

THE HOTTEST SPORTS FRANCHISE OF ALL-TIME



**BUFFALO
WILD WINGS GO**

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**BUFFALO
WILD
WINGS®**

FRANCHISE OPPORTUNITIES

MEET THE GREAT AMERICAN SPORTS BAR



With an immersive restaurant design, best-in-class bar food and drinks, and innovative sports watching experiences, Buffalo Wild Wings is turning game time into stories worth telling. Let them become a part of yours.

2023

TOP FOOD FRANCHISE

by Entrepreneur's Franchise 500

#1 LARGEST

Sports Bar chain in the U.S.

1,200+

locations

10

countries



**BUFFALO WILD WINGS' MISSION
IS TO INSPIRE LEGENDARY
EXPERIENCES BETWEEN FRIENDS**

Since the first location opened nearly 40 years ago, Buffalo Wild Wings has been the hub for sharing grub, swapping stories, and celebrating victories on and off the field.



YOUR **BIG MOMENT** IS HERE

Our game plan is unbeatable and will set you up to be the top spot for game day in your market

ADAPTABLE FORMATS

Dine-in, outdoor dining, takeout and delivery options—more ways than ever to love our wings



TRANSFORMATIVE DESIGNS

Dynamic restaurant interiors are inspiring sports fans nationwide



WINNING MENU

Legendary wings, 26 unforgettable sauces and seasoning spanning 4 spice levels from Mild to Wild, and so much more



Buffalo Wild Wings is part of Inspire Brands™, the second-largest restaurant company in the US, with some of the biggest names in franchising under its wing. With the Inspire team, Buffalo Wild Wings is able to offer you superior support and unmatched purchasing power from the very start!

READY TO BRING THE **GREATEST** **SPORTS BAR** TO YOUR HOME TURF?

Buffalo Wild Wings is offering qualified franchisees the opportunity to step up to the plate and knock franchising everyone's favorite wing spot out of the park. To open a Buffalo Wild Wings, consider the following:

DEMOGRAPHICS:

- Median income: \$60,000+
- Daytime population: 55,000+
- Residential population: 90,000+
- Households: 40,000+

SITE ATTRIBUTES:

- Free standing, end-cap or second generation restaurant spaces
- Minimum of 3,500-6,500 sq. ft. with ability to have patio seating

VISIBILITY AND TRAFFIC GENERATORS:

- Easy customer accessibility/visibility and parking
- Total traffic counts of 25,000+ vehicles per day
- Strong residential neighborhoods and apartment complexes
- Grocery/big box anchored centers with regional draw
- High school and/or college within 3 miles
- Major hospitals and convention facilities
- Sports venues and attractions



THE SPORTS BAR EXPERIENCE, **PERFECTED**

- Free-flowing and flexible seating areas
- Stadium-like A/V technology with LED modular screens throughout the restaurant
- Dedicated takeout areas



Buffalo Wild Wings pours more beer than any other restaurant or bar in the U.S.

DO YOU HAVE THE WINNING FORMULA?

WHO WE'RE LOOKING FOR

YOU'RE AN MVP:

A high-performing leader with operational experience. Full service operation experience is preferred.

YOU'RE READY TO GROW:

Motivated by a growth mindset and always on the lookout for new opportunities.



**SCORE BIG WITH OUR AVAILABLE
DEVELOPMENT INCENTIVES!**

THE NUMBERS

Initial franchise fee **\$25,000**

Minimum net worth **\$1,500,000**

Minimum liquidity **\$500,000**

Royalty fee **5%**

Total initial investment range **\$2,481,500 – \$4,804,800**





**BUFFALO
WILDWINGS GO**

IT'S GO TIME!

SMALLER FOOTPRINT. HYPER-EFFICIENT OPERATIONS. SAME FAN-FAVORITES.

Keep reading for more information.



FRANCHISE OPPORTUNITIES



IT'S GO TIME!

Buffalo Wild Wings GO has taken all the innovation and flavor that has made Buffalo Wild Wings the #1 sports bar in America and packed it into a convenient way for customers to get their wings fix — fast.



WHY GO?

HYPER-EFFICIENT OPERATING MODEL:

Highly integrated with digital ordering experience and contactless pick up. Operations allow for smaller teams and simplified training.

STREAMLINED MENU:

It's all the classic wings, sauces and sides that fans love, with innovative quick cooking techniques for fast turnaround times and less waste.

SMALLER, FLEXIBLE FOOTPRINTS:

Open your GO in as little as 1,000 sq. ft. There's availability for traditional inline, end-cap and free standing options, as well as non-traditional options in airports, stadiums, college campuses, and more for true scalability.

SPEED TO MARKET:

GO's construction timeline is much faster than a normal QSR location and can allow you to build more than one franchise in a year.

ARE YOU A GO-GETTER?

If you've got a QSR franchise background and are ready to build your BWW-GO empire by developing 5 locations in 3 years, we want to hear from you!

Initial franchise fee
\$30,000

Minimum net worth
\$1,000,000

Minimum liquidity
\$500,000

Royalty fee
6%

Minimum
5-units

Total initial investment range
\$615,100 - \$1,074,300



We've got some pretty wild development incentives that make signing a 5+ Area Development Agreement an even hotter deal!

**READY TO FRANCHISE WITH
ONE OF THE MOST LEGENDARY
BRANDS AROUND?**



**BUFFALO
WILD
WINGS**



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