



Sub-Franchise
Opportunities

COVERED

Why Us

Our Profile, Brand Expressions, Social Media, Menu Snapshot

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WHY US?





FOOD COMES FIRST

At Johnny Rockets, passion for food comes first and our servers share our passion through superb customer service.

Classic comforts get a modern twist with a chef-inspired menu, including fresh, quality ingredients and signature limited time offers.

With inspiration from cuisine and culture all over the globe, this international brand offers best-in-class burgers, shakes and fries.

What was once an all-American restaurant has opened its doors to attain a truly global culture. We draw inspiration from cuisine and culture all over the globe. We offer best-in-class burgers, shakes and fries.

What was once an offering of classic ice cream shakes becomes a select variety of hand-spun shakes with a new offering of craft soda floats.

Seating is no longer prescribed by permanent booths and fastened swivel chairs. Flexibility to move tables and various types of chairs encourages our customers to engage.





BUILDING A BETTER BURGER

BUILDING A BETTER FRANCHISE

Brioche Bun Baked Daily

Fresh Ingredients

Extensive Variety of Cheeses and Toppings

Never Frozen Meat

One-Of-A-Kind Special Sauce



30-Year Brand with Broad Appeal

Refreshed Branding, Including New Logo and Design

Technology Enhancements

Exceptional Customer Service



BRAND EXPRESSIONS





SOCIAL MEDIA FAVORITE

Instagram

johnny_rocketssuae Follow

Johnny Rockets UAE Multiple award winning burgers, served within a classic American diner atmosphere. In UAE since 1996. Home Delivery: 800-JOHNNY (564669) www.johnnyrocketsuae.com

567 posts 1,941 followers 2,890 following

Facebook: Johnny Rockets UAE

REBEL AGAINST THE ORDINARY. TRY OUR FRESH, BOLD NEW TASTES. PREMIUM WAQYU HAMBURGER COMBO

Johnny Rockets UAE

Home

15,235 Post Reach | 0 Website Clicks | 0 Contact Us

Get More Restaurant Bookings: Promote Johnny Rockets UAE to people in Dubai, United Arab Emirates and get more bookings.

Johnny Rockets UAE Published by Amrisha Mohanty (1) · 19 hrs

These fries though. Why else would our ketchup always be smiling?

798 people reached

Subash Kakkadath, Sharesh Dash and 9 others



EXCITEMENT AROUND THE BRAND

Recent articles reflect Johnny Rockets presence in the media.

Johnny Rockets is investing in IT and the latest technologies.

Focus on menu innovation and LTO development.



Johnny Rockets celebrates 20 years in the UAE



Johnny Rockets, home of the original hamburger, is celebrating its 20th year in the UAE. The retro, 50's-inspired diner has been serving classic American burgers in the region since 1996 and was one of the first Burger joints to open in the UAE.

The California-based burger chain has added 13 additional outlets to their original venue on Jumeirah Beach Road over the years and the chain has recently introduced a new menu.



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Nikki Beach Dubai Opening Soon

Hub Zero: The UAE's first immersive entertainment park...



Johnny Rockets Rock & Rolls Through 2016

February 24, 2016 • Featured, Food & Beverages, Hospitality

Johnny Rockets, home of the original hamburger, is proud to be rocking and rolling through 2016 – its 20th year in the UAE. The uber-retro, 50's-inspired diner has taken pride in uniting UAE residents and tourists to an all-American classic hub in the region since 1996. One of the first burger joints in the UAE, the brand has maintained an edge over other concepts by offering great tasting food, an authentic Americana look and feel, tabletop jukeboxes and authentic décor, and is proud to have added 13 additional outlets to their original venue located on Jumeirah Beach Road over the years.

Assuming the guise of a '50s diner, Johnny Rockets aims to transport diners back to the era of bobby socks and rock 'n' roll. Every original Johnny Rockets restaurant boasts great tasting food



Bite me

Tuck in to flambéed duck breast at Brasserie Flo

THE METHOD

The duck is seared until brown then flambéed (set alight) with a malt beverage at your table before carving



THE SIDES

You won't be feeding these steamed greens to the dog. The dish also comes with gratin dauphinois. Yum.



Johnny Rockets New Menu

Updated on 25 February 2016



Johnny Rockets is proud to be rocking and rolling through 2016 with a new menu in the UAE. The uber-retro, 50's-inspired diner has taken pride in uniting residents and tourists to an all-American classic hub in the region. One of the first burger joints in the UAE, Johnny Rockets' new menu includes Wagyu burger, Portobello Mushroom Chicken Sandwich, All Star American Apple Pie, Deep Fried Chocolate Cheesecake and Cheeky Chocolate Cake. Enjoy the Johnny Rockets menu at 14 outlets across the UAE.



MENU SNAPSHOT

On Johnny Rockets

A sliders menu was added across all our outlets, as well the addition of a new dessert menu. Further, our famous and customer favorite burgers remain at the forefront of our menu, with even bigger portions.

STARTERS & SIDES

ONION RINGS Sweet, farm fresh onions, served with Ranch sauce.	26
CHICKEN TENDERS (5 PC) Crispy chicken tenders with choice of BBQ or Ranch or Honey mustard sauce.	37
MOZZARELLA STICKS Starter size of mozzarella sticks with marinara sauce.	29
CHEESE FRIES	26
CHILI CHEESE FRIES	30
BEEF BACON CHEESE FRIES	30
JALAPENO POPPERS	29
ROCKET WINGS (7PC)	40
SWEET POTATO FRIES	29
HALF RINGS & HALF FRIES	26
AMERICAN FRIES Perfectly-seasoned premium potatoes	22
ORIGINAL CHILI BOWL Homestyle, all-meat recipe topped with shredded cheddar cheese and chopped onion	25





Certified Angus Beef

FRESH BURGERS

ALL OUR DELICIOUS BURGERS ARE AVAILABLE IN THE FOLLOWING SIZES: SINGLE / REGULAR / DOUBLE

ADD
FOOD AND DRINK
SOFT DRINK
TAX

THE ORIGINAL
The one that started it all! Shredded lettuce, fresh tomato, chopped onion, relish, crinkle-cut pickles, mustard & mayonnaise.
S/R/D
33/38/44

THE SPICY HOUSTON
Spicy jalapenos, pepper jack cheese, crisp leaf lettuce, fresh tomato & our smokin' spicy Houston sauce.
S/R/D
35/40/46

SMOKE HOUSE
An exceptional blend of flavors; this is a one of a kind burger. Smoked bacon, cheddar cheese & our special recipe "smoke house" barbecue ranch sauce.
S/R/D
36/41/47

THE MELROSE CHEESEBURGER
The classic All-American cheeseburger, topped with American cheese, our special Melrose sauce, crisp leaf lettuce and fresh sliced tomato.
S/R/D
35/40/46

ROUTE 66
This favorite is named after the iconic, carefree American highway. Swiss cheese, grilled mushrooms, caramelized onions & mayonnaise.
S/R/D
35/40/46

ROCKET SINGLE
Our signature burgers include cheddar cheese, crisp leaf lettuce, fresh tomato, sliced onion & special sauce.
S/R/D
35/40/46

#12
Cheddar cheese, crisp leaf lettuce, sliced onion, crinkle-cut pickles, mayonnaise and our rockin' red sauce.
Our guests rate it 12 on a scale from one to ten!
S/R/D
35/40/46

VEGETARIAN

VEGGIE BURGER
A 100% vegetarian blend of your favorite veggies combined in a crunchy patty covered with grilled onion, shredded lettuce, tomato and topped with our own signature melrose sauce.
30

MUSHROOM & SWISS BURGER
Tasty Vegetarian treat, sauteed mushrooms, caramelized onions, Cheese, shredded lettuce, tomato & Chipotle Ranch sauce.



ROCKET DOUBLE



Made to order



JOHNNY ROCKETS INTERNATIONAL

THE BRAND



61 in the Americas (excluding the USA), 52 in Asia, 44 in MENA, 6 in Europe & Africa.

There are over 200 Johnny Rockets outlets operating in 36 states of the USA.

The brand also has 11 outlets operating in Royal Caribbean Cruise Ships.

Johnny Rockets is an international restaurant franchise founded in 1986 and operates more than 380 franchise and corporate locations in 32 countries around the world.

Johnny Rockets offers delicious hamburgers, hand-dipped milkshakes and crispy American fries.

Each year, Johnny Rockets serves 17 million Hamburgers, 8 million pounds of Fries, 2.1 million orders of Onion Rings and 815,000 gallons of ice cream.





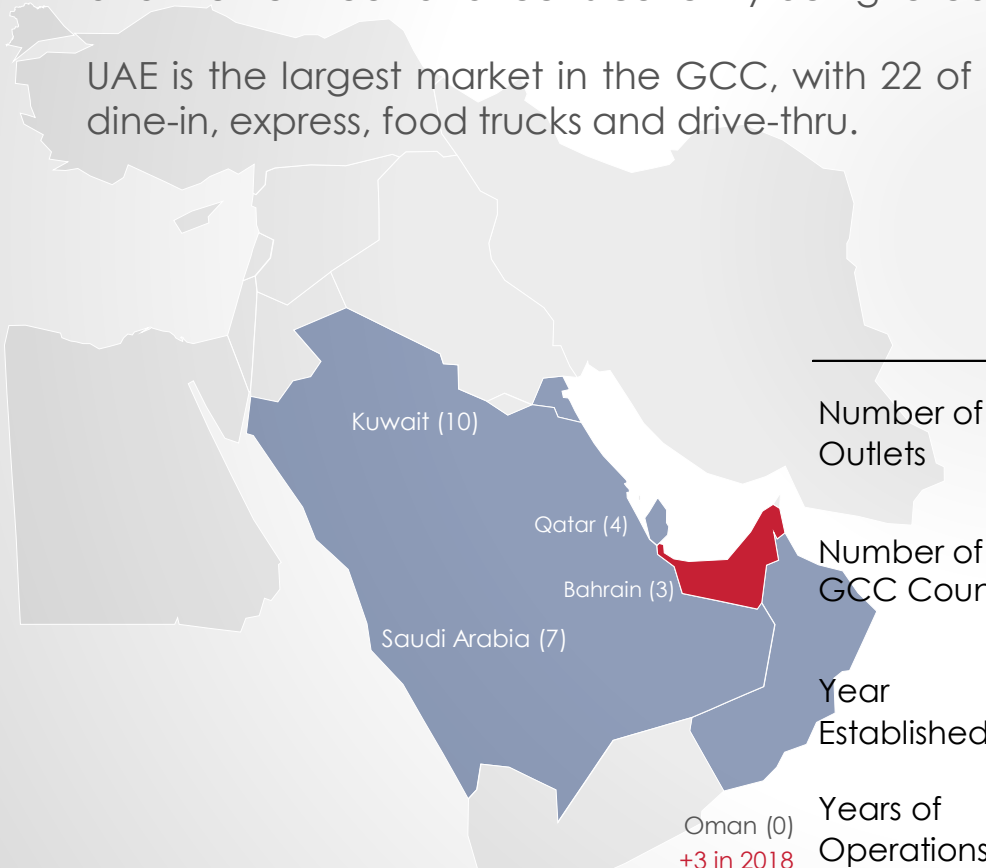
JOHNNY ROCKETS IN THE GCC






COMPETITION AND PRESENCE

Leads the gourmet burger market in the GCC (Gulf Cooperation Council). Currently, 46 stores are operating in the area, and expected to grow further over the next 5 years.

As the Exclusive Developer of Johnny Rockets, we are licensed to sub franchise in the Territories. Johnny Rockets is undergoing a rebranding exercise with an all new design and material finish for our restaurants and the new look and feel is currently being rolled out in the UAE.

UAE is the largest market in the GCC, with 22 of 46 outlets currently, with different outlets types such as dine-in, express, food trucks and drive-thru.



					
Number of Outlets	46	14	29	6	23
Number of GCC Countries	5	4	5	3	6
Year Established	1986	1986	1995	2001	2004
Years of Operations in UAE	21	2	6	NA	5

1. GCC includes United Arab Emirates, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman



OUR NEW LOOK

We reopened our food court location at The Dubai Mall in November, 2016 and business has grown 100% over last year.

We also re-opened our newly renovated stores at Mirdif City Centre to reflect the new 2.0 look.

Marina Walk outlet has completed renovations as well and reopened in December 2017.

Dubai Mall Express



Mirdif City Centre



Marina Walk





CELEBRATING NEW OPENINGS

COCO

Al Khalidiya

- Khalidiya effectively began operating in Feb 2017.
- Dine-in outlet consists of 2 floors with total indoor area of **2651** sqft.
- Varied types of tables and seats are used to meet all generations desires, from stools and booths to stand alone tables.



Boutik Mall express

- Boutik Mall Express effectively began operating in Feb 2017.
- Express outlet with total indoor area of **492** sqft.
- The outlet is located in the food court of Boutik Mall in Reem Island, Abu Dhabi. The only burger concept in the food court is Johnny Rockets.



Motor City – Food truck

- The first food truck was deployed in Motor City in Dec 2017. Currently serves dine-ins with an outdoor seating space as well as deliveries in the area.
- The second truck shall be deployed in Qanat Al Qasba, Sharjah in Q1, 2018. It will be the brand's debut in the Emirate.





ARE YOU NEXT?



1st

Our first sub-franchise outlet opened in UAE in Aug 2017!



2nd



3rd

After a very successful launch of our first sub-franchise outlet, we decided to expand our sub-franchise partnerships further by opening in Dalma Mall, Abu Dhabi and the first in Al Ain, opening at the Bawadi Mall, both in Jan 2018.

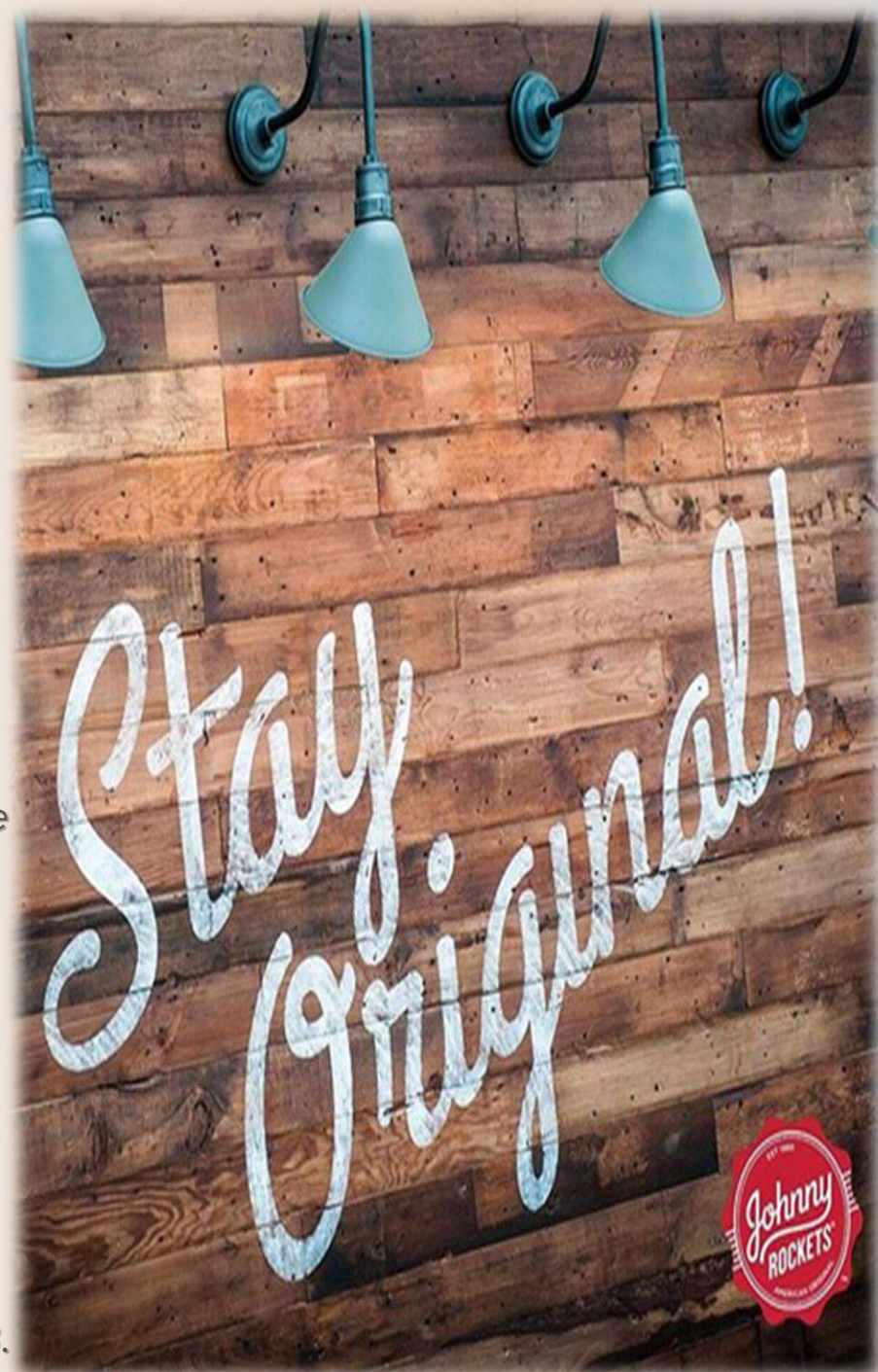


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We signed and committed to 5 new prime locations in 2018 All available for sub-franchising.



Three new sub franchisee owned restaurants will also open in Oman Muscat in 2018.





CELEBRATING OUR PARTNERS

FOFO



1st

Johnny Rockets sub-franchise outlet, 24h hours drive thru format opened in Aug 2017 in Last Exit North, Dubai.



2nd

Johnny Rockets sub-franchise outlet, express format opened in Jan 2018 in Dalma Mall foodcourt, Abu Dhabi.



بوادي مول
bawadi mall

3rd

Johnny Rockets sub-franchise outlet, and first one in Al Ain, express format opened in Jan 2018 in Bawadi Mall foodcourt.





OUR NEW LOOK AND FEEL FACELIFT PROGRAM

Before

After



Facelift work started in Aug 2017 on sites in Dubai without the need to close down any outlet during the work

The Dubai Mall Village and Mall of the Emirates outlets will be excluded from the facelift project due to mall rules and restrictions on renovation

Dubai and Ras Al Khaimah outlets facelift was completed in Q3

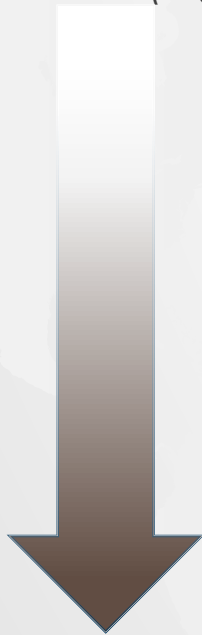
Abu Dhabi outlets facelift will be executed in 2018

Note: Attached photos are captured before and after Sheikh Zayed Road Outlet facelift.



WE HAVE EXCITING PLANS STRATEGIC EXPANSION

Johnny Rockets main strategy and focus at this juncture is growing and expanding the geographical presence of Johnny Rockets in the UAE, Oman and new countries (together "Territories").



13 new countries have been reserved for us for exclusive franchise and sub franchise development across Europe, Africa and Asia.

Africa

- Egypt
- Morocco
- Ethiopia
- Uganda
- Kenya
- Tanzania

Asia

- Vietnam
- Taiwan

Europe

- Kazakhstan
- Georgia
- Ukraine
- Czech
- Hungary

Existing Territories include the perpetual franchise rights of the brand in the UAE, and the development franchise rights of the brand in Oman. We also have the right to sub-franchise in the UAE and Oman.

The Center of Excellence will be based in Dubai, UAE and will serve all new territories with logistical, operational, training and marketing support. This will ensure quality control across all territories.

- Existing Territories
- Potential New Territories
- Center of Excellence



EXPERIENCED TEAM SUPPORT

By following the Johnny Rockets business model, sub franchisees have access to all they need to open and operate their very own restaurant successfully.

Our Restaurant Support Center offers guidance at every step, especially in the following areas:

- Site selection & lease negotiations.
- Restaurant design.
- Construction process.
- Marketing and promotional design.
- Franchisee communications.
- Purchasing.
- Operations.
- Management training, opening support and ongoing support.
- IT system support & training.
- Staff recruitment.
- Home delivery call centre.

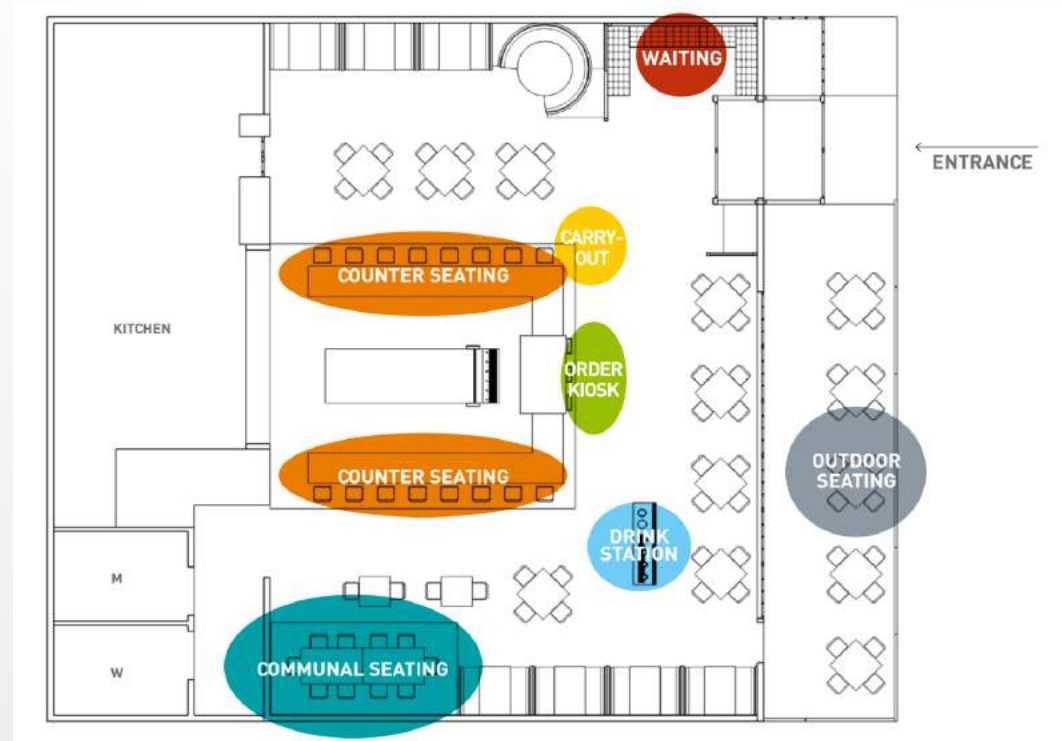


BUILD OUT COMPONENTS

The Franchise Kit provides a complete breakdown of the estimated build out costs for Traditional, Express, Drive-Thru and Food truck models. Specifics include costs for:

Architectural design.
Leasehold improvements.
Furniture, Fixtures and Equipment.
Interior Décor.
Signs.
Information, Tech and POS Systems.
Smallwares.
Inventory.
Real Estate and Security Deposits.
Insurance and Performance Bonds.
Music and Video System.
Training.

Labor.
Grand Opening.
Etc.





JOHNNY ROCKETS TRADITIONAL (DINER MODEL)

Offers a larger location to cater to guests who are seeking the traditional, dine-in Johnny Rockets experience. The traditional prototype is ideal for spaces that can accommodate full-service dining and entertainment.

SITE CRITERIA

High-traffic locations such as theatre- and entertainment-centered malls, theme parks and lifestyle centers.

- Space Size: 1,200 – 2000 square feet.
- Gas: 2 inch line, low pressure.
- Water: 1.5 inch line.
- Electric: 100 to 150 KVA.
- Sewer: 4 inch and grease interceptor.
- Restroom and AC to meet local code and square footage requirements.





JOHNNY ROCKETS EXPRESS (FOOD-COURT MODEL)

Offers a quick, quality experience for guests in alternative venues, including mall food courts, arenas and airport food courts. Johnny Rockets Express is ideal for developments looking to deliver an all-American experience to consumers on-the-go.

SITE CRITERIA

Entertainment-centered malls, theatre complexes, travel plazas or airports.

- Space Size: 450 – 550 square feet.
- Gas: 2 inch line, low pressure.
- Water: 1.5 inch line.
- Electric: 100 to 150 KVA with 3 Phase.
- Sewer: 4 inch and grease interceptor.
- High traffic generators.





JOHNNY ROCKETS DRIVE THRU

Offers a quick, quality experience for guests in high volume areas, such as exits off of major freeways. Drive-Thru restaurants are ideal for on-the-go consumers, whether they are traveling for business or simply looking for a quick bite.

SITE CRITERIA

Locations off major freeways for on-the-go consumers.

- Space Size: 500 – 800 square feet.
- Car Count: 50,000+.
- Inter emirate locations preferred with on or off ramps.
- Inter emirate and monument signage.
- Left turn ingress available.
- Right turn egress available.
- Must offer drive-thru.
- Can be a dine in/food court site with drive thru option.





JOHNNY ROCKETS FOOD-TRUCK

Food Truck Specs

- **Type:** 24 Ft Step Van from USA.
- **Make:** Freightliner.
- **Overall Dimensions:** 10 mts long x 3 mts wide.
- **Generator:** 40KV Built In Back Up Diesel Generator.
- **LPG System:** Built In Gas System.
- **Additional Systems:** Fire Suppression System, CCTV System, POS System, Grey and Fresh Water Tank.

SITE CRITERIA

- 10 mt x 3 mt to park the truck.
- Additional space to place few umbrellas, tables, chairs, side station etc.
- Additional space behind the truck to place 25 KW single phase diesel generator to power the truck.





LET'S GET READY FOR DISCOVERY DAY

1. Complete your franchise application.
2. Review and sign LOI.
3. Preliminary site reviews.
4. Come and share in the excitement of Johnny Rockets.

Thank you.

We look forward to partnering with you!

For a detailed presentation and discussion on how you can become a Johnny Rockets licensed Sub Franchisee, please contact:

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