

A photograph of a building facade at dusk. The building has a corrugated metal roof and walls. A large, illuminated neon sign in red and yellow reads "Logan's ROADHOUSE". The sign is mounted on the building's facade. The sky is dark blue with some clouds. There are two spotlights on the building, one on the left and one on the right, illuminating the sign.

Logan's

ROADHOUSE

★ **FRANCHISE OWNERS WANTED** ★

SPB HOSPITALITY

SERVING PEOPLE BETTER



— THE HIDDEN GEM OF —
**THE ROADHOUSE
RESTAURANT WORLD**

★ *IS NOW* ★

FRANCHISING

*EXCLUSIVE MARKETS ARE
AVAILABLE ACROSS THE USA*

C'MON BY LOGAN'S ROADHOUSE

AN AMERICAN FAVORITE.

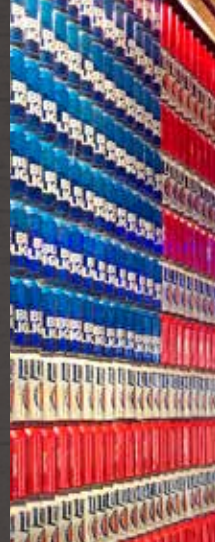
A laid back, "come as you are" kind of place where guests can crack open a cold one and enjoy steakhouse quality food in the comfort of jeans and a t-shirt. The atmosphere is lively, the beer is served ice cold, rolls are made-from-scratch, steak is grilled over real mesquite wood and genuine hospitality is part of the DNA. There are no strangers at Logan's Roadhouse, only friends. We welcome everyone with a big grin, and a warm "Howdy!"

Everything we make, anything we do, and every single interaction is designed to produce joy for our guests. From the best steaks in the biz, to the all-you-can-eat scratch-made rolls, to our fun and comfortable dining rooms; at Logan's our guests can expect HAPPINESS.

Everybody talks about quality, but many don't deliver. At Logan's—we do. Our food is exceptional. Our service is top shelf. We don't accept less than great. Good enough isn't ever good enough at Logan's.

HERE, WE DO THINGS RIGHT.

Logan's
ROADHOUSE



I'M
HERE
FOR
THE
ROLLS



WHY FRANCHISE WITH LOGAN'S?

IS IT ALL ABOUT THE "BREAD"?

1 ★ ★ ★ ★ ★ IRRESISTIBLE FOOD:

Logan's is renowned for our mouth-watering menu. From the signature hand-trimmed butcher selected steaks, fall-off-the-bone ribs, and freshly baked bread, every dish is a flavor explosion. The commitment to quality ingredients and a passion for grilling makes every meal unforgettable.



2 ★ ★ ★ ★ ★ FRIENDLY ATMOSPHERE:

Walk into Logan's, and you'll feel like you're stepping into a welcoming and warm environment. The rustic décor, the friendly staff, and the lively ambiance make this the perfect place for a family dinner, a date night, or even a casual get-together with friends.

3 ★ ★ ★ ★ ★ SCRATCH-MADE FAME:

A unique and delightful aspect of Logan's is our famous buttery yeast rolls, made from scratch daily. It's a tradition that deliciously welcomes restaurant guests every time they gather round our tables.



4 ★ ★ ★ ★ ★ VALUE FOR MONEY:

While Logan's offers a premium dining experience, we're surprisingly affordable. The generous portions and flavorful dishes provide excellent value for money.

5 ★ ★ ★ ★ ★ NATIONWIDE PRESENCE:

With locations across the United States, Logan's is accessible to people from coast to coast, making it a go-to choice for travelers and locals alike.



AT LOGAN'S ROADHOUSE, WE'VE EARNED OUR STATUS AS AMERICA'S FAVORITE FOR DELECTABLE FOOD, INVITING ATMOSPHERE, AFFORDABILITY, AND WIDESPREAD PRESENCE. THIS IS WHERE GREAT FOOD AND GREAT MEMORIES ARE MADE, AND THAT'S WHY WE CONTINUE TO HOLD A SPECIAL PLACE IN THE HEARTS OF AMERICANS.



QUICK FACTS



- ▶ **FOUNDED 1991 IN LEXINGTON KY**
- ▶ **THE ORIGINAL FOUNDER OF THE BRAND REMAINS A FRANCHISEE**
- ▶ **OVER 100 LOCATIONS OPERATING ACROSS THE US TODAY**
- ▶ **FRANCHISEE FEE: \$40,000**
- ▶ **ROYALTY: 4%**
- ▶ **ADVERTISING FUND: 2%**



Logan's
ROADHOUSE

HOW IT STARTED . . .

— WELCOME TO —
THE ORIGINAL
ROADHOUSE

HOW DO WE MAKE IT A LOGAN'S ROADHOUSE?
WE MAKE THE FOOD INCREDIBLE,
THE SERVICE TOP NOTCH,
AND LAYER ON THE SOUTHERN CHARM.

LOGAN'S ROADHOUSE CAME FIRST
SERVING UP TOP-SHELF MESQUITE STEAKS
AND MOUTHWATERING EXTRAS WITH NO BS,
AND A WHOLE LOT OF SOUTHERN CHARM FOR
HARDWORKING FOLKS WHO LOVE FANCY-FREE FUN,
RESPECT A GOOD VALUE, AND CRAVE A DELICIOUS MEAL.



Logan's
ROADHOUSE

HOW IT'S GOING . . .

road·house | \ 'rōd-ˌhauz \

★ ★ ★ A tavern, usually outside city limits, providing liquor and meals ★ ★ ★

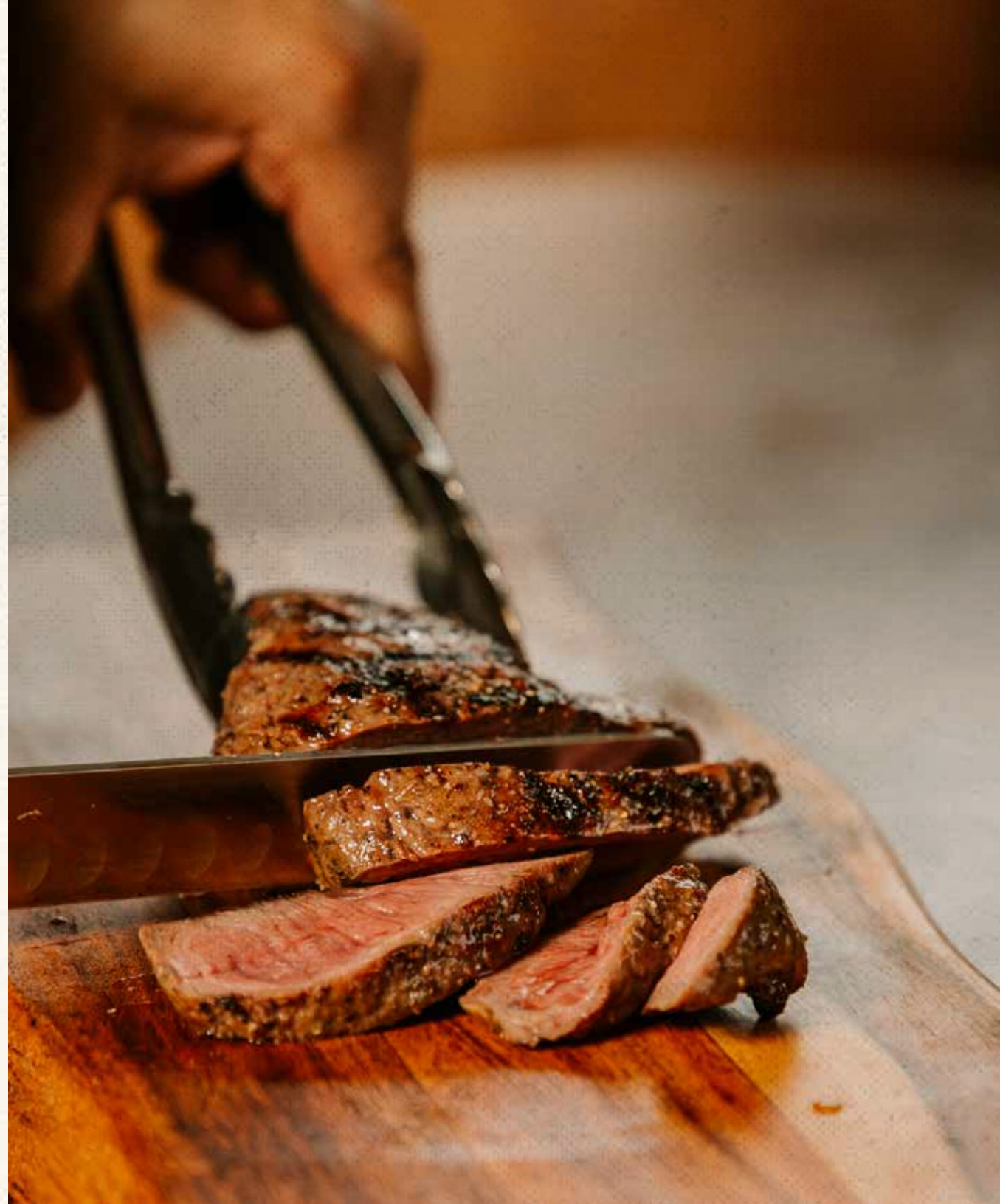
SERVING PREMIUM STEAK WITH A WINK AND A SMILE

**YEAH, WE MAKE SERIOUS STEAK.
BUT WE DON'T TAKE IT TOO SERIOUSLY.
DINING OUT SHOULD BE FUN.**

Our roadhouse roots are a blend of southern warmth and a no fuss approach to a fantastic meal. Why does exceptional food have to come with a big price tag and uncomfortable shoes?

We're all about kicking back with a cocktail and laughing together. No suits, no stuffiness, no snobs allowed—just good people, good food and good fun.

So c'mon in and get a serious steak on your plate with a serious smile on your face. We'll be waiting for ya in the fancy-free zone.





GRILL MASTER CERTIFICATION PROGRAM

We're topping our top-quality steak game with this initiative started and led by our Senior Director of Culinary. The initiative includes mandatory on-site training for all grill cooks and restaurant managers and aims to provide a consistent and premium dining experience nationwide for Logan's Roadhouse guests. Once completed with the program, grill cooks become official Masters of the Flame.

WE'RE NOT A STEAKHOUSE, WE MAKE GREAT STEAK

Steakhouses have lost their panache—there's no longer any allure to a steakhouse.

The common steakhouses of old feel dated and dark, diminishing the word "steakhouse" in American perception.

Plus, the high end steakhouses of our past are not appealing to this crowd. With stuffy dining rooms, overdressed staff, and meal prices that are more than you spent for your first car.

**THERE'S A DIFFERENCE BETWEEN
BEING A STEAKHOUSE AND BEING
KNOWN FOR GREAT STEAK.**





LOCATIONS

OPPORTUNITIES IN CURRENT MARKETS

ALABAMA

Athens
Bessemer
Birmingham
Cullman
Decatur
Florence
Fultondale
Huntsville
Leeds
Madison
Mobile
Oxford
Prattville
Spanish Fort
Tuscaloosa

ARKANSAS

Bryant
Conway
Fayetteville

CALIFORNIA

Redding
Chico
Fontana
Sacramento

FLORIDA

Ft. Myers
Kissimmee

GEORGIA

Augusta
Dalton
Ft. Oglethorpe
McDonough
Pooler
Tifton

ILLINOIS

East Peoria
Marion
Normal

INDIANA

Evansville
Ft. Wayne
Mishawaka
Noblesville
Plainfield

KENTUCKY

Hopkinsville
Lexington
Louisville
Paducah
Richmond

LOUISIANA

Alexandria
Lake Charles
Shreveport
West Monroe

MICHIGAN

Caledonia
Flint
Grandville
Holland
Lansing
Midland
Portage
Roseville
Saginaw
Southgate
Walker

MISSOURI

Cape Girardeau
Joplin

MISSISSIPPI

Flowood
Gulfport
Hattiesburg
Meridian
Pearl

NORTH CAROLINA

Fayetteville
Garner
Gastonia
Greensboro
Greenville
Jacksonville
Kannapolis
Monroe
Roanoke Rapids
Statesville

OHIO

Cincinnati
Ontario

OKLAHOMA

Midwest City
Owasso
Yukon

PENNSYLVANIA

Hamburg

SOUTH CAROLINA

Anderson
Greenville
Myrtle Beach
N Myrtle Beach
Summerville
Sumter

TENNESSEE

Chattanooga
Clarksville
Cleveland
Cookeville
Dickson
Gallatin
Jackson
Johnson City
Lebanon
Manchester
Nashville
Smyrna
Spring Hill

TEXAS

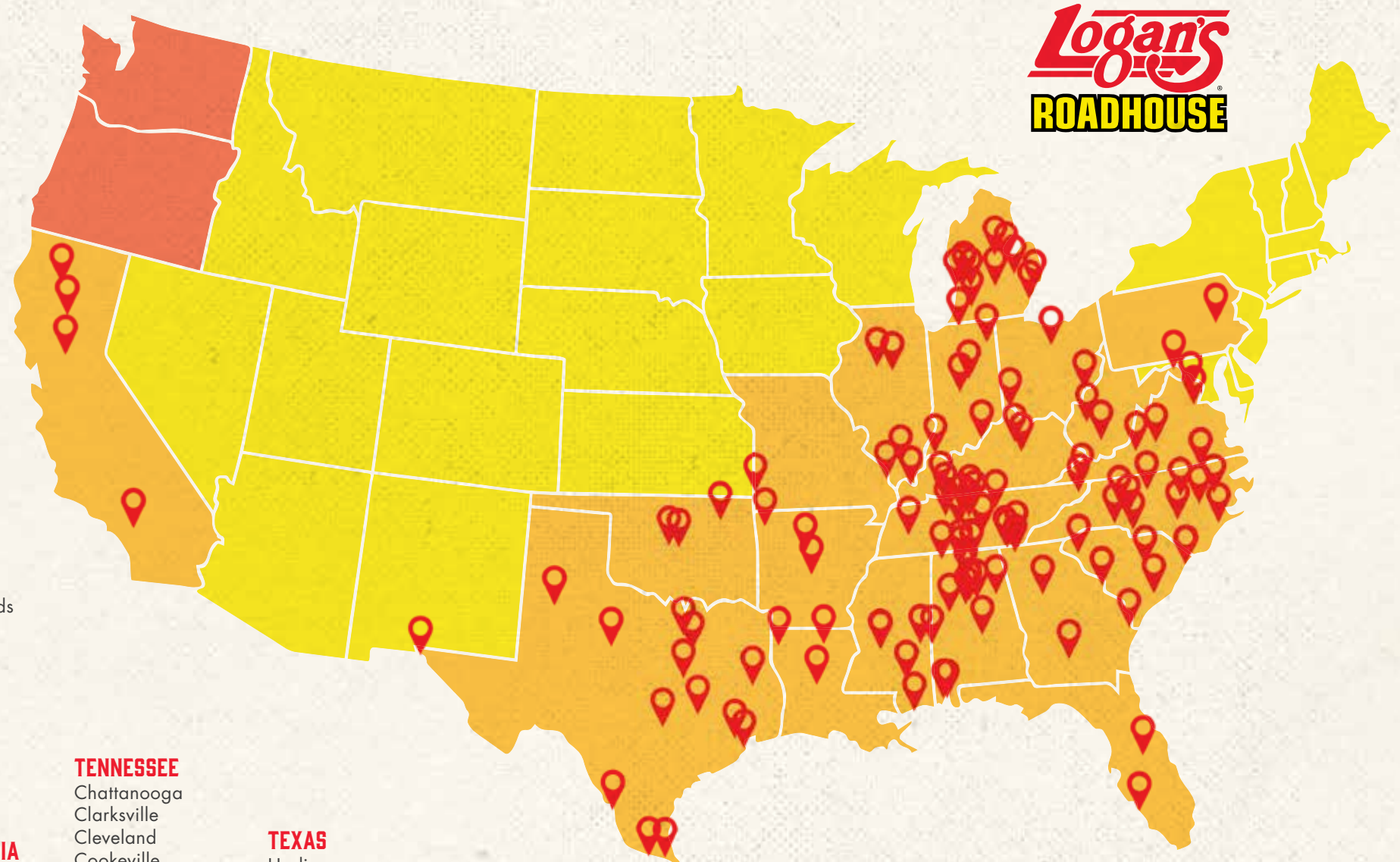
Harlingen
Houston
Hurst
Laredo
Lubbock
Lufkin
McAllen
N. McAllen
Waco
Waxahachie

VIRGINIA

Bristol
Fredericksburg
Lynchburg
Manassas
Roanoke

WEST VIRGINIA

Barboursville
Beckley
Charleston
Martinsburg
Vienna





★ *CURRENT* ★
PROTOTYPE
RENDERINGS



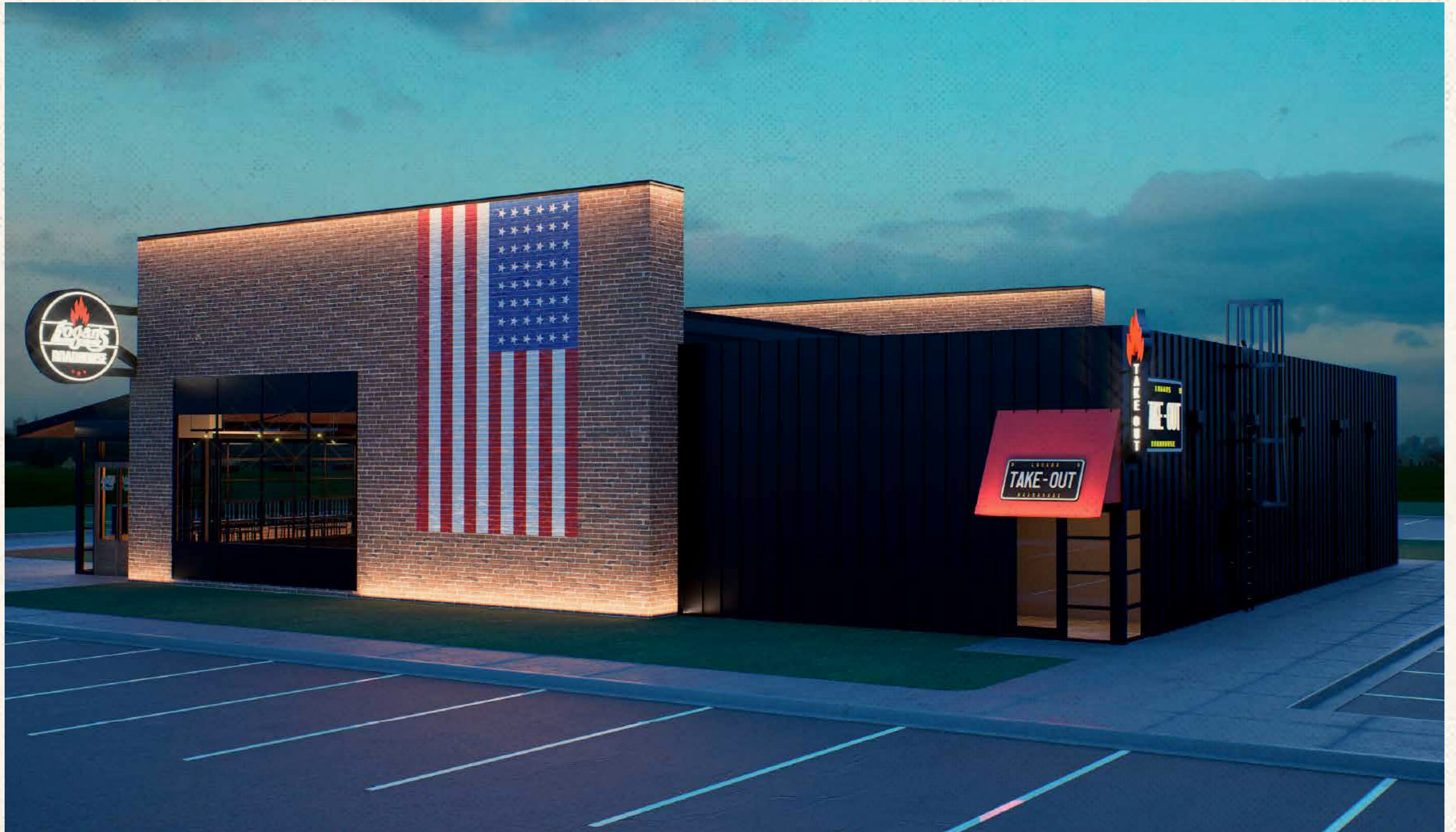


★ CURRENT ★
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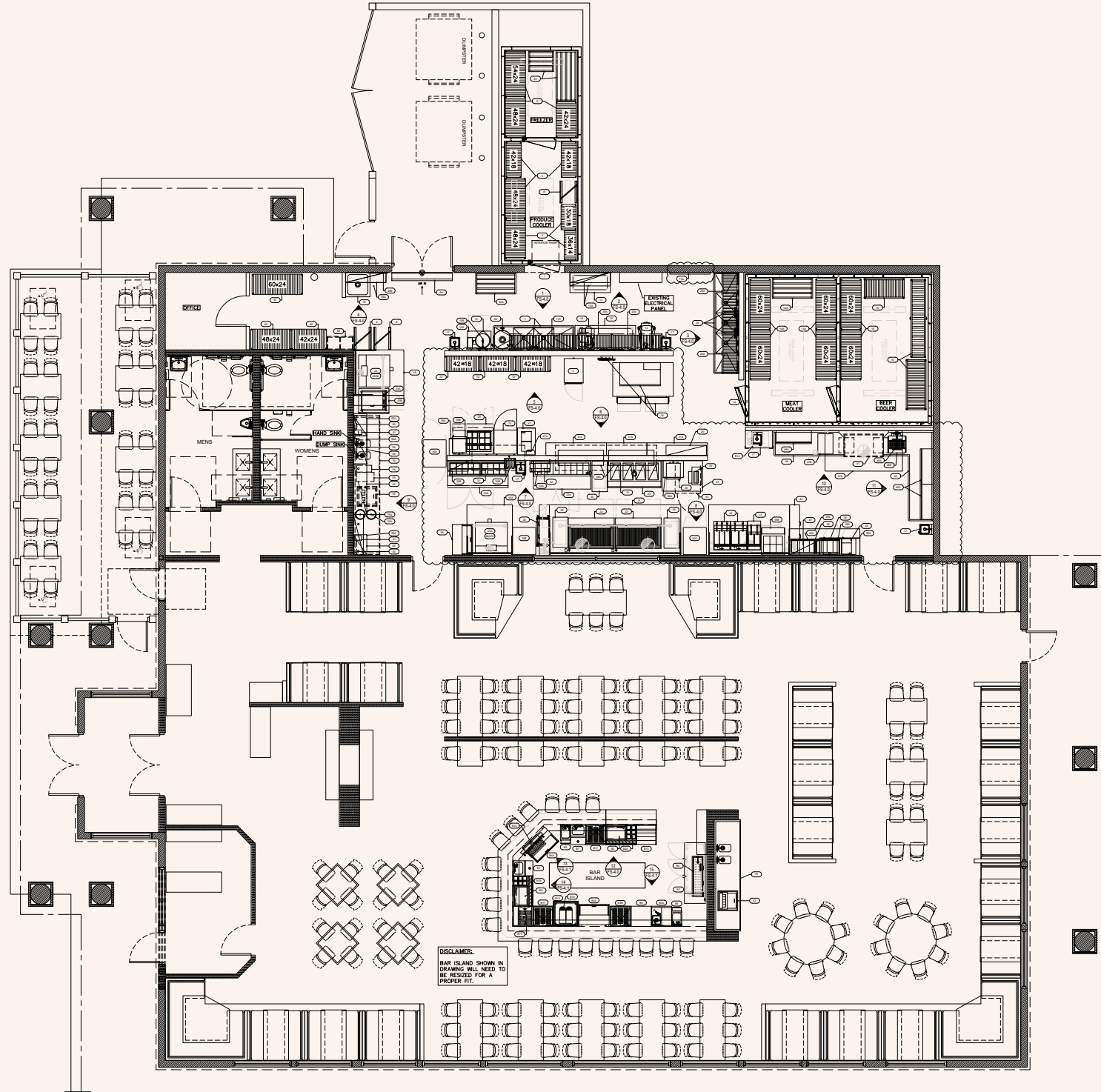








CURRENT FLOOR PLAN



WE KNOW WHERE TO GROW & OUR SUCCESS PROVES THIS EVERY DAY

WE KNOW OUR BRAND! WE KNOW OUR GUEST! WE KNOW WHAT THEY LIKE! WE KNOW WHY THEY LOVE US!

Logan's Roadhouse captivates diners with our irresistible blend of Southern hospitality, hearty meals, and a vibrant, laid-back atmosphere. From sizzling steaks to mouth-watering ribs, every dish is crafted with a commitment to flavor. The friendly service and welcoming ambiance make Logan's a go-to spot for those craving a taste of genuine Southern comfort. And let's not forget the fresh made-from-scratch rolls!



OUR GUESTS

**LOGAN'S ROADHOUSE
WELCOMES THE HEART
OF AMERICA.**

**OUR AUDIENCES RANGE
IN AGE, WITH THE
LARGEST PORTION
FALLING BETWEEN 25-55**

**MILLENNIAL GUESTS
ARE OUR HIGHEST
GROWTH DEMOGRAPHIC:**

- They eat out more than any other demo
- They spend more when they do eat out
- They make up 25% of the total population
- They have spending power of \$2.45 trillion
- They LOVE to eat out, 87% like to splurge on a nice meal





WHAT DOES OUR GUEST LOOK LIKE ?

WHO LOVES LOGAN'S ROADHOUSE ALREADY, AND WHO'S LIKELY TO LOVE IT IN THE FUTURE?

There's not a short answer. Logan's has broad appeal. With great food and plenty of variety, Logan's Roadhouse can be marketed to a fairly large and diverse set of audiences. Currently at Logan's the lunch scene is most often a working crowd, and dinner is typically suburban families and couples. What people want in a restaurant continues to evolve, and the pandemic and related economic changes have accelerated this process. There's a stronger desire for great value, comfort and ease of use than ever before.

So...what does our aspirational target look like for Logan's? Gen X and Millennial families and singles who are looking for a good time in a relaxed setting. The world is filled with stress and BS, and our crowd wants happy, satisfying experiences that feel worthwhile—without the big prices or stuffy atmosphere.

FAMILIES

(skew female decision makers):

25-55 Years Old

HHI \$75K+

Some College or Trade School+

5-10 Mile Geo

ADULTS:

25-55 Years Old

HHI \$50K+

Some College or Trade School+

5-10 Mile Geo



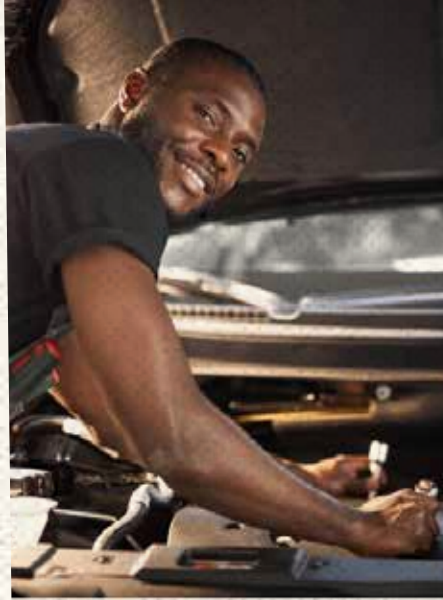
OUR GUESTS

DEMOGRAPHICS:

- 25-55 years old
- \$50k-\$100k avg. HHI
- Skew blue collar
- Skew slightly female
- Skew Caucasian
- Single/married split
- Employed full time
- Families with kids
- 40% college educated
- Hands on/Makers

PSYCHOGRAPHICS:

- Faith & Family
- Fulfills family obligations
- Hard-working
- Likes to have fun
- Honest, sincere, has integrity
- Believes in community & country
- Enjoys sports & music
- Resides in suburbs and smaller towns
- Lives for the weekends
- Buys American and generally patriotic



LOGAN'S ROADHOUSE FRANCHISE FAQs

HOW LONG HAS LOGAN'S ROADHOUSE BEEN AROUND?

Logan's was established in 1991 in Lexington KY. We have been in business for over 32 years and growing stronger every day!



HOW LONG DOES IT TAKE TO OPEN A NEW LOCATION?

Depending on the time it takes to find a site, this process can take 7 to 18 months from the day you execute your franchise agreement. This time can vary based on your chosen location, if it's a conversion opportunity or ground-up.



TRAINING & SUPPORT – WHAT DO YOU OFFER YOUR FRANCHISE OWNERS?

We have a comprehensive training program for owners and their staff. We also send you certified trainers for the Front of House and Heart of House. Support is ongoing, and very important to the success of the restaurant. We have dedicated teams in operations, marketing, learning & development and technical support that will help you have the best chance for success.



AM I A GOOD CANDIDATE FOR BECOMING A LOGAN'S FRANCHISE OWNER?

We are looking for the following skills & abilities in a franchise candidate:

- Previous restaurant ownership is a plus.
- Multi-unit franchise ownership is a plus.
- Restaurant ownership is not required, however you may be required to partner with a proven operator to run your business.
- Minimum Liquid: \$250,000 – prefer \$750,000+
- Minimum NET: \$750,000 – prefer \$1.5M+



HOW LONG DOES IT TAKE TO GET APPROVED AS A POTENTIAL FRANCHISEE?

We estimate this entire process can be fully accomplished within 45 days from first contact with you, providing you submit all the required documents timely.



LOGAN'S ROADHOUSE FRANCHISE FAQs (CONTINUED)

WHAT IS THE PROCESS FOR APPROVAL?

- We will discuss with you the markets you desire, talk about the brand and your abilities.
- If this goes well, we will send you an NDA to execute. Once the NDA is completed, we will send you our FDD.
- You will need to sign for the FDD and have this for review for minimum of 14 days while performing your discovery.
- If markets are available and you would like to move forward, we will have you complete the formal application.
- We will schedule some video calls with you and our team members for pre-approval.
- We will take your personal information, goals & abilities, and create an application package for submittal to our team.
- We will plan for a Discovery Day with you where you can meet our team and tour one of our restaurants.
- Once approved by us and your decision to move forward, we will prepare your agreements for execution and send to you.



WHAT IS THE FRANCHISE FEE FOR THE FIRST LOCATION?

Logan's Initial franchise fee is \$40,000 and payable upon execution of the franchise agreements.



I WANT TO COMMIT TO MORE LOCATIONS, WHAT ARE YOUR DEVELOPMENT FEES?

If you would like to secure a market, you will execute an Area Developer Agreement with us along with your initial franchise agreement. Additional locations are granted in specific markets as part of an overall development area. The fee for this is 50% of the then current initial franchise fee, which is currently \$20,000 per additional location. You will pay the balance of the franchise fee when we execute a new franchise agreement with you.



WHAT ARE THE OTHER FEES THAT I WILL BE REQUIRED TO PAY?*

- Logan's has a royalty fee of 4% of sales.
- Logan's has a brand fund of 2% of sales.
- Logan's requires you to spend at least 1% of your sales locally.

* See our current FDD for more specific information regarding any fees that are charged to the franchisee





CONTACT US!

Tom Petska, VP Franchise Sales & Development • Logans.Franchise@SPBHospitality.com • 770-616-9070

The information provided on this document is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only. Any franchise offering made is by a Franchise Disclosure Document (FDD) registered in the applicable state. The FDD will include detailed information regarding the franchisor and the franchise opportunity. The information contained herein do not constitute the offering of a franchise in any state or jurisdiction where such an offer or solicitation would be prohibited by law or regulation. The offer of a franchise can only be made through the delivery of a FDD in compliance with applicable laws and regulations.

Furthermore, the franchise opportunities described are only available in certain states and countries. Logan's Roadhouse Franchising II LLC will not offer or sell franchises in states or countries where registration or other requirements have not been fulfilled.

Prospective franchisees are advised to carefully review the FDD and consult with legal and financial advisors before making any decision to invest in a franchise opportunity. The decision to purchase a franchise should be made after careful consideration of all information and factors involved.

Logan's Roadhouse Franchising II LLC does not guarantee the success of any franchisee or the profitability of any franchise. Individual success will depend on a variety of factors, including the franchisee's skill, effort, and dedication to operating the franchise business.