



Franchise Opportunity

Fry Shoppe Express • Food Trailer

Fun food, not fast food.



Meet The Fry Shoppe Express

The express version of our brick-and-mortar store, built into a compact 8' x 10' food trailer.

- A condensed menu of our best sellers
- Runs with a one or two person crew
- Works recurring weekly spots, festivals, events and private parties
- Lower investment than a brick-and-mortar store
- Currently operating in Orlando, Florida
- Self-contained kitchen



Our existing trailer in Orlando

Built on a Real, Operating Brand

The Express menu comes straight from our flagship store in Winter Park, Florida, where we've refined recipes, sourcing, pricing and workflow since early 2024.

1

Trailer operating
in Orlando

15K

Organic Instagram
audience

2.5+

Almost 3 years
in business

- Documented systems and approved suppliers
- Menu trimmed to what customers actually buy most



A Condensed Menu of Our Best Sellers

Signature Fry Cones

Crispy fries layered with signature sauces and toppings

Build-Your-Own Cones

Customers pick the sauces and add extra toppings

Smash Burgers

Fresh, never-frozen beef on potato buns

Ice Cream Floats

A sweet finish that's easy to serve

Combos

One simple upsell; burgers, fries and a drink

Monthly Special

Loaded fries and rotating featured smash burgers



More Cost-Effective to Open

Same brand, same recipes, a fraction of the overhead.

	Brick + Mortar Store	Fry Shoppe Express
Estimated investment	\$100,000 – \$200,000	\$55,000 trailer package + opening costs
Franchise fee	\$15,000	\$10,000, included in the trailer package
Real estate	Lease, build-out and permits	No lease: events and recurring spots
Footprint	About 450 sq ft and up	8' x 10' trailer
Crew	Staff for every shift	One or two people
Menu	Full menu	Condensed best sellers

Figures are estimates; see the Franchise Disclosure Document for full details.

What Comes With the Trailer

- ✓ Brand-new 8' x 10' trailer
- ✓ Fully wrapped and branded
- ✓ Deep fryer and flat-top griddle
- ✓ Cooler, freezer and sandwich prep station
- ✓ Hood and fire suppression
- ✓ 3-compartment sink, hand-wash sink, hot water
- ✓ Built by our approved builder
- ✓ Guidance on local licensing



8' x 10'

**Fully equipped. Fully branded.
Built to operate.**

Go Where the Customers Are

A trailer isn't tied to one address. Build a weekly route and fill the calendar with events.



Recurring Weekly Spots

Breweries, wine bars and busy lots: same place, same night, every week.



Festivals + Events

Seasonal festivals, markets and community events.



City Vendor Programs

Get on approved-vendor lists with your local municipalities.



Private Events

Parties, residential communities, corporate lunches and celebrations.



We also teach you how to vet event organizers before you pay any vendor fee.

Simple to Run

Every order feeds one kitchen screen: one person runs a slow event, two handle a rush.



Order

Self-order kiosk, QR online ordering or the window POS



One Screen

All orders land on a single kitchen display



Cook

Fryer and griddle, focused menu, clear recipes



Serve

"Happy Fryday!" Fast, friendly, consistent

1–2 person crew

1 POS system: Shift4 SkyTab

3 standardized core ingredients; fries, beef, buns

In Business For Yourself — Not By Yourself



Trailer build coordination



Opening training



Menu and approved sourcing



Brand graphics supplied



Franchisee group chat



Licensing guidance



Express operations manual



POS and online ordering setup



Grand-opening marketing



Ongoing operational support

Franchisee Program

OUR FEES:

\$10,000 Franchise Fee (included in trailer package)

3% Royalty on Net Sales

2% Brand Fund on Net Sales

1% Local Advertising on Net Sales

ESTIMATED INITIAL INVESTMENT:

\$55,000 new trailer package (trailer + franchise fee)

\$2,000 – \$5,000 inventory, small-wares and licenses

\$1,000 minimum grand-opening advertising

PURCHASE:

Cash purchase. Third-party financing may be available. We do not offer, arrange or guarantee financing. Prospective franchisees may independently contact third-party financing providers.



Room to Grow

5 + 5 + 5

Year term

A 5-year initial term with two 5-year renewals.

6 mo.

To add a trailer

Buy additional trailers after six months in operation.

1 : 400K

Metro density cap

One franchise per 400,000 metro residents, plus first right to the next unit in your metro.

Your spots

Stay yours

Protection for the recurring weekly spots you build.



Meet The Founder

Wilson Santos – Founder/CEO

- Inspired by Amsterdam fry culture since 1994
- Brought Amsterdam-inspired cone fries to Orlando
- Built The Fry Shoppe from concept to flagship store and Express Food Trailer
- 35 years in hospitality, nightlife and restaurants
- Hands-on experience in menu development, operations and brand building

BRING THE FRY SHOPPE EXPRESS TO YOUR COMMUNITY



TO REQUEST OUR FDD AND LEARN HOW
YOU CAN OPEN YOUR OWN **FRY SHOPPE**
EXPRESS, CONTACT WILSON SANTOS:

fryshoppe@gmail.com

This information is not an offer to sell a franchise. An offer can only be made through a Franchise Disclosure Document. We do not offer franchises in states that require registration until we are registered there. The Fry Shoppe Inc.