



VICIOUS BISCUIT:

# SOUTHERN CHARM *WITH AN EDGE*

A VICIOUSLY DELICIOUS FRANCHISE OPPORTUNITY

TAKE ADVANTAGE OF THE BOOMING  
**\$10 BILLION**

**BRUNCH RESTAURANT  
MARKET**



Going out with friends and family for brunch has never been more popular. Mintel Research found that **nearly 40%** of the 1,670 consumers they surveyed viewed brunch as a time to socialize with friends and family.

## **AND THERE'S NO BETTER PLACE TO DO THAT THAN VICIOUS BISCUIT— A FRIENDLY AND FUN FAST-CASUAL FRANCHISE.**

Mark Leavitt, co-founder of Enlightened Hospitality Investments, says investing in breakfast and brunch restaurants is a smart move because you take advantage of many segments of consumers. Older consumers may visit your establishment early, then you have working people coming in before clocking in, and after that, a younger group of consumers looking to drink with their brunch.

**WITH A MARKET SIZE OF \$10 BILLION, IT'S  
NO WONDER WHY A BRUNCH FRANCHISE  
LIKE VICIOUS BISCUIT IS A VICIOUSLY  
DELICIOUS FRANCHISE OPPORTUNITY.**



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## INTRODUCTION

# ABOUT VICIOUS BISCUIT

Vicious Biscuit started as a catering company owned by Michael Greeley. In 2017, after reading a local food critic's rave review of the biscuit business, veteran restaurateur George McLaughlin had to sample Michael's menu. George expressed interest in growing the concept through brick-and-mortar quick-serve locations and in 2018, George and Michael opened the first Vicious Biscuit restaurant in Mount Pleasant, SC.



## BISCUITS ARE KING

They're fluffy. They're handmade. They're over-the-top. They're our mouthwatering biscuits, and they leave our customers coming back for more! Our unique and creative menu can't be found anywhere else, and it's one of the reasons this franchise is growing fast. We use high quality ingredients in all of our dishes. While biscuits are the star of the show, we also serve breakfast plates, hushpuppies, salads, beignets and more that complement the menu. The craft cocktails we serve also make Vicious Biscuit a desirable brunch spot.



**WE ARE  
NOT IN THE  
RESTAURANT  
BUSINESS —**

**WE'RE IN THE  
ENTERTAINMENT  
BUSINESS.**

# SOUTHERN HOSPITALITY WITH AN EDGE

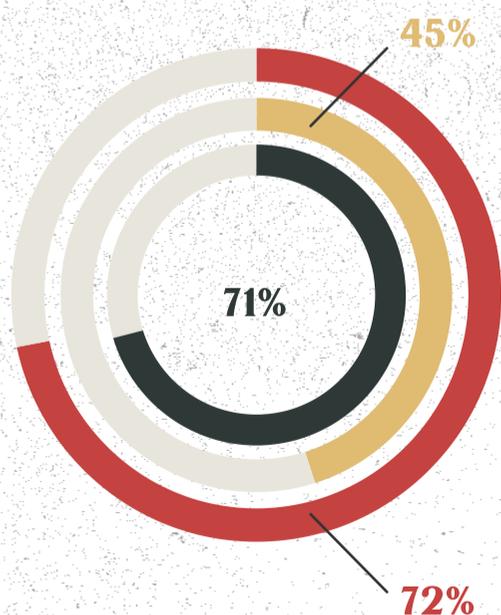
What undoubtedly separates Vicious Biscuit from other brands is our passion for our people. Our goal is to offer our guests an authentic dining experience, rich with southern hospitality from the moment you are greeted until you've viciously devoured every last crumb of our award winning, made-from-scratch biscuits. Vicious Biscuit is a fast-casual restaurant concept serving up delicious, creative comfort meals made with high-quality ingredients, complemented by Southern hospitality and an entertaining guest experience. Our philosophy is: "We're not in the restaurant business; we're in the entertainment business!" Nothing is more gratifying than to read how much enjoyment we bring to so many with such a simple staple of the South—the biscuit. Ahh, but these are no ordinary biscuits. These are Vicious Biscuits and they are viciously delicious in all of their many forms.

## INDUSTRY INSIGHTS

### BREAKFAST/BRUNCH FRANCHISES: A VICIOUSLY DELICIOUS OPPORTUNITY

The fast casual restaurant segment is thriving, mostly due to unique and creative concepts such as Vicious Biscuit. **Get in on the \$31.23 billion global restaurant industry** by becoming a Vicious Biscuit franchise owner, where you'll be in business for yourself, but not by yourself.

## ESSENTIAL INDUSTRY INSIGHTS



- The love for breakfast is strong in the U.S. So much so, that **71% of Americans** wish restaurants served breakfast all-day.
- A whopping **45% of diners** go out to eat multiple times a week, with another 20% going out to eat once a week.
- **72% of diners** ranked high quality food as the top factor that goes into choosing a restaurant to visit.
- The global breakfast restaurant market size is **valued at \$31.23 billion**, and the Quick Service Restaurant (QSR) category segment accounted for the highest revenue share of breakfast restaurants, at more than 60%.
- **7 out of 10** U.S. consumers say they've spent more money to do business with a company that delivers great service.

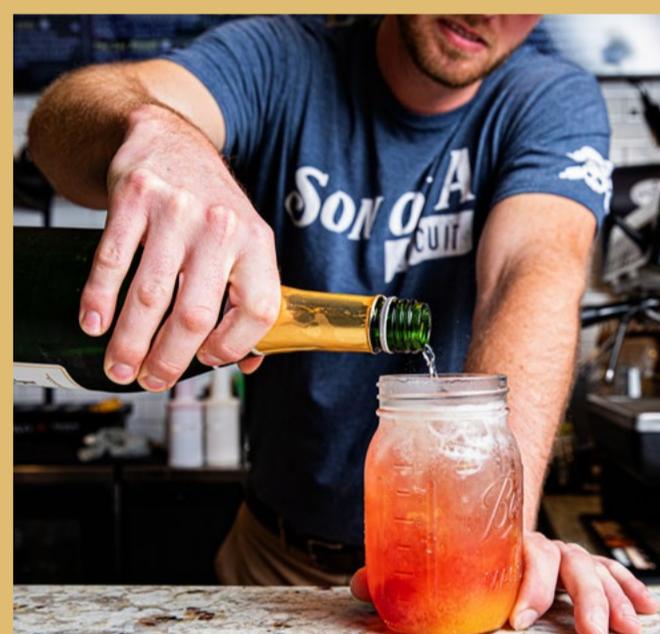
## ADVANTAGES OF FRANCHISING

# BECOMING A VICIOUS BISCUIT FRANCHISE OWNER

At Vicious Biscuit, our motto for training our franchise owners is to keep it simple. We have an extensive training model for a simple operating system that is easy to use for our aspiring entrepreneurs.

### FRANCHISE SUPPORT

You get to deal directly with an experienced operator that has been on both sides of the table as a franchisor and a franchisee of two different franchises.



### STEPS TOWARD OWNING VICIOUS BISCUIT FRANCHISE MAY INCLUDE:

1



Completing an inquiry form

2



Having an Introductory Call

3



Undergoing candidate qualification

4



Reviewing the FDD

5



Meeting with current franchisees

6



Visiting one of our restaurants and meeting with the Management Team on Discovery Day

7



Signing the franchise agreement

8



Preparing to launch your Vicious Biscuit franchise!

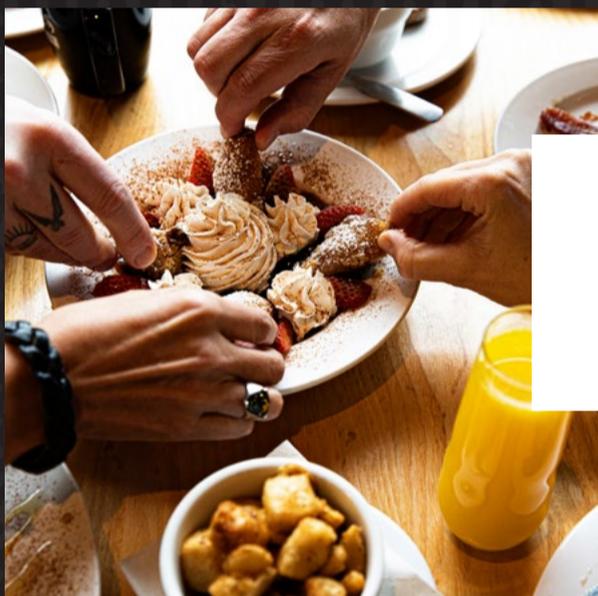
## THE OPPORTUNITY

# THE VICIOUS BISCUIT FRANCHISE OPPORTUNITY

This is your chance to become a business owner who brings enjoyment to your community through and a Southern staple—biscuits—and provide a balanced quality of life for your employees. The brunch industry is growing fast, you *knead* to jump on the gravy train and get in on the Vicious Biscuit franchise opportunity now!

### THE BRAND

We're edgy, authentic, and family-oriented. Each customer and employee that walks in feels at home.



### THE MARKET

The booming brunch business is waiting for entrepreneurs like you.



### THE VALUE PROPOSITION

Vicious Biscuit delivers the most over-the-top, creatively comforting meals to all our guests by staying viciously focused on hospitality and an entertaining dining experience.

### THE PRODUCT

Our biscuits are visually appealing, handmade with high quality ingredients, and satisfyingly delicious.

## HOW WE SUPPORT OUR FRANCHISE OWNERS

Your success is our success. We will be with you every step of the way from our initial conversation to your grand opening and beyond. We've been in your shoes, so we know exactly what support franchise owners need.



# JOIN US

Vicious Biscuit is preparing to expand into new territories, and we're looking for owners to come with us on our journey. We have a product our customers love, and a business built for the future.

-  Efficient operations that streamline your business.
-  Purposeful hiring that helps get you the best available staff.
-  A flexible franchise model that can adjust to meet your situation.
-  Ongoing support that can provide meaningful assistance when it counts.
-  Empowered employees with a voice and belief in the brand.
-  Industry-leading training to get everyone operating the Vicious Biscuit way.
-  Marketing assistance to help you start off right and establish your digital and online presence.

## VICIOUS BISCUIT

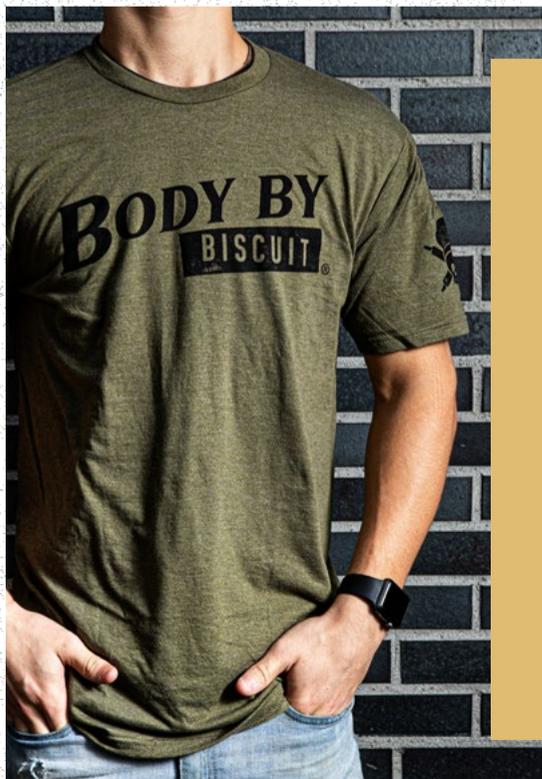
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# VICIOUS BISCUIT<sup>®</sup>

## FRANCHISE OPPORTUNITY



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This franchise sales information does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document (FDD). Certain states require that we register the FDD in those states. Such registration, or exemption, does not constitute approval of the information in the FDD by that state agency. The communications herein are not directed by us to the residents of any of those states. Moreover, we will not offer to sell franchises in those states unless we have registered the FDD (or obtained an applicable exemption from registration) and delivered the FDD to the prospective franchisee in compliance with applicable law.