

East London, 2013.



FRANCHISE



DIRTY DOG £6

THE BEST OF BOTH WORLDS
A BUNNY HOTDOG WITH
SMOKED SAUSAGE, CHEDDAR & A
SMOOTHY OF THE DAY. SERVED IN
A TOASTED BUN. AVAILABLE IN
MAYBE YOUR FAVORITE
CITY'S BEST PLACE.

ABSOLUTE FOOD HEAVEN

CLINTON'S
LOVE CHILD £5

AN ALL-AMERICAN CLASSIC
HOTDOG WITH A GARDEN FRESH
SWEET CORN, CHEDDAR, SAUSAGE
WITH RELISH & SAUSAGE
WITH RELISH, SAUSAGE &
SAUSAGE. SERVED IN A
TOASTED BUN. AVAILABLE IN
MAYBE YOUR FAVORITE
CITY'S BEST PLACE.

TOPPINGS FREE

CHEDDAR CHEESE
HOT SAUCE
SAUSAGE
HOT SAUCE
CHEDDAR CHEESE SAUCE
JALAPENO

www.popdogs.co.uk
instagram: popdogsofficial



OUR STORY

Popdogs was born in 2013 on Brick Lane, London, at the iconic Vibe Bar, a key player in the East London scene since the '90s. We soon moved to the bustling Camden Market, where we used the buzzing environment to showcase our wares. Starting off as a humble market stall we used this as a springboard to dominate the UK's music festival circuit, partner with prestigious brands & even expand to Australia! As the UK's leading hot dog operator, we've built a strong, loyal following that's eager for our products to be more accessible. Our grab-and-go concept is not only highly scalable but also requires fewer resources, and with the rising requirement to reduce labour & energy costs, it's poised for even greater success.

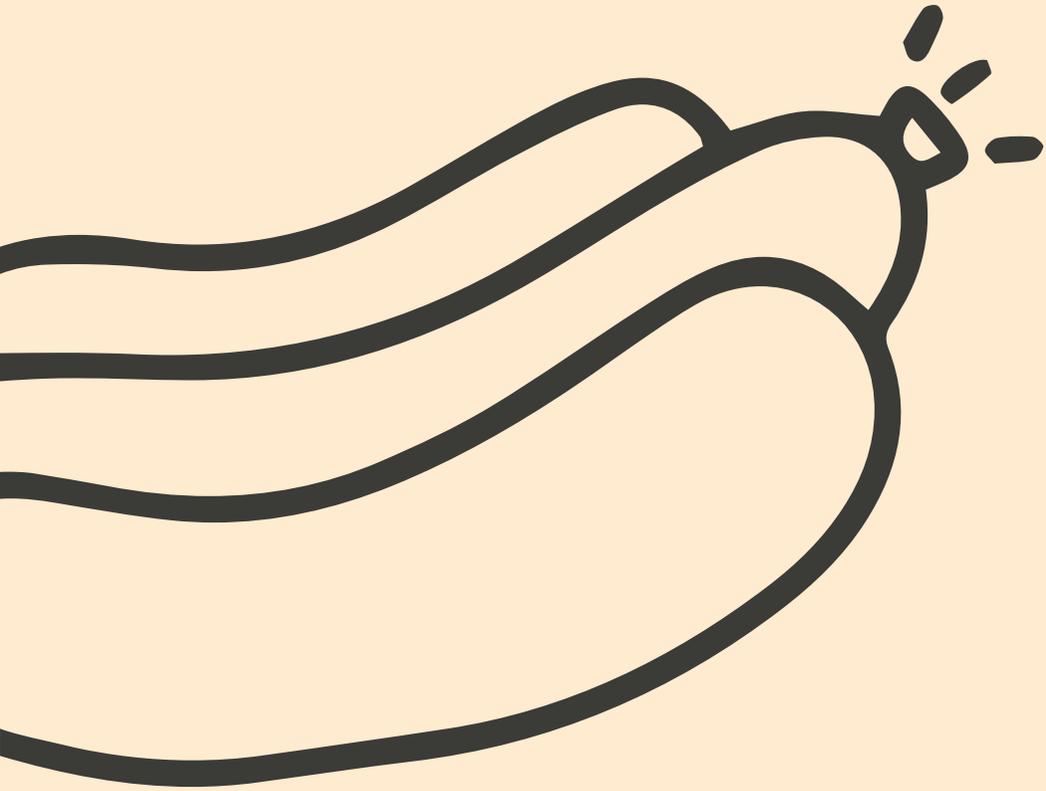


OUR ETHOS

Popdogs has always been about good food, good people & good times. The incredible legends we've had the privilege of employing over the years have played a pivotal role in shaping the company's culture & defining what we are today. Their unique personalities bring the energy & vibrancy that make the Popdogs brand truly special.



WHAT MAKES US...



UNIQUE

We don't just sell sausages; we sell dreams (well, kind of). But seriously, putting smiles on faces is what we do best. The Popdogs brand has become iconic, not only as a hub & meeting point at music festivals across the UK, but also as a key player in the cultural shift that helped shape the UK street food scene as we know it today. We were the first food operator to trade inside Madame Tussaud's London, the first to set up shop on a London Underground platform, & we even made an appearance in Bridget Jones' Baby!

OUR MENU

- vegan options available

Popdogs

70 YEAR OLD TODDLER

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

SLOPPY D

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

NO WAY JOSE

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

PLAIN FRIES

CHEESY FRIES

Smoked cheese & crispy onions

SHAWARMA FRIES

Shawarma chicken, rainbow slaw, garlic mayo & japapenos

SLOPPY D FRIES

Chilli con carne, smoked cheese & jalapenos

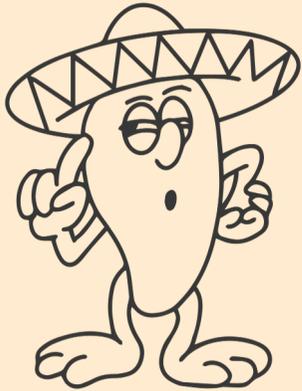




MEET THE

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**



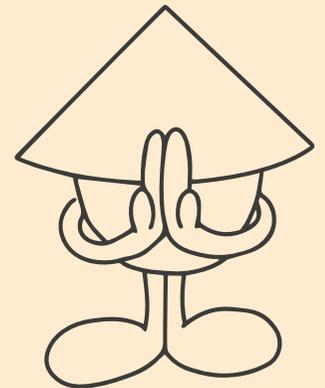
SLOPPY D



**70 YEAR OLD
TODDLER**



**FRESH
Prince**



NAM BAN

THE MARKET...



The UK's street food industry has experienced significant expansion, with over 7,000 street food vans operating nationwide, growing by 20% year on year. A substantial 50% of UK consumers purchase from street food vendors at least once a week & 64% are willing to spend more than the average daily lunch cost on street food. The European hot dog & sausage market was valued at approximately USD 15.79 billion in 2024 & is projected to reach USD 18.95 billion by 2029, growing at a CAGR of 3.72%. These statistics underscore the robust demand & growth potential within the UK's street food & hot dog markets, making it an opportune time to establish a hot dog franchise.



The pioneers of 'gourmet' hot dogs, Popdogs has taken a simple handheld snack & by daring to be different, elevated it to new heights. Our team is brimming with creativity, bold in their menu innovation & never shy to ruffle a few feathers! With a reputation that precedes us, we've become the go-to brand for hot dogs in the UK.

WHY?

FRANCHISING

Official figures from the British Franchise Association NatWest Franchise Survey 2024 show that the franchising industry contributes heavily to the UK GDP & employs a considerable amount of people: Industry annual turnover: 19.1 billion per annum. Number of people employed in franchising: 770,000. Number of franchisor brands operating in the UK: 1077. Number of franchisee outlets: 50,600. Percentage of units profitable (including new businesses): 89%

Franchising offers you, as the franchisee, the advantage of partnering with an established brand, a proven business model & comprehensive training & support. It provides a framework built on hard-earned experience - refining products, perfecting processes & overcoming challenges along the way. By leveraging these efficiencies, franchising streamlines operations, reduces costs, & positions you for greater success in running a profitable & sustainable business.

WHAT CAN I TRADE FROM?



This is where things get exciting! We've designed a range of flexible concepts to suit various operational formats - whether it's a market stall, a kiosk at a busy railway station or shopping centre, a mobile trailer, a food truck, or a semi-permanent site. Each option offers prospective franchisees different entry points with varying levels of upfront investment, allowing you to choose the model that best fits your goals & budget. A detailed prospectus will be provided, outlining the costs & requirements for each format to help you make an informed decision.

THE

SUPPORT

At Popdogs, our team brings the knowledge, expertise, & hands-on experience needed to support you through the early stages of your journey & drive your initial growth. We'll offer tailored guidance to help you identify the trading format that best suits your location & offers the highest potential for success.

We're here to answer your questions, address any concerns & provide the motivation you need to keep moving forward. Over the past 12 years, we've gained invaluable insights - learning from every challenge, refining our identity & mastering the art of running a profitable business. We've adapted to changing markets, overcome obstacles & emerged stronger every time.

Your development is central to the long-term success of the Popdogs brand & we're committed to supporting you every step of the way. When you succeed, we all succeed.



BRANDS WE'VE WORKED WITH & APPEARANCES

amazon

Jamie Oliver

CERVEZA
Sol

EveningStandard.



Madame Tussauds
LONDON

★ Heineken®



BRIDGET JONES'S BABY

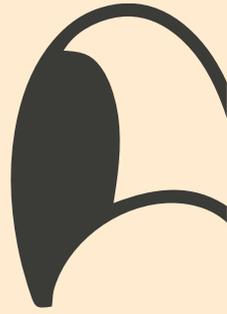
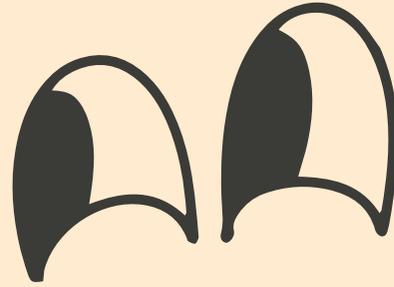
ROOFTOP
CINEMA CLUB

BBC
FOUR

INDEPENDENT

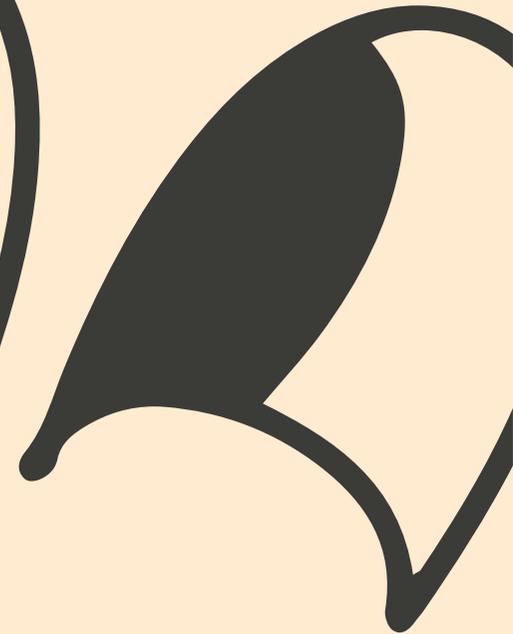
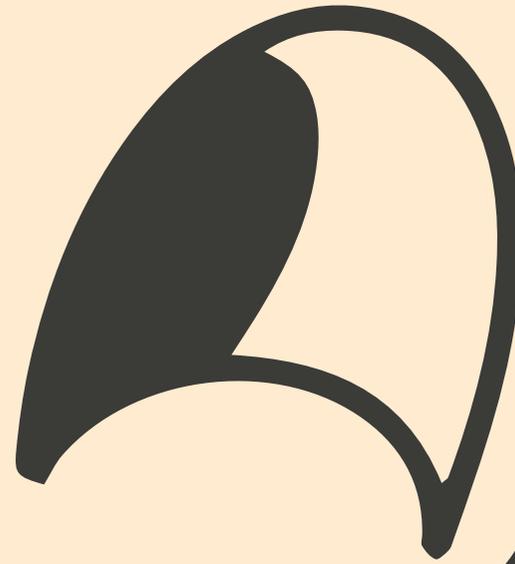
Amazon, Mercedes-Benz, Sony Music, Madame Tussaud's, Sol, Heineken, Rooftop Film Club, Jamie Oliver, BBC Channel 4, Evening Standard, Independent & Bridget Jones' Baby

WHO ARE WE



Popdogs is searching for driven individuals who share our passion for food & possess strong business acumen. We're looking for individuals with proven management skills, a sharp eye for opportunity & the strategic mindset to work smarter, not harder. If you're motivated by innovation, sustainability, & the challenge of building a successful business, you could be the perfect fit for the Popdogs family.

We're on the hunt for perfect partnerships - because true compatibility is the foundation of a strong, successful business relationship. Finding the right fit is essential to ensuring long-term success for both parties. This journey won't always be easy - it will challenge you, push your limits & be an emotional rollercoaster at times. But with those challenges come incredible rewards & we want to share that journey with the very best people & those who are driven, passionate & ready to grow with us.



ARE YOU JOINING 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 us at hello@popdogs.co.uk with the subject line "FRANCHISE" to receive your introductory questionnaire.

STEP 2 - Once we've reviewed your questionnaire, if you seem like a suitable candidate, we'll invite you to a telephone interview with a member of our team.

STEP 3 - Impressed us so far? You'll then complete a detailed application form, which we'll thoroughly assess to ensure you're the right fit.

STEP 4 - If your application ticks all the right boxes, you'll be invited to a one-on-one meeting with our founder, who will make the final decision on moving forward.

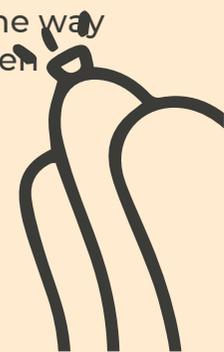
STEP 5 - Congratulations on your acceptance! You'll receive our Financial Information Memorandum. Take your time to review the document & feel free to ask any questions you may have.

STEP 6 - If everything looks good, you'll receive a Letter of Intent for the franchise opportunity.

STEP 7 - Once the Letter of Intent is signed & the deposit is received, we'll provide you with the official Franchise Agreement.

STEP 8 - Before signing, we recommend seeking advice from a British Franchise Association (BFA) - accredited lawyer to ensure you're fully informed. Once reviewed, you'll execute the franchise agreement.

STEP 9 - With everything finalised, your Popdogs franchise journey officially starts - & we'll be with you every step of the way to ensure your success. We're excited to guide you through this process & look forward to welcoming passionate, driven individuals into the Popdogs family!



HOW MUCH WILL I NEED TO GET...

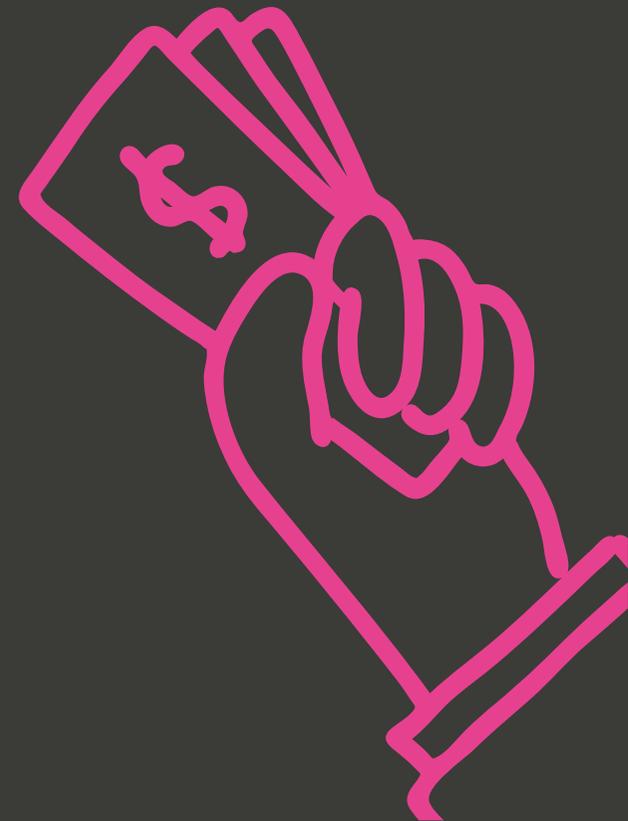
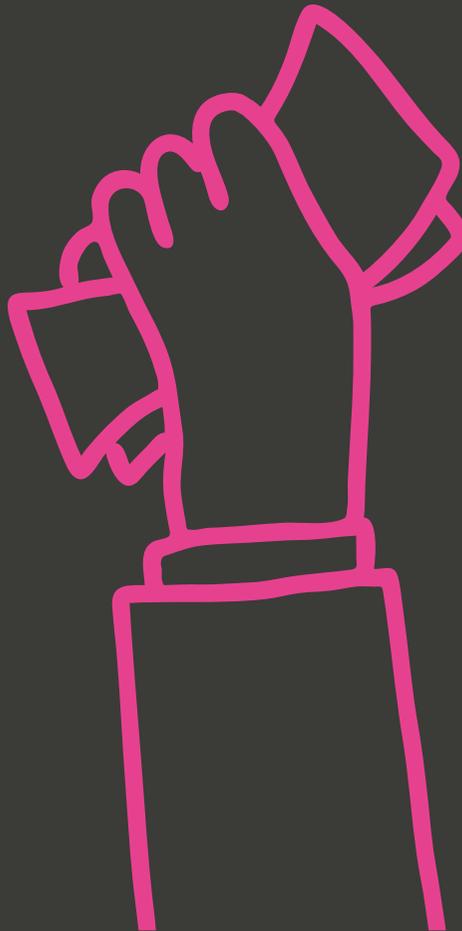
STARTED

The total investment will largely depend on the trading format you choose to begin with (refer to the Trading Format Prospectus for a comprehensive breakdown). In addition to the initial setup costs, there are several other expenses to consider, outlined below:

Franchise license fee - £7000 + VAT

Monthly management fee - £1200 + VAT

Start up stock - £3000

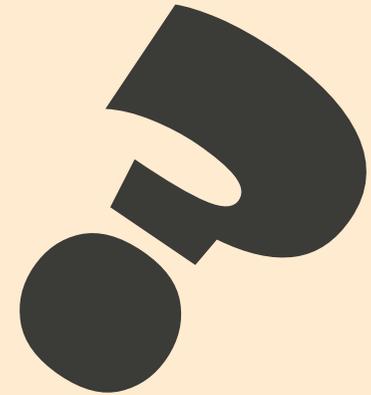


WHAT DO I GET FOR MY FRANCHISE FEE?

Your franchise package includes everything you need to set up, own & operate the Popdogs brand with confidence. Here's what you'll receive:

- **Franchise Rights:** Authorisation to establish, own & operate under the Popdogs brand for an initial 5-year term, with the option to renew for an additional 5 years in accordance with the franchise agreement.
- **Comprehensive Training Materials:** Access to detailed resources covering every operational aspect of the business.
- **Complete Manuals & Guidance Handbooks:** Step-by-step instructions & best practices for running a successful Popdogs operation.
- **On-Site Support:** A dedicated Popdogs representative will be present on your first day of trading to ensure a smooth launch.
- **Ongoing Business Mentorship:** Expert guidance & mentoring on how to run your franchise efficiently, profitably & sustainably.

With these resources, you'll have the support & tools necessary to build a thriving business & make your mark with Popdogs.



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



As a Popdogs franchisee, you'll benefit from a comprehensive support system designed to help you grow & succeed. Our ongoing assistance includes:

- Visits from Popdogs HQ: Periodic site visits to provide guidance, assess performance & offer hands-on support.
- Continuous Operational Support: Ongoing assistance with day-to-day operations, including regular re-training & guidance on new product launches.
- Business Development Support: Expert advice to help you refine your business development strategy & drive long-term growth.
- Access to Performance Metrics & Reports: In-depth data insights to help you track progress, monitor performance & make informed decisions.
- Social Media Marketing: National-level marketing support across key social media platforms to boost brand visibility.
- Local Marketing Support: Tailored advice & strategy development to help you effectively target your local market.
- Mystery Shopper Program: Regular evaluations to ensure high service standards & provide valuable customer feedback.
- Exclusive Supplier Network Access: Direct access to our trusted supplier network, ensuring high-quality products & competitive pricing.
- Leverage Our Experience & Buying Power: Benefit from our industry expertise & purchasing strength, allowing you to offer consistent value for money as your franchise grows.

With these resources, you'll have everything you need to operate efficiently, deliver an exceptional customer experience, & build a profitable, scalable business with Popdogs.

FINAL FAQS

WHAT OTHER ONGOING FEES WILL I INCUR?

As a franchisee, you are responsible for covering the rent of your chosen site & the cost of utilities & amenities associated with operating your business.

DOES POPDOGS DICTATE MY PRICING?

No, we don't dictate your pricing. However, we provide detailed guidance & analysis to help you establish a pricing structure that is competitive & appropriate for your territory. This advice will be provided before you begin trading to ensure you're set up for success.

CAN I SOURCE MY OWN EQUIPMENT?

Yes, you can source your own equipment - as long as it meets our operational & performance standards. This ensures consistency in quality & efficiency across all Popdogs locations.

CAN I SOURCE MY OWN INGREDIENTS?

In short, no. The distinct quality of our products is what sets Popdogs apart from the competition. Our menu is crafted using proprietary ingredients, ensuring every franchise delivers a consistent, high-quality experience to customers. To maintain brand integrity & product consistency, all core ingredients must be sourced through our approved supplier network. The only exception is fresh produce, which can be locally sourced, provided it meets our quality standards.

HOW LONG BEFORE I CAN START TRADING?

Your timeline will depend on the trading format you choose & how quickly you can organise necessary documentation, including securing your site, completing legal paperwork & fulfilling training requirements. Once all operational & administrative requirements are met, we'll help you hit the ground running & get your Popdogs franchise up & trading as efficiently as possible!

