impact our decisions have on others & the environment around us. We work carefully to monitor our carbon footprint & aim to operate as sustainably as possible.

WHAT MAKES US...



UNIQUE

We sell dreams, not products. Just kidding, but we do like to put smiles on faces. You may want to sit down for this.. we are the UK's first plant-based food franchise, the first! This puts us in a tremendous position to secure a foothold in the market & set the standard for sustainable food operators.

Popdogs was the first food operator to ever trade inside Madame Tussaud's London, the first to ever trade on a London Underground platform & we were also featured in Bridget Jones' Baby! These are some nice accolades to put against our name & we hope you can add to this list.

OUR MENU

We tweak & refresh our menu every year & are always looking to push the boundaries on what can physically live on a hot dog! We're not afraid to be bold & this is what has given us a competitive edge over the past 9 years.



70 YEAR OLD TODDLER

That all American classic. Smoked 'pork' sausage, caramelised onions, gherkins, sauerkraut, French's mustard & ketchup

8,5

SLOPPY D

Absolute filth. Smoked 'pork' sausage, chilli sin carne, smoked 'cheese' & jalapeños

9

NO WAY JOSE

Yes way. Smoked 'pork' sausage, crushed cheetos, 'bacon' bits & chipotle mayo

9

PLAIN FRIES: 3,5

JERK FRIES: 6
Jerk BBQ sauce, slaw & mango

SHAWARMA FRIES: 7

Shawarma 'chicken', rainbow slaw, garlic mayo & jalapeños

SLOPPY D FRIES: 7

Chilli sin carne, smoked 'cheese' & jalapeños

   popdogsofficial

MEET THE TEAM

To give our dogs a little extra flavour we've created special characters that bring some added personality to every variation!



**NO WAY
JOSE**



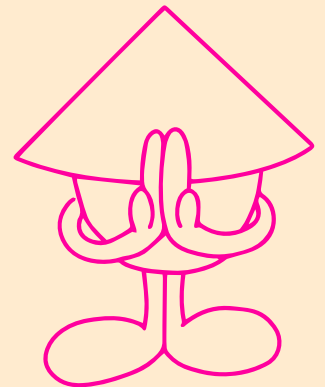
SLOPPY D



**70 YEAR OLD
TODDLER**



**FRESH
Prince**



NAM BAN

THE MARKET...



The plant-based food sector is growing at a rapid pace. Meat consumption in the UK has declined by 17% over the past decade & surveys have suggested that there are currently approximately 2 million vegans in the UK. What's more interesting is that 92% of plant-based meals produced in 2018 were eaten by non-vegans.

This data shows mass adoption is taking place & that not only vegans are eating plant-based food. The vegan food market value is expected to grow to staggering \$31.4 billion by the year 2026 & we want to play our part in this.



The pioneers of 'gourmet' hot dogs. Popdogs has taken a simple handheld snack & by daring to be different catapulted it to another level. The team ooze creativity, are audacious in their menu creation & not shy to ruffle a few feathers! Our reputation proceeds itself & we're the go-to outfit in London for plant-based hot dogs.

Popdogs is not targeted at vegans. It's targeted at people who simply like good honest food. People that are on the fence about plant-based food or those that just like to keep a balance in their diet. We could safely say that 50% of the people that eat with us are not vegan. The aim is to be play our part in the shift in mindset & facilitate the growth of sustainable living.

WHY?

FRANCHISING

Official figures from the British Franchise Association NatWest Franchise Survey 2018 show that the franchising industry contributes heavily to the UK GDP & employs a considerable amount of people:

Industry annual turnover: 17.2 billion per annum

Number of people employed in franchising: 710 million

Number of franchisor brands operating in the UK: 935

Number of franchisee outlets: 48,600

Percentage of units profitable (including new businesses): 93%

Franchising provides you, the franchisee, with a successful brand, a proven business model, training & support. Franchising provides you with an outfit that has done the dirty work, learnt from its mistakes & refined its products & processes. Working on these efficiencies ultimately streamlines costs & puts the franchisee in a better position to run a profitable business.

WHAT CAN I TRADE FROM?



This is where it gets exciting! We've developed concepts for an array of formats, from market stalls, kiosks at railway stations or shopping centres, trailers, trucks & semi permanent sites. These provide prospecting franchisees with different upfront investment costs & a suitable point of entry for each individual.

We'll provide a prospectus for a detailed breakdown of costs for each format

THE **SUPPORT**

The team at Popdogs has the knowledge & expertise to guide you through the early stages of your venture & facilitate your initial growth. The team will provide you with advice on which trading format best suits your location & which of those has the best potential. We'll be here to answer questions, discuss concerns & give you the boost you need.

Over the past 9 years we've learnt many things; everything not to do, where we fit in, our identity & how to run a profitable business. We've adapted to changing times & overcome many a hurdle. Your development is key to the longterm success of the brand & we want to see you succeed.



BRANDS WE'VE WORKED WITH & APPEARANCES

amazon

Jamie
Oliver

CERVEZA



Madame Tussauds
LONDON

★ Heineken®



BRIDGET JONES'S BABY

BBC
FOUR

Amazon, Mercedes-Benz, Madame Tussaud's, Sol, Heineken, Rooftop Film Club, Jamie Oliver, BBC Channel 4 & Bridget Jones' Baby

WHO ARE WE

Popdogs is on the hunt for people that have a passion for food coupled with business acumen. The ideal candidate(s) would be environmentally conscience & have a genuine desire to make a positive impact on society & the climate. The right individual(s) would have solid management skills, an eye for opportunity & the ability to work smart, not hard.

We're looking for matches made in heaven! The compatibility between both parties is fundamental to building a strong business relationship & will determine the long term success. This journey will be a tough & emotional rollercoaster, an emotional rollercoaster at times, but one that will be highly rewarding & we want to share that with the best possible people.

LOOKING FOR?



FAQS

WHAT'S NEXT?



It's very important to us that we find the right candidates. We want to make this process as smooth as possible for you & the steps are outlined below:

STEP 1 – Email franchising@popdogs.co.uk for questionnaire

STEP 2 – If after the questionnaire you seem a suitable candidate you'll then conduct a telephone interview with a member of the team

STEP 3 – Got the thumbs up? You'll then fill out a detailed application form & the details will be accessed

STEP 4 – If the application ticks all our boxes you'll then proceed to a meeting with our founder who will have the final say

STEP 5 – Well done on your acceptance! You'll now receive our Financial Information Memorandum, after studying the document you may ask any questions

STEP 6 – All good? You'll now receive a letter of intent for the franchise opportunity

STEP 7 – Once the letter of intent has been signed & the deposit received, you'll then receive the franchise agreement.

STEP 8 – After seeking advice from a British Franchise Association lawyer, you'll then execute the franchise agreement

STEP 9 – The journey begins!



HOW MUCH WILL I NEED TO GET... **STARTED**

This will all depend on the trading format you choose to start with (see trading format prospectus for full details).
The other costs that you will need to consider are detailed below:

Franchise license fee – £7000 + VAT

Monthly management fee – £1200 + VAT

Start up stock – £3000



WHAT DO I GET FOR MY FRANCHISE FEE?

The admission to set up, own and operate the Popdogs brand for an initial period of 5 years, which is then renewable for a further 5 year period in accordance with the franchise agreement

Training materials on all operational aspects of the business

All required manuals & guidance handbooks

A representative from the Popdogs team will be present on your first day of trading

Mentoring on how to run a business effectively & successfully

WHAT DO I GET IN RETURN FOR MY MONTHLY MANAGEMENT FEE?

Periodic visits from Popdogs HQ

Ongoing operational assistance, periodic re-training as well as training on any new product launches & support with business development plans

Access to relevant metrics & reports

Marketing on social media platforms

Local marketing advice & strategy development

Mystery shopper program

Access to Popdogs' suppliers network

Our experience & buying power to consistently offer value for money as the franchise continues to grow

A vibrant, abstract illustration featuring various fruits and food items like lemons, bananas, and a hot pepper, along with the word 'Juicy' in a cursive font, all set against a background of colorful, wavy lines.

This would all depend which type of trading format you decide to proceed with & how you position yourself on an organisational standpoint regarding paperwork.