

FRANCHISING OPPORTUNITIES



WE BELIEVE IN:

OUR ROOTS

In 1971, Charley Watkins opened the original O'Charley's restaurant across from Vanderbilt University in Nashville, Tennessee. With a menu made up of a handful of his wife's popular recipes and the belief that "Everyone who walks through this door is a friend of mine," Charley had the ingredients to create something special.

That's because in addition to great food, Charley wanted to provide atmosphere. A place that welcomed guests with a warm familiarity every time they walked in. A place where rolls were unsliceably soft – and served for free as a gesture of hospitality. This was the foundation upon which our restaurants were built.



O'Charley's currently has over 200 locations in 17 states, serving generous portions of classic American food with a Southern accent. And connecting family and friends over a great meal, in a comfortable, inviting setting.

OUR RESTAURANT

We're proud that, even through tough economic times, O'Charley's stands as a testament to how much quality and service matter. Our service philosophy is what has helped us become a strong, successful brand for over 40 years. And it's just one of the reasons owning an O'Charley's can be a rewarding investment.

SOUTHERN HOSPITALITY

While traditional elements of Southern Hospitality include generous food portions, Southern food staples like fresh-baked pies, a welcoming environment, plus friendly and engaging customer service, we realize that Southern Hospitality is also about connecting with one another. It's about the people you're with and the memories you make.



FRESH INGREDIENTS

Meals that keep guests coming back rarely start with a can, or inside a microwave or freezer. That's why our popular dishes include fresh, never frozen: steaks, double-hand breaded chicken tenders and salmon. We also offer crisp salads and signature soups-of-the-day.

SUPPORTING OUR COMMUNITIES

Giving back to the communities where we live and work is important to us. That's why we support a number of local Children/Family, Arts, Civic and University related educational programs.

SUPPORTING OUR TROOPS

To thank those that have served our country, our individual restaurants have honored local veterans and active-duty service members through our Hometown Heroes Program. Since April 2013, we've recognized the service of over 140 heroes. O'Charley's also supports Operation Gratitude, a non-profit organization that sends care packages to individually named U.S. service members in hostile regions overseas.

OUR COMPANY CULTURE

Our driving force is a strong "Passion to Serve." It permeates everything we do at all of our restaurants. What does it mean?

- >> We do our jobs enthusiastically and purposefully.
- >> We take pride in everything we do.
- >> Our integrity, discipline and passion for our work are contagious.
- >> We earn our guests' loyalty by consistently exceeding their expectations.
- >> People want to work with us because of our values.
- >> People stay with us because we live our values.

SUPPORTING OUR FRANCHISEES

From managing your grand opening to providing ongoing advertising support, we're committed to helping you every step of the way. Here's what you'll get as an O'Charley's Owner/Operator:

- >> Site selection support
- >> Prototyping building plans
- >> A comprehensive brand-identity system consisting of a registered trademark, definitive logos, complete signage package and other graphic elements
- >> Food and equipment purchasing program
- >> Comprehensive management training program
- >> On-site hourly training prior to opening
- >> Ongoing field-operations support
- >> Menu development and new food /beverage offerings to keep the menu fresh and interesting to our guests
- >> Advertising programs
- >> Turn-key local store marketing programs
- >> Quality-assurance systems

WHAT IT TAKES

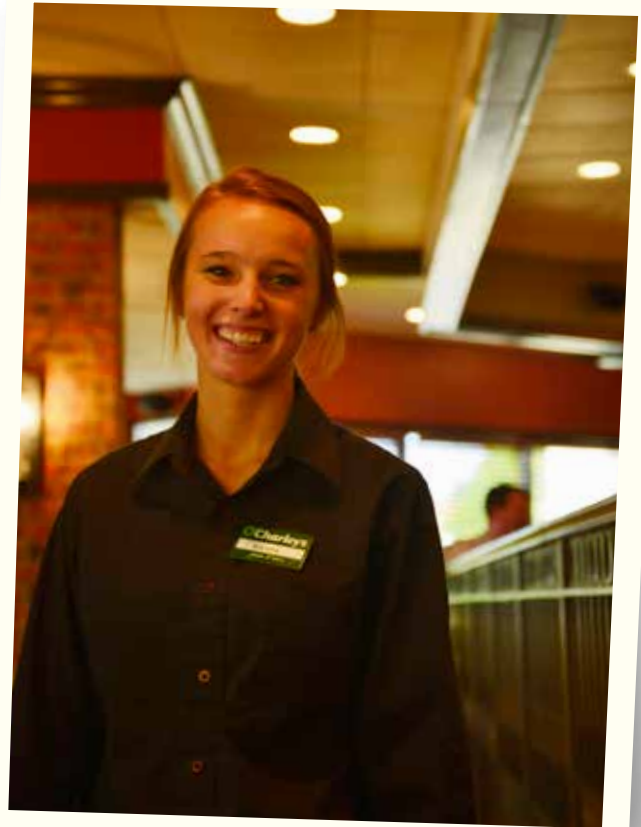
Along with a willingness to be an involved, communicative and dedicated leader, you should also have experience in restaurant operations and be proficient in personnel management, financial management and marketing and business development.

REQUIRED FINANCES

\$1,000,000 liquidity
\$3,000,000 net worth

FEES PER RESTAURANT

\$10,000 development fee
\$40,000 license fee
4% royalty fee of weekly gross sales
Marketing fund and local store advertising fees vary.



AVAILABLE STATES

ALABAMA
ARKANSAS
FLORIDA
GEORGIA
ILLINOIS
INDIANA
IOWA
KENTUCKY
LOUISIANA
MISSOURI
MISSISSIPPI
NORTH CAROLINA
OHIO
PENNSYLVANIA
SOUTH CAROLINA
TENNESSEE
VIRGINIA
WEST VIRGINIA



To receive a detailed FAQ and learn more about our application process, please contact:

Monty Whitehurst
VP, Franchise Development
American Blue Ribbon Holdings, LLC
3038 Sidco Drive
Nashville, TN 37204
(877) 772-0001
Monty.whitehurst@abrholdings.com

ABOUT AMERICAN BLUE RIBBON HOLDINGS

ABRH's mission is to be a diversified, premier restaurant company and bakery product manufacturer, leveraging the expertise of the ABRH management team, infrastructure and investors' insights to generate extraordinary returns for our shareholders and Strategic Franchise Partners. This management team has the proven track record of taking quality family, and casual restaurant brands and providing the capital, strategic vision and leadership with the goal of achieving a "Best-in-Class" status.