

A woman with long dark hair is shown in profile, smiling and eating a taco. She is wearing a white t-shirt and large blue earrings. In the background, a man wearing a black cap and a dark shirt is also eating. The setting is a restaurant with a wooden interior and large windows. The overall scene is dimly lit, with a dark overlay.

GRAVEΨORTHY

BRANDS

INTRODUCTION

DISCLAIMER



AN INVESTMENT IN OUR SECURITIES INVOLVES A HIGH DEGREE OF RISK. IN MAKING AN INVESTMENT DECISION INVESTORS MUST RELY ON THEIR OWN EXAMINATION OF US AND THE TERMS OF THE OFFERING, INCLUDING THE MERITS AND RISKS INVOLVED. YOU SHOULD ONLY INVEST IN OUR SHARES IF YOU CAN AFFORD A COMPLETE LOSS OF YOUR INVESTMENT. YOU SHOULD READ THE COMPLETE DISCUSSION OF THE RISK FACTORS SET FORTH IN THE PRIVATE PLACEMENT MEMORANDUM ("PPM").

A COPY OF THE PPM AND THE SUBSCRIPTION AGREEMENT SHALL BE DELIVERED TO EVERY PERSON SOLICITED TO BUY ANY OF THE SECURITIES HEREBY OFFERED, AT THE TIME OF THE INITIAL OFFER TO SELL.

NEITHER THE SECURITIES AND EXCHANGE COMMISSION NOR ANY STATE SECURITIES COMMISSION HAS APPROVED OR DISAPPROVED OF THESE SECURITIES OR PASSED UPON THE ADEQUACY OR ACCURACY OF THE PPM. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE. SEE RISK DISCLOSURE STATEMENTS IN THE PPM.



Creating truly unique and craveworthy experiences every day, every shift and at every turn.



OUR MISSION

Craveworthy Brands was founded in 2023 to invigorate and supercharge legacy brands while nurturing and growing emerging brands. With an industry facing unique disruptions, our founder saw an opportunity to build a restaurant company that could be genuinely different. We bring together diverse and complementary brands to be stronger together than they would be on their own.

Our goal is to create truly unique and craveworthy experiences every day, every shift and at every turn.

OUR VISION



COMMUNITY

Our family of brands have a common theme and succeed in the goal of creating **craveworthy food and exceptional guest experiences**. Our brands are active members in our communities and strive to give back every chance we get.

OPPORTUNITY

We are grateful for the opportunity to provide people with their first jobs or the next step in their careers. We help them develop the **skills necessary to achieve greater success**. Restaurants are only as good as the food they serve and the people they hire.

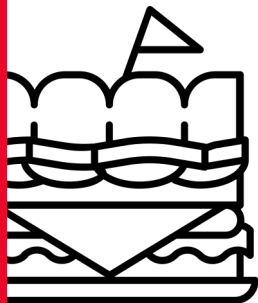
SUPPORT

We are creating a best-in-class support center with a suite of **shared services to enable efficient operations**. Each brand will maintain its distinct identity, while building an organization with a shared cultural foundation.

COLLABORATION

We leverage all brand's strengths to drive success. We think differently about rewarding our guests, team, and investors. Our leadership fosters **collaboration with our team, franchises, and key stakeholders**.

THE CRAVEWORTHY STORY

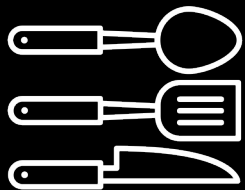


LEADERSHIP

Founded by Gregg Majewski, former CEO of Jimmy John's, and backed by a team with significant restaurant experience

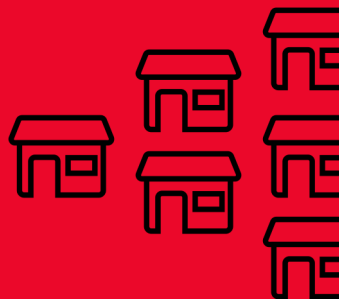
BRANDS

Launched Craveworthy with four brands primed for growth and cultivating additional brands



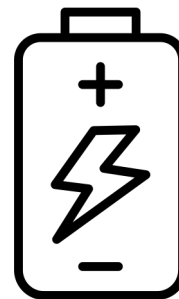
OPERATIONS

Platform focused on creating an unbeatable proposition for consumers & franchisees



GROWTH

Growing franchise count supported by additional Craveworthy-owned locations



SUPERCHARGE

Raising capital to supercharge growth through additional locations & acquisitions



LEGACY BRANDS¹



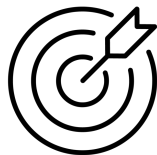
¹To be acquired

INVESTMENT HIGHLIGHTS

Platform model with experienced team poised for growth



Demonstrated experience
supercharging brands



Revitalized & growing legacy brands



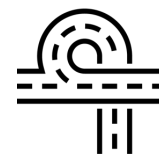
Asset light franchise focused



Royalty & franchise sale
cash flow



Created & developing several
emerging brands



Strong pipeline of franchises
& brands

OUR STRATEGY

To grow a portfolio of diverse, relevant and highly efficient brands into an unbeatable proposition for both consumers and prospective franchisees.

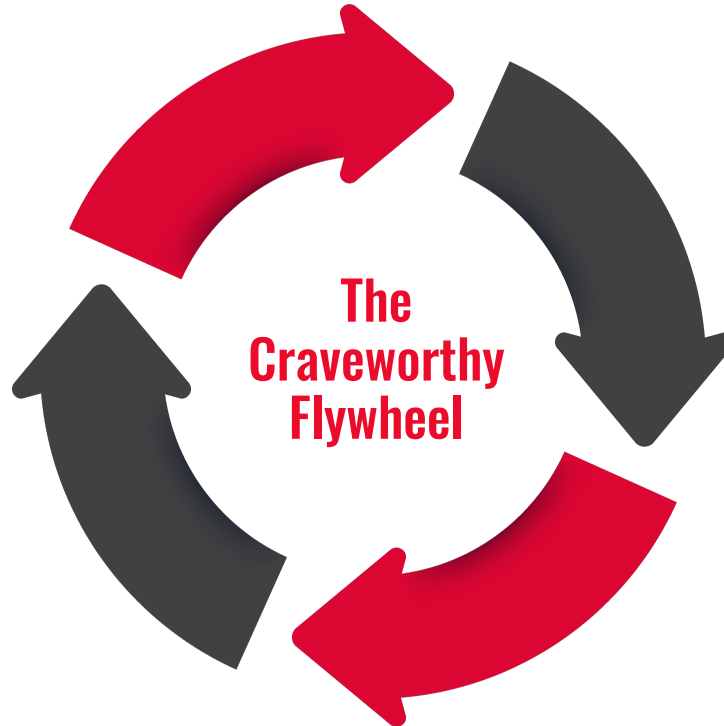


REVITALIZE
Established, Legacy Brands

CREATE
New & Emerging Brands

SUPERCHARGE
Growth of All Brands

DEVELOP
Mid-size, Underdeveloped Brands



OUR OPERATING MODEL

Our formula for success is simple



1

A STRONG & GROWING FRANCHISOR FOUNDATION

2

DEDICATED TOWARDS FRANCHISEE SUCCESS

3

LEADS TO INCREASING SAME STORE SALES & TOTAL STORE COUNTS

OUR CRAVEWORTHY BRANDS



- Sold 24 franchises in 2022 & expect to eclipse this growth in 2023
- New store layout significantly reduces startup costs for franchisees & increases revenue per square foot
- Streamlined menu focused on value for customers & increased efficiencies for franchisees



- Asian stir-fry concept with elevated culinary experience
- New menu options focused on freshness & reduced costs for franchisees
- Revamped store layout in process & expect to have by end of 2023



- Complete brand & menu refresh over
- Our most adventurous brand serves as testing ground for many new items including poke and ramen
- Built a strong following in the Midwest & primed for growth

The logo for Wing It On! features the words "WING IT ON!" in a bold, orange, sans-serif font. The letter "O" in "ON!" is replaced by a white crown icon.The logo for The Budlong Hot Chicken features a stylized red chicken head icon to the left of the text "THE BUDLONG" in a bold, black, sans-serif font. Below "THE BUDLONG" is the text "HOT CHICKEN" in a smaller, red, sans-serif font.The logo for Krafted Burger Bar + Tap features the word "krafted" in a lowercase, black, serif font inside a black rectangular border. Below "krafted" is the text "BURGER BAR + TAP" in a smaller, black, sans-serif font.

- Successful franchising initiative underway
- Low start-up costs & small footprint
- Inc. 5000 list of America's "Fastest-Growing Private Companies" in 2022
- "America's #1 Buffalo Sauce" at the 2022 U.S. Chicken Wing Eating Championship

- Primed for significant growth – updates coming soon
- Celebrated, Chicago-based Nashville hot chicken concept
- New menus to reduce costs & drive customer growth
- New store layout lowers initial franchise costs & increases sales per square foot

- Founded with awarding winning Chef Robert Kabakoff
- Recently opened Second location in Elmhurst, IL
- Additional Craveworthy-owned locations in development

- Fast & delicious poke using the freshest ingredients available
- First location opening 2023
- Launching menu availability through ~55 ghost-kitchen locations in 2023

OUR BRANDS



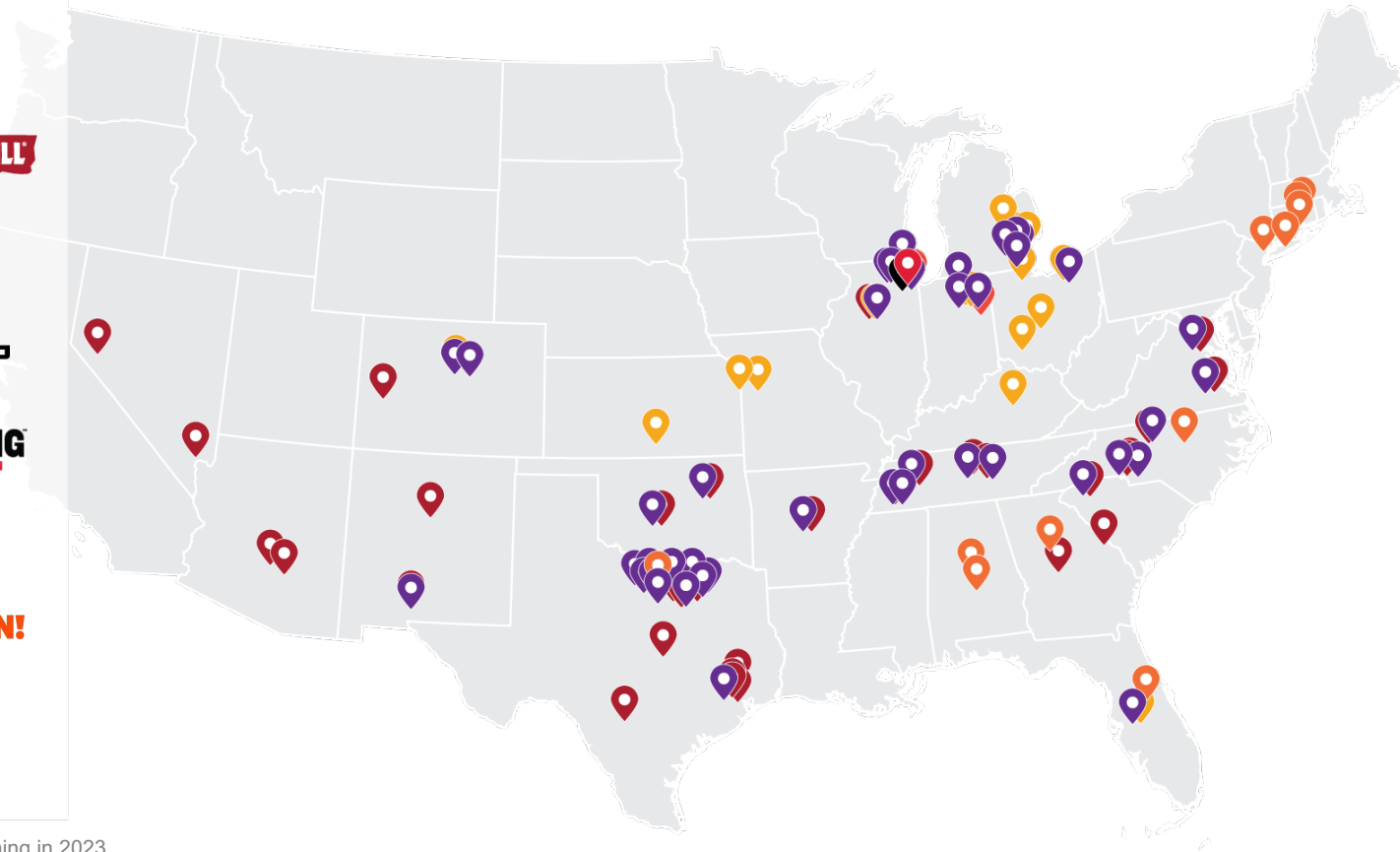
We believe our brands have the potential for significant growth

Brand	Corporate Stores	Franchise Stores	In Development	Average Unit Volume ²
	33	21	24	\$1.1M
	7	10	Coming 2023	\$1.8M
	4	Coming 2023	Coming 2023	\$1.6M
	Coming 2023	13	17	\$800K
	4	Coming 2023	Coming 2023	\$900K
	2	Coming 2023	Coming 2023	\$1.75M
	Coming 2023	Coming 2023	55+ ¹	\$750K

¹Includes ghost kitchen locations

²Based on run rates or estimates for new brands

LOCATIONS



*New brand opening in 2023

OUR LONG-TERM GOAL

Growth through franchise development,
additional Craveworthy-owned stores & acquisitions

5-YEAR GOAL

\$1B+
Systemwide Sales

\$250M+
Revenue

1,000+
Stores

OUR LEADERSHIP



Gregg Majewski

Chief Executive Officer & Founder

- **23+ years** in the food & beverage industry in founder and senior executive roles
- Founder of **Wildcat Investments**
- **Former CEO of Jimmy John's Gourmet Sandwiches**
 - Grew restaurants from **33 to 300 with another 600 sold**
 - Implemented and restructured **company-wide operational standards**
 - Shifted marketing strategies to “Freaky Fast” delivery
- Established a resounding executive career focused on:
 - Conceptualizing and growing **emerging brands**
 - **Revitalizing** legacy brands



OUR LEADERSHIP TEAM



Robert Kabakoff

Craveworthy Creator Chef



- 10+ years as corporate executive chef and director of culinary training for Houston's Hillstone Restaurant Group
- Developed efficient kitchen and contract management models
- Winner of the American Culinary Federation's National Championship and Wild Game National Championship



Neil Quinn

Chief Financial Officer



- Former Chief Financial Officer for Mazzetta Company, one of the largest importers and producers of frozen seafood
- More than two decades of leadership and executive experience with McDonald's Corporation



Lori Cominsky

VP Operations & Training



- Decades of operations experience in the industry including Operations Services for Roti Modern Mediterranean
- VP of Operations for Protein Bar and Kitchen
- Leads store-level initiatives, store openings, training, and Craveworthy building and profitability efforts

OUR LEADERSHIP TEAM



Blake Johnson

VP Marketing



- Genghis Grill brand marketing
- Marketing and operations with El Fenix & Snuffer's and with emerging multi-unit brands including Taqueria La Ventana, Village Burger Bar and Meso Maya
- Led digital marketing for national fast-casual chain Newk's Eatery



Becca McIntyre

VP Culinary & Supply Chain



- Leadership roles with Genghis Grill for 7 years
- Decades of experience in culinary, supply chain management and operations
- Previously with Ignite Restaurant Group and TGI Fridays



Jason Levinson

VP Technology & IT



- Leads IT and Technology for all Craveworthy's portfolio brands
- Formerly led technology for Giordano's Pizza and First Watch Restaurant
- Over two decades of experience with both large and mid-sized restaurant brands

OUR LEADERSHIP TEAM



Cassie Miller

Sr. Director of Training & Operations Services



- Leads all training and operations services for Craveworthy's portfolio of brands for over 6 years
- Previously led operations, training and marketing for Flat Top Grill and Stir Crazy concepts, before their Craveworthy acquisitions



Rich Guckel

Director of Franchising



- Led Franchising growth and outreach for Craveworthy since 2019
- Over two decades of experience in the industry
- Previously leading franchising, operations and development for Einstein Noah Restaurant Group and Le Duff America



Kristin Albert

Director of Operations



- Leads Operations for the Genghis Grill brand and its 50+ locations throughout the country
- Director of Operations for over a decade with Bottleneck Operations' portfolio of brands

OUR LEADERSHIP TEAM



Matt Ensero

President, Wing It On!



- CEO & Founder of Wing It On!
- Developed the award-winning franchise system from a single store to operating in 8 states
- Vision for creating value through a diverse menu and strong, repeatable franchise operations standards



Justin Egan

VP Marketing, Franchise Development & Digital Strategy



- Led marketing strategy and growth of Wing It On! since 2018
- Over two decades of experience in the industry
- Marketing manager at The Hartford, launching new brands, products and services with digital campaign expertise

IN THE NEWS

OPERATIONS

FORMER JIMMY JOHN'S CEO LAUNCHES NEW PLATFORM FOR GROWING FAST-CASUAL BRANDS

Gregg Majewski partnered with FG Financial Group Inc. to create the new Craveworthy LLC.

By **Lisa Jennings** on Jan. 27, 2023



Restaurant Business



Craveworthy is the second project in FG Financial's newly formed merchant banking division, and includes Chicago-based Budlong Hot Chicken and Krafted Burger + Tap, Raleigh, N.C.-based Wing It On, and newly formed concept, the Lucky Cat Poke Company, which will open its first location in 2023, along with 50 ghost kitchens.

FINANCE > MERGERS & ACQUISITIONS

FG Financial and former Jimmy John's CEO form Craveworthy restaurant group

The four starter brands include Wing It On, Krafted Burger + Tap, Budlong Hot Chicken, and The Lucky Cat Poke Co.

Nation's Restaurant News

Nation's Restaurant News

GENGHIS GRILL®

Launched 24 years ago in Dallas, Texas, Genghis Grill offers fans broad appeal and caters to various flavor preferences and lifestyles by offering keto, gluten-free, low-carb, vegan and vegetarian options.

PRESS RELEASE

NEWS > FAST CASUAL

Established Genghis Grill Franchisee invests in brand's new development

Home: News: Genghis Grill:

Genghis Grill Introduces New Franchisee Incentive

By: Genghis Grill | 26 Shares | 370 Reads

Leading Create-Your-Own Bowl Concept Prioritizes Franchising with Waived and Reduced Franchise Fees

March 28, 2022 // [Franchising.com](#) // DALLAS - Genghis Grill (Genghis), the nation's leading create-your-own bowl concept with locations across the southern United States, has announced a new single and multi-unit franchisee incentive.

The offering is available for new qualified single and multi-unit franchisee

franchising.com

QSR Magazine



Former Jimmy John's CEO Creates New Fast-Casual Group

The platform, with two existing restaurants and two new concepts, wants to enter the M&A market as well.

FAST CASUAL | JANUARY 26, 2023 | BEN COLEY



FranchiseFocus

"You have to have a plan and you have to have people to execute the plan. You have to have strategy and culture around the plan."

MICHAEL MABRY, president, Famous Toastery

Franchisees with great customer service, and a "Be Famous with us" franchisee initiative.

Mastering 'thoughtful growth'

Pacing is important, as it's better to prepare franchisees for growth instead of simply opening doors.

"We talk about thoughtful growth," said Jim Metevier, president and COO of Mountain Mike's Pizza. "We are not here to get a bunch of numbers and look good as a brand."

To help franchisees avoid development pitfalls, the Newport Beach, Calif.-based Mountain Mike's works with owners on market planning and identifying areas where they have presence and the brand has opportunity.

"We started a development function two years ago," Metevier said. "Every site a franchisee brings to us is brought to our development action committee, and we make sure we feel confident this is going to be an opportunity that takes all the boxes to be successful."

Purchasing power

Mountain Mike's also has construction managers and approved architects and general contractors who know how to build out the brand's locations and can help ease the process for new franchisees.

"On the equipment side, Mountain Mike's offers a plug-and-play package so franchisees can bypass supply chain issues."

"We can leverage our size and our strength and buying power," Metevier said. "We place the order for large equipment from when we sign the deal, and we have an eight to ten month lead time."

Genghis Grill has a similar plan-ahead approach with helping franchisees manage the equipment buying process.

"We use a company that helps us procure all our equipment," said Gregg Majewski, CEO of Genghis Grill. "Where we end up is usually 24 to 25 weeks, which is an acceptable number."

The Dallas-based firm has a similar plan-ahead approach with helping franchisees manage the equipment buying process.

"You need to walk people through because you get people who have never done this before," Majewski said. "Franchising was always meant to be about getting people into the industry. If they are successful with that one store, they will become best franchisee because they want to open more."

"Flexibility is key

Whether the franchisee is new or experienced, a little support, and patience, can help.

Andy's Frozen Custard currently has 115 locations with 60 in development. Some are going to take longer to open than expected, and corporate is trying to help franchisees as they overcome obstacles.

"We continue to see delays in construction due to material and equipment constraints, delays for permitting and licensing due to staffing constraints in jurisdictions and more," Andy Kuntz, owner and CEO, said.

"Like most franchisees in our space, we have remained flexible in opening store requirements as it relates to agreements and expectations," he added.



SPEC

Franchise Focus

22 • FFS