



— AN OPPORTUNITY TO —
Spread Aloha

**Ranked in the top 500 franchises in the world*

AN AMERICAN DREAM INSPIRED BY HAWAII

To order at the counter of the small orange-and-white building on Liliha Street in the bustling Kalihi neighborhood of Honolulu is the start of a journey into the cuisine that has become one of the biggest things out of Hawai'i since surfing.

This Hawai'i landmark is the birthplace of L & L Hawaiian Barbecue, the restaurant franchise that has popularized the growing Asian-fusion cuisine of the plate lunch. In the 60's, L & L founders Eddie Flores, Jr. and

Johnson Kam and their families immigrated to the United States in search of a better life through the pursuit of the American Dream.

In 1976, Flores and Kam partnered to found L & L Drive-Inn®, from the original L & L restaurant and dairy, which opened in 1952. The eatery was a popular place that served generously portioned plate-lunches to hungry area workers. They later coined the term Hawaiian Barbecue® and the trade names L & L Hawaiian Barbecue® and

HAWAII

L & L Hawaiian Grill®.

Today, with over 200 locations in 15 states and Japan, **L & L is the largest Hawaiian-inspired restaurant chain in the world, and one of the largest serving Asian-American cuisine.** Each L & L restaurant serves

authentic island-cuisine, a fusion of the flavors brought to Hawai'i by its diverse population of Chinese, Japanese, Native-Hawaiian, Filipino, Portuguese, and Korean descent and even descendants of missionaries from New England.

The story of Flores and Kam - who sought opportunity and found fortune - continues to inspire those with dreams of owning their own business.

*The first
L & L restaurant
location on Liliha
Street in Honolulu,
Hawai'i (c. 1976).*



EXCEPTIONAL GROWTH OPPORTUNITIES

L & L has grown to become the leading Hawai'i-based restaurant franchise, consistently appearing in national franchise and restaurant rankings. Since 2017, L & L has held the #1 position as Entrepreneur Magazines top Asian food franchise.

There are four key principles that sets L & L apart and makes us a perfect fit for entrepreneurs.

1 | LOW COST & FEES

L & L has one of the lowest costs and ongoing fee structures. Our royalty and marketing fees are a fraction of what you will pay at other franchise systems.

2 | BRAND STRENGTH

With over 70 years of history and over 200 locations, L & L is a beloved icon and a well-recognized brand. During grand opening events we often have huge turn outs, with hundreds of people waiting to enjoy their favorite L & L meal.

3 | UNIQUE SUPPORT

As a franchise owner, you don't just join an organization, you become part of the L & L ohana (family). Our franchisees describe the feeling of being part of the L & L family as one of their top reasons for their love of the brand.

4 | FLEXIBILITY

L & L gives franchisees the flexibility to make localized decisions that enable stores to have greater resilience and gives our owners greater autonomy. We want you to be able to express your creativity and be successful.





**FRESH FOOD
YOU WILL BE**

PROUD

TO SERVE

What makes L & L different from other fast-food chains?

Easy! L & L is not fast food, it's great food!

Offering the comfort foods of Hawai'i, L & L offers an extensive lunch and dinner menu featuring favorite flavors from the islands. Just about everything we serve on our menu is cooked in-house and made fresh to order. When our food is cooked right, the freshness and flavor cannot be beat, and your customers will keep coming back for more.

A new type of barbecue on the mainland!

L & L has helped perfect and popularize the famous plate lunch, offering our customers unrivaled taste and value.

Our regular plate includes choice of entree, side of macaroni salad and two scoops of rice.

For smaller appetites, the mini plate includes choice of entree, with one scoop of rice and macaroni salad.

What is a Plate Lunch?

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Plate lunch - also known as "the state food of Hawai'i" - dates back to the 1880s, when immigrant wage laborers in Hawaiian sugar plantations and pineapple fields brought rice and other leftovers for lunch in compartmentalized tins or bento boxes. Lunches were often shared, resulting in a harmonious mix of home recipes from across the globe. This blend of cuisines formed a "local food" style that became the hallmark of Hawai'i. In the 1930s, lunch wagons began serving mixed-style food on compartmentalized paper plates, starting the traditional "plate lunch" we know today.

⇒ HAWAI'I FAVORITES ⇐



Barbecue Chicken

Grilled, boneless chicken marinated in our tangy, Hawai'i-inspired barbecue sauce.



Chicken Katsu

Tender pieces of deep-fried, boneless chicken, served with our house-made katsu sauce.



Kalua Pork & Cabbage

Smoke-flavored, fork-tender pork, combined with fresh steamed cabbage.



SPAM® Musubi

A slice of grilled SPAM® layered on rice with our barbecue sauce, wrapped in dried seaweed.

L & L STATS

L & L Hawaiian Barbecue
has continually earned
top rankings from

Entrepreneur's Franchise 500

#1 in Asian Food Category
2017-2024

Franchise 500

Top 500 Ranked

Nation's Restaurant News and Datassential

Top 500 Chain Restaurants

Restaurant Business and Technomic

Top 500 Chain Restaurant

200+ LOCATIONS
in 2 COUNTRIES
[USA + JAPAN]
award winning
#1 ASIAN
FOOD
FRANCHISE



**“Of all the risks I took in life,
L & L is the best one!”**

– Wesley Wu, Kailua-Kona, Hawai‘i

WESLEY'S STORY

I started as a cook in one of the L & L stores when I came to Hawai‘i as a 16-year-old immigrant from China. As a cook, I’ve always wanted to own an L & L - it was my American dream! Now, my wife and I own our 22nd store. Of all the risks I took in life, L & L is the best one! I was able to



help my other siblings and cousins get into the L & L franchise and it’s such a great feeling to see them doing very well in the business. As for me and my family, L & L is our one and only choice of business!



L&L Hawaiian BBQ

I am glad that our young CEO is another go-getter with a big heart. I felt blessed to have the support of the L & L family for the past 20 years. You really care for me and my family.

– Henry Lee
Honolulu, Hawai'i

As an owner of multiple businesses, L & L Hawaiian Barbecue was my first franchised business to purchase. I am happy to say L & L corporate has been great to work with and my L & L store is the easiest of all my businesses to operate and the most profitable. Big mahalo to L & L for all you have done for me.

– Ron Chadwick
Reno, Nevada

The owners are humble people; they came from the same background like us. The hardworking staff from the corporate office are always nice and polite. Our food is excellent and our prices and portions are extremely fair.

– Arsen Shahnazarian
Northridge, California

We love the very real feeling of family – ohana that L & L franchisees share with each other and with the team at corporate! We have flexibility within a framework – the ability to truly delight our customers with delicious Hawaiian food and island spirit. We are proud to be part of it!

– Sole Leano
San Diego, California

WHAT OUR FRANCHISEES ARE SAYING



BE A PART OF OUR

‘OHANA

& INHERIT A PROUD TRADITION

L & L has never been about the fancy interiors or gimmicks. Our superb food is what has enabled us to succeed.

Hawaiian-style cuisine is more than pineapples and sweet rolls. With its familiar Asian flavors, distinct island flavors, and even European flavors, Hawaiian-style cuisine is on the cusp of storming the restaurant industry.

Becoming a franchisee means you will become part of a team of restaurant owners committed to serving fresh, delicious cuisine not commonly found in today's marketplace.

By introducing the flavors that hail from the diverse population of the islands, you will become an ambassador of the 'Aloha Spirit and carry on a proud tradition of bringing Hawaiian comfort food to those longing for a taste of the magical spirit of the Islands.

RESOURCES

To learn more, contact our
Franchise Team directly.

808-951-9888 • franchising@llhawaii.com

Josie Akana, *VP of Franchising*

Blythe Yamamoto, *Director of Franchise Sales*

LLHAWAIIFRANCHISE.COM

