



SURF 'N' FRIES[®]

ORIGINAL

*Fries with
Fun*



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HELLO! WE ARE HAPPY TO PRESENT YOU WITH THE NEW SURF'N'FRIES BROCHURE, WHERE YOU CAN FIND OUT MORE ABOUT US AND HOW TO OPEN UP A SURF'N'FRIES LOCATION OF YOUR OWN! WITH EVEN MORE LOCATIONS OPENING WORLD WIDE, WE ARE PLEASED WITH THE FACT THAT SURF'N'FRIES IS STEADILY GROWING. WE HAVE DEVELOPED NEW STORE FORMATS AND ARE INTRODUCING NEW TECHNOLOGY AND PRODUCTS. ONE OF THE MOST EXCITING THINGS HAPPENING IS REBRANDING! WITH A NEW LOGO, PACKAGING AND INTERIOR DESIGN, WE HOPE THAT THESE CHANGES IN OUR VISUAL REPRESENTATION WILL PUSH THE BRAND TO CONTINUED GROWTH AND NEW HORIZONS.

THANK YOU AND ENJOY,
ANDY AND DENIS
FOUNDERS OF SURF'N'FRIES

WINNER2015



The logo for S'N'F, featuring the letters 'S', 'N', and 'F' in a stylized, outlined font, with a registered trademark symbol (®) to the upper right. The letters are arranged in a slightly staggered, stacked fashion.

About

SURF'N'FRIES IS A NEW GENERATION OF QUICK SERVICE FRANCHISE RESTAURANTS SPECIALIZING IN BRINGING A CREATIVE AND INNOVATIVE APPROACH TO THE STANDARD FRENCH FRY. OUR CREATIVE PACKAGING IS THE CORE VALUE OF THE BRAND. IN ADDITION TO OUR PACKAGING, WE ONLY SERVE PREMIUM SPECIAL CUT POTATOES, (QUALITY) CHICKEN PRODUCTS AND A VARIETY OF 15 SAUCES. DIFFERENT FROM ALL OTHERS ON THE MARKET IN TERMS OF BRANDING, THE PRODUCTS WE SERVE, AND THE WAY WE SERVE THEM. WE LOVE APPLYING NEW TECHNOLOGY AND THAT IS WHY WE CONTINUALLY STRIVE TO INTRODUCE TECHNOLOGY TO MAKE FRIES WITHOUT THE USE OF ANY OIL. WE CALL IT SURFRY. SURFRY USES ONLY AIR TO MAKE THE PERFECT TASTING FRIES, A HEALTHIER OPTION THAT DOES NOT COMPROMISE FLAVOR. SURF'N'FRIES IS A FLEXIBLE CONCEPT AND WE OFFER FOUR DIFFERENT FORMATS FROM STORE, TO MOBILE AND TRAILER UNITES, TO "SHOP IN SHOP" SOLUTIONS. SURF'N'FRIES IS HERE TO MAKE ITS MARK IN OFFERING THE BEST FRIES IN THE WORLD AND BECOME THE NO.1 BRAND WHEN IT COMES TO FRIES.



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100% ORGANIC
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Packaging

WE FEEL THAT SURF'N'FRIES HAS BY FAR THE MOST INNOVATIVE AND CREATIVE PACKAGING SOLUTION FOR FRIES. THE PACKAGING ALLOWS THE CONSUMER TO HOLD THE ENTIRE MEAL WITH ONE HAND, ALLOWING THE USE OF THE OTHER HAND TO ENJOY OUR FRIES. ANOTHER FEATURE THAT MAKES OUR PACKAGING STAND OUT IS THAT AS OUR CUSTOMERS WALK AROUND URBAN AREAS ENJOYING THEIR SURF'N'FRIES, THEY ARE ADVERTISING AND BRINGING NEW CUSTOMERS TO THE SHOP. NOT MANY QSR BRANDS CAN BRAG ABOUT THIS, BUT SURF'N'FRIES CAN.



PATENT PENDING. THIS PACKAGING IS
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PRODUCTS

FRIES ARE OUR FOCUS AND PRIDE. OUR SPECIAL "U" SHAPED FRIES ARE PERFECT FOR DIPPING INTO OUR DELICIOUS SAUCES. TO ACCOMPANY OUR DELICIOUS FRIES, WE ALSO HAVE CHICKEN NUGGETS, CHICKEN WINGS, MOZZARELLA STICKS, AND 15 SPECIALITY SAUCES. OUR CUSTOMERS ARE PROVIDED WITH A UNIQUE AND CONVENIENT EXPERIENCE IN ENJOYING THEIR SURF'N'FRIES FRIES.

	BIG	SMALL	MENU	SURF KIDS
SURF'N'FRY				
SURF NUGGETS				
SURF WINGS				



S'N'F[®]

Technology

WE CAN DO OIL FREE FRIES!*

LIGHTFRY IS AN OVEN THAT MAKES FRENCH FRIES USING STEAM AND HOT AIR INSTEAD OF THE OIL USED IN TRADITIONAL OIL FRYERS. THE PREPARATION TAKES PLACE IN TWO PHASES. FIRST, A STEAM PHASE THAT THOROUGHLY COOKS THE POTATOES. THEN, THE CRISPING PHASE, IN WHICH A STREAM OF HOT, DRY AIR GIVES OUR FRENCH FRIES A CRISPY SURFACE. IN ADDITION TO THIS PROCESS REQUIRING MINIMAL SUPERVISION AS THE FRIES ARE COOKED INSIDE A ROTATING DRUM IN A SEALED SPACE, THERE IS ALSO A 20 SECOND PROGRAM FOR REHEATING PREPROCESSED FRENCH FRIES. THIS WHOLE PROCESS, NOT ONLY HELPS REDUCE PRODUCTION COSTS, BUT PRODUCES A BETTER TASTING FINAL PRODUCT.

OTHER THEN REVOLUTIONARY TECHNOLOGY WE ALSO HAVE FULLY AUTOMATED FRYERS FOR TRADITIONAL TASTE OF FRIES.



* OIL FREE TECHNOLOGY AVAILABLE ONLY
FOR SURF'N'FRIES-STORE FORMAT





"THIS IS MY 4TH SEASON WITH SURF'N'FRIES. FIRST YEAR OUR AVERAGE WAS 140 TRANSACTIONS PER DAY, 2ND YEAR WE HAD 240, 3RD YEAR WE WERE OVER 350, FUNNY IS THAT WE HAD SAME LOCATION, SAME PRODUCT AND SAME PRICE, WE WERE SIMPLY GETTING BETTER AND BUSINESS IS GROWING."

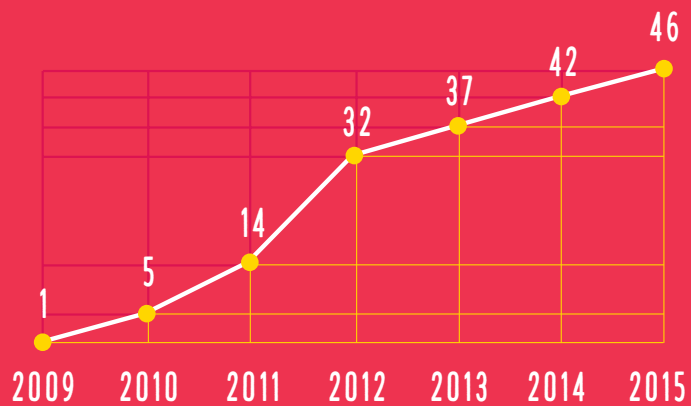
SASA C.(CROATIA)



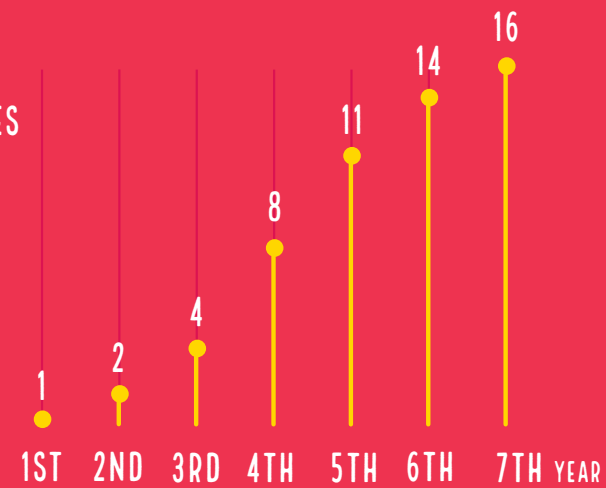
Growth

SURF'N'FRIES LAUNCHED ITS FIRST STORE IN 2009. DESPITE ONLY HAVING A 27 M2 SPACE, THE CONCEPT PROVED TO BE SUCCESSFUL AND ORGANICALLY GREW TO THE OPENING OF MANY MORE LOCATIONS IN COUNTRIES AROUND THE WORLD.

NUMBER OF SHOPS



NUMBER OF COUNTRIES SURF'N'FRIES WAS INTRODUCED



S'N'F[®] Franchise

WE ARE HERE TO HELP YOU OPEN YOUR OWN SURF'N'FRIES SHOP. ALL YOU NEED IS ENOUGH CAPITAL TO START AND TO FIND A LOCATION WHERE SURF'N'FRIES CAN BE SUCCESSFUL. WHAT IS A GOOD LOCATION FOR A SURF'N'FRIES SHOP? TYPICALLY, PEDESTRIAN AREAS WITH A FREQUENCY OF 20,000 PEOPLE ON

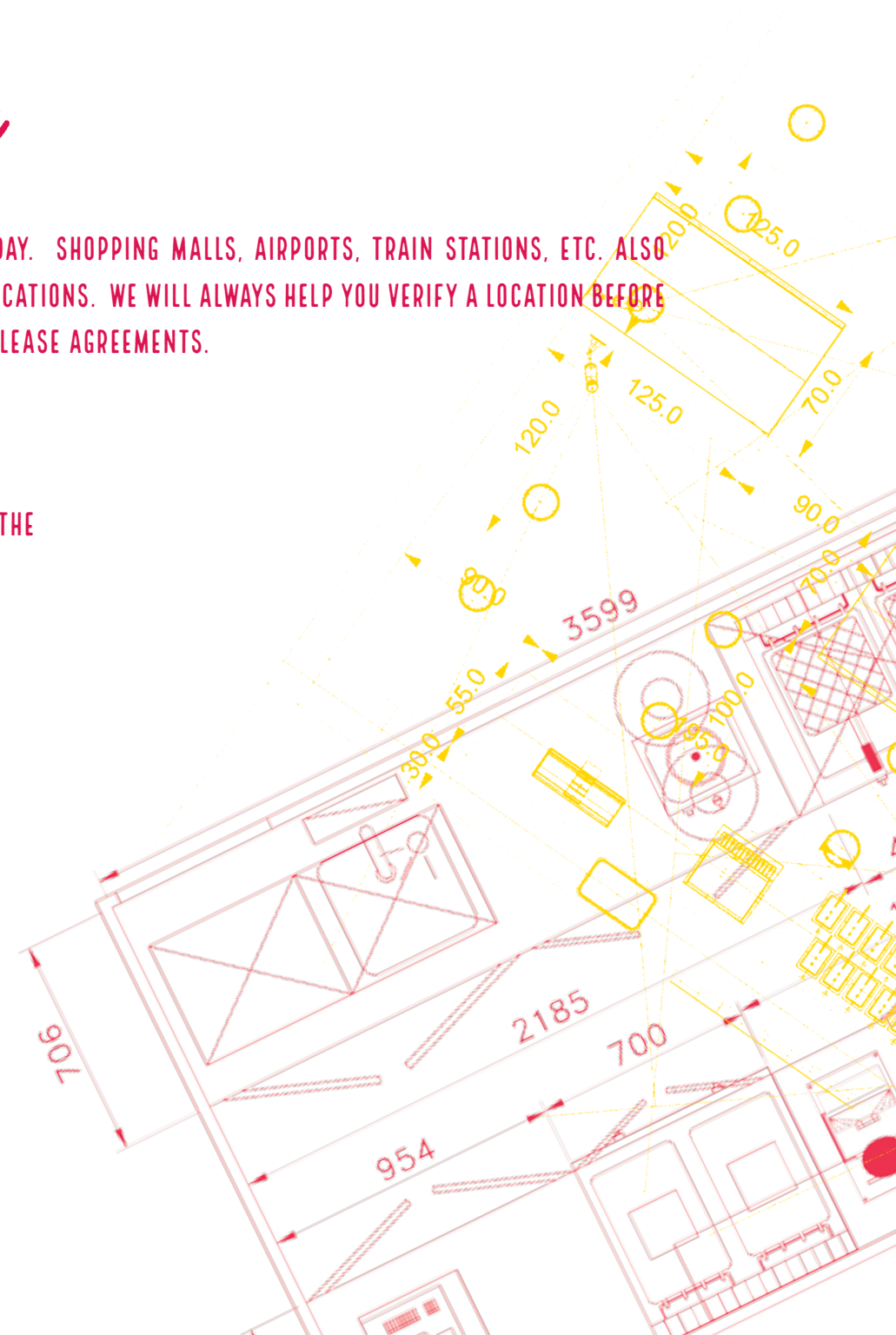
AVERAGE PER DAY. SHOPPING MALLS, AIRPORTS, TRAIN STATIONS, ETC. ALSO MAKE GREAT LOCATIONS. WE WILL ALWAYS HELP YOU VERIFY A LOCATION BEFORE YOU SIGN ANY LEASE AGREEMENTS.

DOES SIZE MATTER?

YES IT DOES, THE BEST SPACE MEASURES BETWEEN 40-100 M2. ONCE YOU FIND YOUR LOCATION, THE USUAL PROCEDURE IS AS FOLLOWS:

1. SIGNING FRANCHISING CONTRACT - BOTH
2. LOCATION VERIFICATION - WE
3. FLOOR PLANS AND 3D - WE
4. KITCHEN ORDER - WE
5. CONSTRUCTION WORK IN THE STORE - YOU
6. LOGISTICS-CONNECTING YOU WITH DISTRIBUTORS - WE
7. STORE ASSEMBLY - BOTH
8. TRAINING FOR YOU AND THE STAFF - BOTH
9. OPENING DAY - BOTH
10. RUNNING THE STORE - YOU

IF YOU HAVE QUESTIONS ABOUT SURF'N'FRIES FEEL FREE TO REACH OUT: [INFO@SURFNFRIES.COM](mailto:info@surfnfries.com)





“WE STARTED WITH SURF’N’FRIES-MOBILE UNIT AS STUDENTS. THE PROJECT HAS BEEN GROWING EVER SINCE. WE UPGRADED TO TRAILER AND NOW ARE PLANNING TO LAUNCH FIRST SURF’N’FRIES-STORE IN AUSTRIA” LUKAS L. (AUSTRIA)

“WHEN I SAW SURF’N’FRIES I RECOGNIZED AN OPPORTUNITY, WE LAUNCHED A STORE IN LJUBLJANA, BEEN GROWING AROUND 20% EVERY YEAR.”
TOMI Z.(SLOVENIA)



DRINKS

FRIES

CHICKEN WINGS

NUGGETS

NUGGET MENU

WINGSURF MENU

CORNDOG MENU

KIDS MENU

SAUCES





Store formats

FLEXIBILITY IS A BIG THING FOR SURF'N'FRIES. WE CAN ADAPT TO ALMOST ANY MARKET OR AMBIANT. OUR STORE FORMATS INCLUDE SURF'N'FRIES-STORE (BRICK AND MORTAR), SURF'N'FRIES-TRAILER (FOODTRUCK), SURF'N'FRIES-MOBILE (MICROFRANCHISING) AND SURF'N'FRIES-SHOPINSHOP. THUS, SURF'N'FRIES CAN BE SUCCESSFUL ON THE STREET, BEACH OR GAS STATION. BEING ADAPTABLE IS THE BEAUTY OF THE SURF'N'FRIES CONCEPT.





SURF 'N' FRIES MOBILE

Most successful Surf 'n' fries concept



SURF 'N' FRIES-MOBILE IS DESIGNED AS THE PERFECT WAY TO SELL FRENCH FRIES AT BEACHES, TOURIST LOCATIONS, FAIRS, EVENTS, ETC.

THE CART IS EQUIPPED WITH A 17 KW DEEP FRYER WITH 17 LITER FRY POOL. THE FRYER IS POWERED BY GAS FROM STANDARD GAS CONTAINERS, CONNECTED WITH SPECIALLY DESIGNED GAS PIPES. INFRARED LIGHT ADDED TO THE BAIN-MARIE KEEPS FRIES WARM. OUR DIPS SERVE AS A PERFECT ACCOMPANIMENT TO OUR FRIES, SO WE HAVE DESIGNED A SPACE FOR 4 SURF DIPS.

SURF 'N' FRIES MOBILE MEETS ALL LEGAL REQUIREMENTS – IT IS MADE OF STAINLESS STEEL AND ITS USE HAS BEEN COMPLETELY APPROVED – FOR WHICH YOU WILL RECEIVE ALL NECESSARY DOCUMENTATION. REGARDING SANITARY CONDITIONS, THE CART HAS A BUILT-IN HAND WASHING UNIT WITH HOT AND COLD WATER, SENSOR TAP AND A CONTAINER FOR WASTEWATER. TO MAKE THE CART ATTRACTIVE, WE HAVE APPLIED OUR WELL-PROVEN DESIGN, AND FOR A BETTER EFFECT, WE HAVE ADDED LED LIGHTING TO MAKE SURF 'N' FRIES PARTICULARLY NOTICEABLE IN THE EVENING. WHEN IT COMES TO SAFETY, THE CART IS DESIGNED SO THAT AFTER WORKING HOURS OR IN THE CASE OF RAIN, THE TOP CAN BE LOWERED AND FOLDED.

THE COVER WITH STEEL CABLES OVER THE CART PROVIDES PROTECTION AGAINST RAIN, VANDALISM, ETC. FOR EASIER HANDLING, THE CART HAS BUILT-IN WHEELS AND HEIGHT-ADJUSTABLE LEGS. WE ARE ESPECIALLY PROUD OF THIS SURF 'N' FRIES CONCEPT.

SPECIFICATIONS:

DIMENSIONS: 1.80 X 0.80 M / WEIGHT: CA. 250 KG / CAPACITY: UP TO 500 PORTIONS PER DAY
FRYER POWER: 17 KW / FRYER VOLUME: 17 LITERS / FRYER TYPE: GAS / BAIN-MARIE HEATER:
INFRARED LIGHT / NIGHT LIGHTING: LED TECHNOLOGY / MATERIAL: STAINLESS STEEL 2.5 MM



SURF'N'FRIES TRAILER

BY FOLLOWING NEW TRENDS IN THE WORLD WITH FOOD TRUCKS AND LISTENING TO OUR CLIENTS WE UPGRADED MOBILE TO SURF'N'FRIES-TRAILER. THIS CONCEPT OFFERS FULL SOLUTION OF SURF'N'FRIES SHOP ON WHEELS. IT HAS FULLY INTEGRATED KITCHEN THAT INCLUDES FREEZERS, WATER SYSTEM, FRYERS, STORAGE ETC. SURF'N'FRIES-TRAILER IS AVAILABLE WITH OIL AND OIL-FREE TECHNOLOGY. WE SEE SURF'N'FRIES-TRAILER AS A BIG BROTHER TO ULTIMATELY SUCCESSFUL SURF'N'FRIES. MOBILE CONCEPT.



SHOP IN SHOP

THIS WILL BE NEXT BIG OPPORTUNITY. OPENING SURF'N'FRIES SHOPS INSIDE ALREADY EXISTING SHOPS. FOR EXAMPLE, GAS STATIONS, CINEMAS AND SIMILAR. THE CONCEPT IS BUILT IN A WAY THAT ENTIRE SHOP STRUCTURE INCLUDING WATER INSTALLATION CAN BE ASSEMBLED FROM THREE PARTS. IDEA IS THAT SURF'N'FRIES-SHOPINSHOP IS EQUIPPED WITH OIL-FREE TECHNOLOGY, SOFT ICE MACHINE AND COFFEE MACHINE. THIS CONCEPT IS STILL IN EXPERIMENTAL STAGE BUT IF YOU HAVE ANY QUESTIONS PLEASE FEEL FREE TO REACH OUT!



FAQ

WHAT IS THE MINIMUM SIZE OF THE SNF STORE?

WE RECOMMEND NOT TO HAVE LOCATION UNDER 30 M2, KITCHEN IS NOT THE PROBLEM BUT NEED TO CONSIDER LOGISTICS AND STORAGE. IN CASE YOU HAVE SMALL LOCATION TRY TO FIND ADDITIONAL WAREHOUSE NEAR BY.

HOW MUCH ELECTRIC POWER I NEED FOR THE STORE?

DEPENDING ON THE NUMBER OF FRYERS BUT WE SUGGEST TO HAVE BETWEEN 40 AND 50 KW OF ELECTRICITY. ALSO KEEP IN MIND YOU WILL NEED 3 PHASE ELECTRICITY.

CAN AIR FRYERS RUN ON GAS?

NO AIR FRYERS CAN RUN ONLY ON ELECTRICAL POWER. EACH MACHINE NEEDS 15 KW OF ELECTRICAL POWER. ALSO AIR FRYERS DUE TO THEIR CLEANING SYSTEM NEED TO BE CONNECTED TO WATER INTAKE AND OUTTAKE.

HOW FAST IS THE RETURN ON INVESTMENT?

ROI DEPENDS ON MANY FACTORS. FIRSTLY ON LOCATION AND YOUR INVOLVEMENT. SECONDLY, DIFFERENT FORMATS OF SURF'N'FRIES HAVE DIFFERENT ROI. WITH GOOD LOCATION SURF'N'FRIES-MOBILE CAN MAKE ROI IN 60 DAYS OR LESS, SURF'N'FRIES-TRAILER ON 6 MONTHS OR LESS AND SURF'N'FRIES-STORE IN 2-3 YEARS.

WHAT DO YOU CONSIDER GOOD LOCATION FOR SURF'N'FRIES IN TERMS OF SALES?

ANY LOCATION WHERE YOU CAN SELL 300 OR MORE UNITS PER DAY ON AVERAGE WE CONSIDER A GOOD LOCATION.

DO WE BUY THE GOODS DIRECTLY FROM YOU?

THIS DEPENDS ON THE MARKET SET UP BUT IN MOST CASES LOGISTICS ARE SET UP SO THAT YOU WORK WITH LOCAL DISTRIBUTORS.

CAN I USE BOTH ELECTRIC AND GAS POWERED FRYERS IN MOBILE OR TRAILER?

YES BOTH OPTIONS ARE AVAILABLE. KEEP IN MIND SOME EVENTS FOR SECURITY REASONS

DO NOT ALLOW GAS BOTTLES, HOWEVER YOU CAN HAVE ELECTRICAL FRYERS MOUNTED IN THAT CASE.

CAN I HAVE AIRFRYER ON MOBILE OR TRAILER?

NO, AIR FRYERS ARE AVAILABLE ONLY FOR SURF'N'FRIES-STORE FORMAT.

DO I NEED TO BE EXPERIENCED TO START SURF'N'FRIES FRANCHISE?

EXPERIENCE IS WELCOMED BUT YOU DO NOT NEED TO BE EXPERIENCED FOR SURF'N'FRIES FRANCHISE.

WHAT IS BIGGEST REASON FOR SURF'N'FRIES FRANCHISE FAILURE?

FIRST IS STARTING THIS BUSINESS UNDERCAPITALIZED, SECOND IS WRONG LOCATION.

HOW DO I KNOW I AM NOT UNDERCAPITALIZED?

CONSIDER TO HAVE ENOUGH CAPITAL TO START SURF'N'FRIES FRANCHISE BUT ALSO ENOUGH CAPITAL FOR 6-12 MONTH AFTER YOU LAUNCH THE STORE IN CASE YOU RUN INTO ROUGH LAUNCH.

HOW DO I TAKE CARE OF PROMOTION ONCE I OPEN SURF'N'FRIES?

YOU WILL BE TRAINED AND PROVIDED WITH PROMOTIONAL TECHNIQUES, THIS INCLUDED SOCIAL MEDIA PROMOTION AS WELL.

DO YOU CHARGE MARKETING FEE?

NO WE DO NOT, EACH FRANCHISEE FUNDS OWN PROMOTION MATERIALS, WE SUPPORT IN TERMS OF GRAPHICS AND SIMILAR.

WHAT IS YOUR ROYALTY FEE?

DEPENDING ON THE MARKET BUT IT'S WITHIN INDUSTRY STANDARD WHICH IS 4-7%



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Contact

IF YOU HAVE QUESTIONS WE WOULD LOVE TO GET IN TOUCH WITH YOU. PLEASE FEEL FREE TO CONTACT US VIA EMAIL: INFO@SURFNFRIES.COM

WE CAN ALSO SKYPE OR SIMPLY ARRANGE A MEETING WHERE WE CAN PRESENT YOU EVERYTHING IN DETAIL.

THANK YOU!

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