

FRANCHISE OPPORTUNITY

On The
Hook
★ FISH AND CHIPS ★

EST. 2016

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Sell the meal that started it all.



BACKGROUND

In 2016, while attending the University of Wyoming, Ocean Andrew and Hunter Andersen embarked on a culinary adventure inspired by Ocean's upbringing. Growing up, Ocean's father was a fishing boat captain in Alaska, instilling in him a deep appreciation for seafood. This, combined with Hunter's passion for great food, led them to the idea of sharing their love for fish and chips with the world.

Instead of hitting the books, Ocean and Hunter spent countless hours perfecting their recipes, and soon after, their first On the Hook Fish and Chips truck hit the streets. The response was overwhelming, with communities everywhere embracing their delicious creations with open arms.

From those humble beginnings, On the Hook Fish and Chips has grown to become a beloved culinary sensation, delighting customers in 18 states. With over 5 million meals served since its founding, On the Hook continues to bring the taste of the sea to landlocked communities, one crispy bite at a time.



HAND-BATTERED

Every fish is hand-battered right in front of you. For freshness and flavor, we never use pre-battered fish.

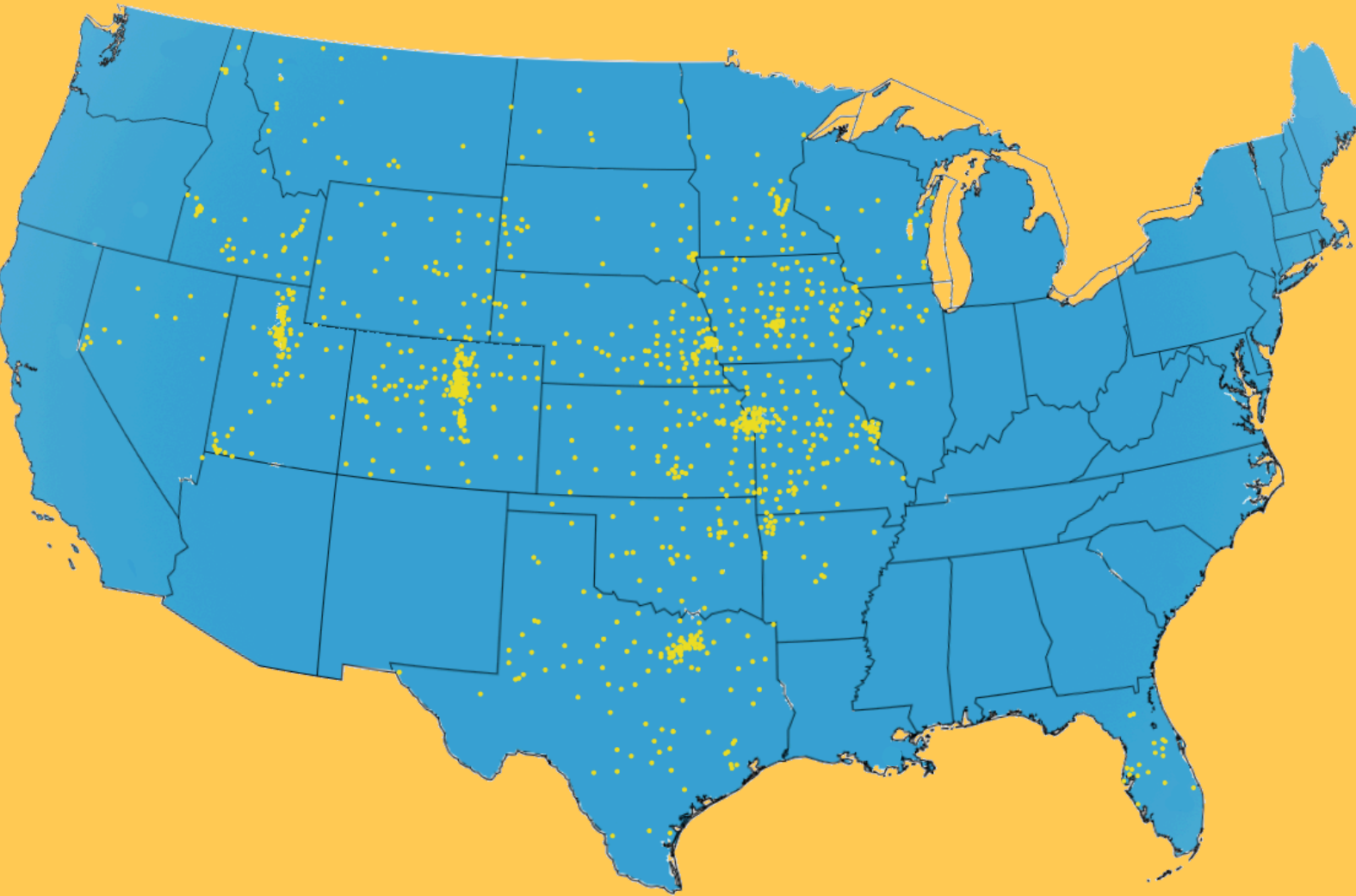
SAUCES

Our secret-recipe sauces are made under lock-and-key in Wyoming. Only 2 people know the recipe. And millions love the taste.

SECRET-RECIPE

Secret-recipe beer batter for our fish and chips, a fresh American flavor twist on a classic.

We've been to a lot of towns...



Just because we've served there, doesn't mean you can't!

It just means someone there already loves our fish and chips!

As a franchisee, you'll enjoy **protected territory**, ensuring that you have the opportunity to build a loyal customer base in your area.

Join us in bringing our beloved cuisine to even more places!

KNOW WHERE YOUR FOOD COMES FROM.

OUR WILD ALASKAN COD IS LINE CAUGHT

NEVER CAUGHT IN A NET.

Here's why that's important:



FRESHER

Net-caught fish are caught all at once. Our Cod is caught one-by-one on a line with hooks every 48 inches. Unlike net-caught, our Cod is brought onboard individually and flash frozen right away for the freshest taste.



HIGHER QUALITY

Line-caught fish go through less trauma, damage and stress so the meat quality tends to be a lot better than net-caught, which can get damaged in the mass fishing process.



MORE SUSTAINABLE

Nets tend to drag on the ocean floor, damaging sea life and underwater habitats. Line-caught tends to cause much less disturbance to sea life.



KINDER

Nets tend to catch anything in their path. Line-caught tends to protect other marine life from unnecessary harm.

What Sets On the Hook Fish and Chips Apart!

FOOD TRUCKS

Our mobile kitchens have been expertly designed inside and out, creating a visually striking presence that embodies the fun and excitement of our brand.

ONLINE VISIBILITY

As a franchisee, you'll have access to our vibrant online presence, including a beautiful website showcasing your food truck events. Additionally, your franchise events will be featured on our company Facebook page, which boasts 461,000 followers and continues to grow, ensuring maximum exposure for your business.

MENU

Our menu is straightforward. Our system is designed for ease of learning, ensuring that anyone, regardless of culinary background, can master it and succeed as an On the Hook Fish and Chips franchisee.

EFFICIENCY IN EVERY BITE

Our food is cooked to order with minimal prep, reducing waste and potentially lowering food costs, all while ensuring the freshest dining experience for your customers.

ESTABLISHED BRAND

With nearly a decade in business and operations spanning 18 states, we've served over 5 million meals, building a loyal and extensive customer base that continues to grow.

STREAMLINED LABOR

Our labor-saving approach includes a simple employee system. Our truck workers are tipped, allowing for lower wages in many states while providing them the opportunity to earn a substantial income, making it a highly sought-after position.



The Franchise System

Our franchise offering has two different options: Standard and Rural. Choose the model that best aligns with your business goals and market.

STANDARD

2,500 - 6,000 square foot commissary.

Two food trucks.

Option for a manager.

10-year term.

Protected territory with minimum population of 250,000.

Franchise Fee: \$50,000

Royalties: 7% of Gross Sales paid weekly

Brand Marketing Fund: 1% (may increase to 2%) of Gross Sales paid weekly

Total investment: \$669,260 to \$1,062,000

RURAL

2,500 - 6,000 square foot commissary.

One food truck.

Option for a manager.

10-year term.

Protected territory with minimum population of 125,000.

Franchise Fee: \$35,000

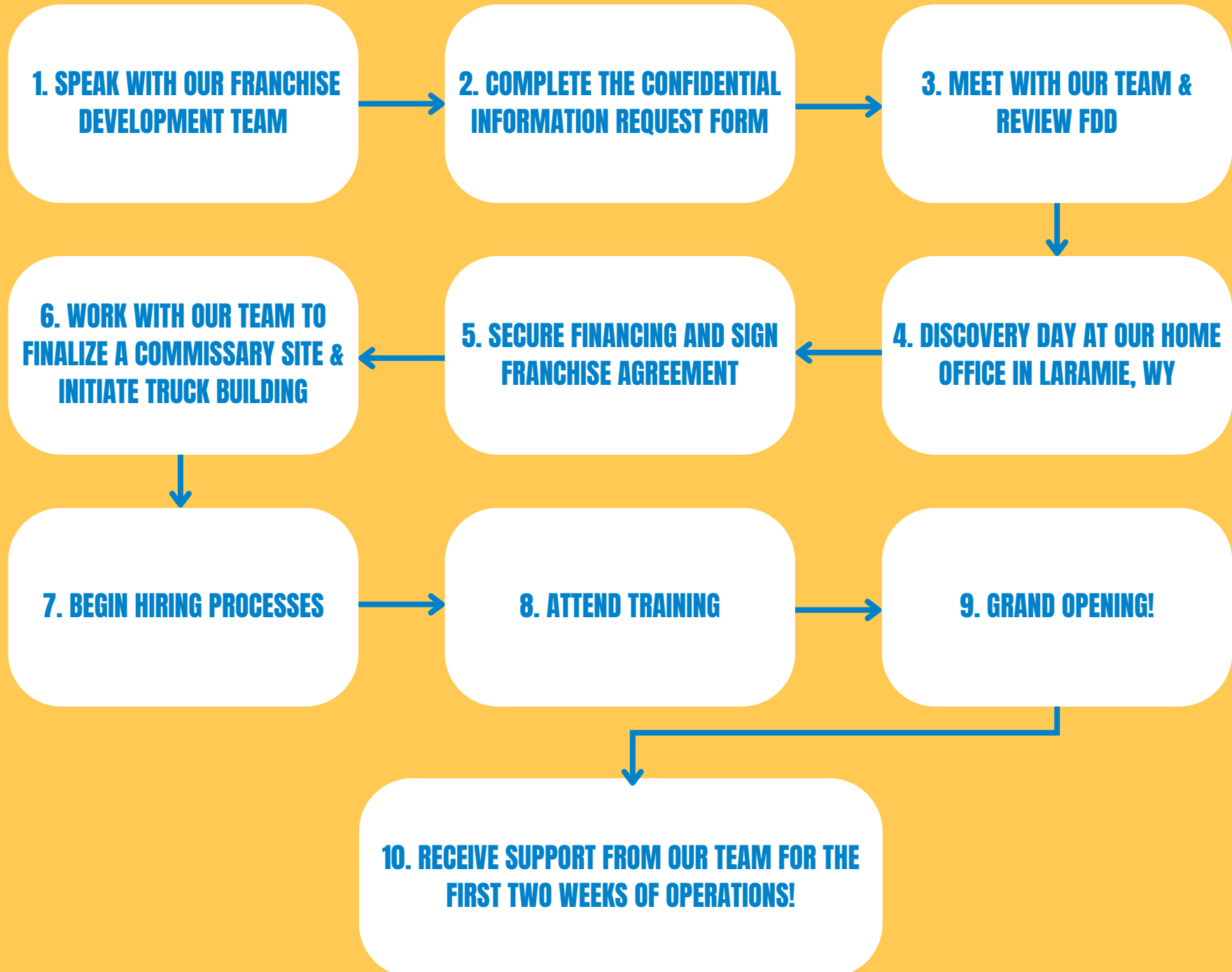
Royalties: 7% of Gross Sales paid weekly

Brand Marketing Fund: 1% (may increase to 2%) of Gross Sales paid weekly

Total investment: \$384,360 to \$684,600



THE PATH TO FRANCHISE SUCCESS!



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