

SINK YOUR TEETH INTO FRANCHISE OWNERSHIP

Be part of a growing legacy QSR Franchise.

Krystal[®]

FRANCHISE OPPORTUNITY



AUV OF
\$1.4M*



**UNIQUE
CRAVEABLE
MENU**



**FELXIBLE
RESTAURANT
DESIGN**

SPB HOSPITALITY

SERVING PEOPLE BETTER

*Top 25% of franchise units as reported in the 2021 Franchise Disclosure Document. Your individual results may differ. There is no assurance that you'll sell/earn as much.

OPPORTUNITY YOU CAN PRACTICALLY TASTE

Krystal is the perfect portfolio addition

Krystal corners the market on QSR franchise opportunities. As a multi-unit operator, this is your chance to build on our spectacular success.

Here are just a few reasons to franchise with Krystal:



\$1.4M AUV*

A proven business model with 4 strong dayparts that drive systemwide sales of over \$317M.



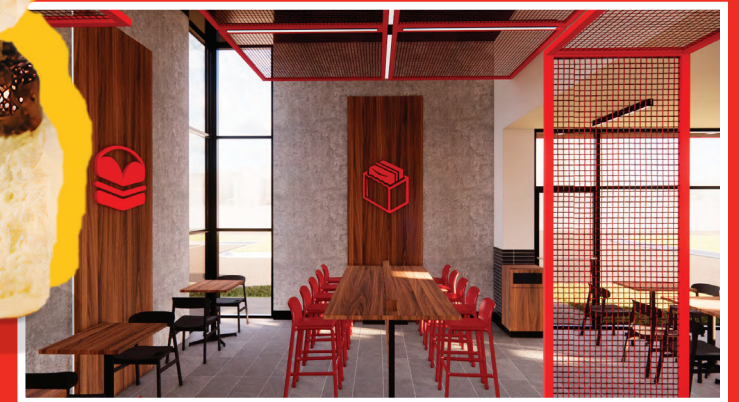
FLEXIBLE RESTAURANT DESIGN

With prototypes starting at approximately 1,000 square feet, our designs drive a lower initial investment and maximize efficiency for franchisees.



CRAVEABLE MENU

Signature menu items like Krystal burgers, Chik® sandwiches, Sackfuls and Combo Meals drive up the average ticket.



*Figure reflects the average Annual Unit Volume (net sales) of \$1,487,833 for the top 25% franchised restaurants (26 out of 105) operating during December 27, 2021, to January 1, 2023. Of these 26 franchised units, 9 (34.6%) surpassed this sales level. The average AUV for all 105 franchised restaurants for this period was \$1,006,541.00. Some outlets have sold this amount. Your individual results may vary. There is no assurance you will sell as much. See Item 19 of our Franchise Disclosure Document dated June 30, 2023. 2024. The Krystal Company. All rights reserved. This is not an offer to sell or a solicitation of an offer to buy a franchise. The offer of a Krystal Franchise may take place only through the delivery of a current Krystal Franchise Disclosure Document.

A HISTORY OF GREAT TASTE



Rody Davenport Jr. and J Glenn Sherrill introduced the Southeast to Krystal — and the famous Krystal square hamburger — on October 24, 1932. Since then, we've built out an innovative menu of craveable favorites. We've grown our footprint and have plans to increase from 300 locations to 500 locations in the next few years. And we serve more happy customers through our innovative drive-thru designs. Yet one thing remains the same: our commitment to a proven business model that allows our franchisees to grow with us while serving their communities.

FUN-SIZED FACTS



Elvis ordered 100 sliders for his fans in 1954.



In 1986 then-President Ronald Reagan had Krystal delivered to Air Force One.



Our very first order was for six Krystals, placed on October 25, 1932. Today, we've served over 10 billion Krystals.

FLEXIBLE FOOTPRINTS

A real estate strategy designed to drive lower initial investment for our franchisees

- Efficient build strategies for cost savings during initial construction and ongoing maintenance
- Flexible designs can be customized to fit existing spaces from 800-1000 square feet
- Layouts suitable for convenience store locations and other nontraditional spaces
- Innovative double drive-thru option
- Designed and built to handle 24/7 operations
- Conversion construction option for a lower initial investment
- Convenience store prototype operations optimized by shared labor support between restaurant and convenience store staff

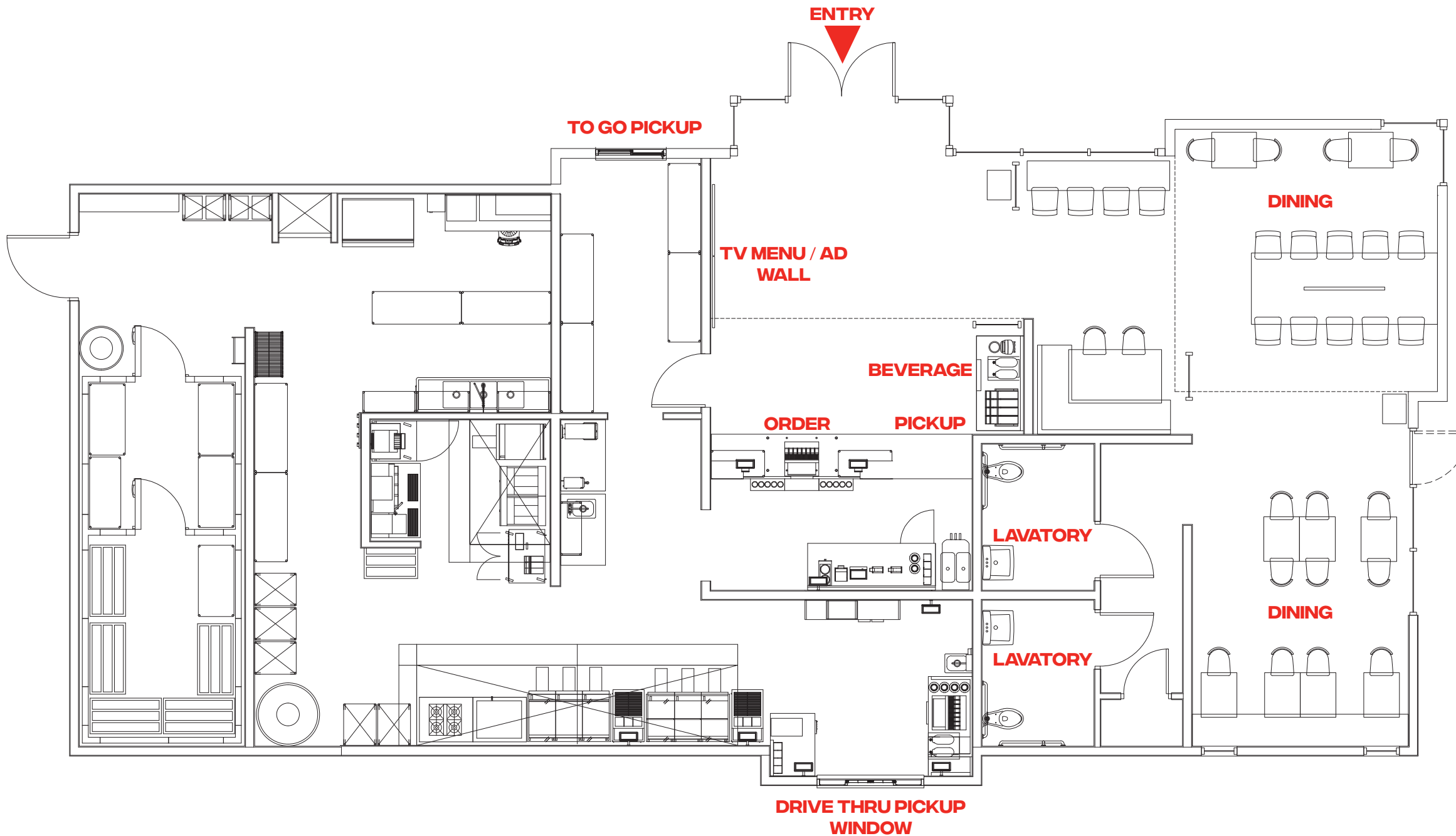


“Our smaller prototype building is one of the more inexpensive opportunities available to hungry franchisees looking for a legacy brand with outstanding growth opportunity.”

Melissa Hodge, Sr. Director of Franchise







CRAVEABLE FARE

One-of-a-kind menu featuring new items developed by our in-house chef alongside classics like our Original Krystal, breakfast favorites, combos and Sackfuls to feed the family.

Made-to-order breakfast



Better products sourced to create higher margins



Our delicious favorites are served hot and fresh — day or night



IN THE NEWS

We're making noise.

Our food isn't the only thing that's famous around here. Krystal has a fresh take on franchising — and it's not going unnoticed. Capitalize on the momentum of a brand on the rise.



“From the moment you try Krystal, you know there’s nothing else like it.”

Victor Cruz, Football Legend and Krystal Franchisee, NJ

READY TO INVEST IN YOUR FUTURE?

Here's what it takes

Our ideal ownership candidate must meet the following requirements and be willing to purchase a minimum of three units:

FINANCIAL REQUIREMENTS

\$1.5 Million
net worth

\$500,000
liquid capital

\$35,000
initial franchise fee

\$700K – \$2.1M*
total investment range

5% Royalty

4.5% Marketing**

Contact us to learn more

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krystalfranchising.com



SPB HOSPITALITY

SERVING PEOPLE BETTER

*Subject to change. Does not include real estate, land and site work costs. ** Of gross sales. © 2024 Krystal Restaurants, LLC. All rights reserved. This is not an offer to sell or a solicitation of an offer to buy a franchise. The offer of a Krystal Franchise may take place only through the delivery of a current Krystal Franchise Disclosure Document.