



Uno Chicago Grill – Franchise Mission

To deliver a *best in class* brand, product, and operating systems that attract experienced, multi-unit franchise partners to join and invest in our Uno Brand.

Competitive Advantages

- **Signature Products:** We are the only casual theme full service concept with a significant signature item anchoring our menu. UNO invented deep dish pizza and continues to offer the best deep dish pizza in the country. Our menu goes beyond pizza to offer a significant variety of products and offerings, all with the same level of quality and distinction as our pizza.
- **Cost of Goods & Purchasing Support:** Because of our menu mix and very effective purchasing, Uno's enjoys a COGS that is well below the industry average (5% to 6% below other well known competitors). We further support this with "best in class" product and distribution contracts that benefit everything from equipment purchasing to the cost of utilities.
- **Food Quality:** According to Restaurant Hospitality, UNO is the highest ranking casual theme concept in perceived menu quality that is franchising today.
- **Legacy:** We have been franchising since 1979. Our brand has grown steadily through numerous industry down turns. Our original two restaurants were opened in 1943 and 1953. None of our competitors have been operating as long.
- **"Lounging" of Uno's:** This component of our restaurant design and concept is equally strong and growing, offering a single brand where guests can use us differently and visit often, whether it's for a great meal, to meet friends, or both!
- **Internal Growth:** Much of our growth comes from many of our existing franchisees, who continue to find success with our brand, and add more units and growth for their organizations. This is on-going testimony to the worthiness of our franchise opportunities.
- **Territories Available:** While Uno's has a strong base of over 200 locations, we still have U.S. territory for the right operators in markets where other franchisors can't offer multi-unit protection.
- **Leadership:** Frank Guidara, our CEO, is a proven industry leader. His prior success leading the Wolfgang Puck and Au Bon Pain brands were clear predictors of his current success with UNO. He has surrounded himself with strong leadership in all areas of our company, with a commitment to lead our team to be *best in class* in all we do.
- **Brand Building:** Uno Foods takes our name and products beyond our restaurants and into retail centers and kiosks, while providing and producing the core and proprietary recipes for our signature products.
- **Research & Development:** UNO Chicago Grill is an industry leader at meeting our guest needs, whether its to meet dietary needs and healthy alternatives, provide nutritional information, eliminate trans fats, or meet the newest trends of offerings our guests want, such as flatbread, CAB steaks, more salad choices or panini's. We are the first casual theme restaurant chain to provide nutritional information for every menu item, with easy guest access to this data in lobby kiosks in all restaurants and on our website.
- **Core Beliefs:** We have fully articulated core ideologies that have been integrated into all of our operating systems and teaching materials. These core principles are the foundation of our success at becoming a "Best in Class" company.

- **Site Model:** We have a comprehensive site model that is supported by effective demographic regression analysis.
- **Design:** We have fully engineered prototypical plans for new restaurant construction. These plans represent cutting edge design that puts our building clearly ahead of our competitors. Our buildings look better from the outside and feel better once you're inside.
- **Communication:** We have taken advantage of every opportunity to effectively communicate. We use live video casts, biweekly conference calls, weekly teaching summaries, and "hospitality chats" by our CEO. We also have a Franchise Business Council and franchise led committees that actively solicit best in class ideas on multiple aspects of our brand and systems. Nearly 90% of our franchisees believe that we are very effective communicators.
- **Systems:** We lead the industry in using technology to both simplify processes and assure effectiveness. We have "Smart Ordering" systems in our kitchens that tell cooks exactly when to begin cooking each item so that every item finishes at the same time. Weekly, we report to our franchisees an ideal COGS and offer a program that provides a complete analysis of how their restaurant performed against that ideal. We have sales and labor forecasting software that accurately predicts sales by the hour and the number of employees needed, by group, for peak lunch and dinner hours. These are just a few examples of the type and level of operational support we provide to our franchisees.
- **Support:**
 1. **Operations:**
 - a. Uno takes its best multi-unit Directors to be Franchise Regional Directors. These Directors are business advisors, and their sole focus is franchise operations. They are excellent teaching communicators to support all aspects of your business, from operations to marketing.
 - b. Uno operates more than 100 units of its own and is well vested and committed to the operational strength and profitability of its brand and operation.
 2. **Construction:**
 - a. We review and support every aspect of new store development. We review plans including red lining.
 - b. We review submitted construction bids and advise where negotiations can decrease costs.
 - c. We conduct several site visits to minimize errors that cause extra costs.
 3. **New store opening:**
 - a. Uno has opening teams that do not leave until a successful guest experience is guaranteed.
 - b. We bust the myths about new store openings, and lead with an expectation that opening sales volumes can be maintained with quality execution and follow-through.
 - c. We prove that properly trained teams can deliver "Best in Class" experiences from day one.
 4. **Marketing:**
 - a. We have extremely effective local store marketing programs. We market using PR, fund raising, and school partnerships to name a few.
 - b. We have excellent in store collateral that is paid for and supplied by the advertising co-op.
 - c. We generate highly competitive radio and TV spots.

In summary, we are an award winning system, a "Best in Class" brand. UNO Chicago Grill is an attractive choice for your investment dollars. We are led by great operators, with the talent, team and brand to be *the one* who can do it like no one else can!