



Franchise Opportunity

Brick + Mortar Store

Fun food, not fast food.



Concept Rendering

Meet The Fry Shoppe

A fry-first quick-service restaurant built for a small footprint.

- Signature fry cones, loaded fries and smash burgers
- Compact kitchen, focused menu, simplified execution
- Dine-in, patio, drive-thru, pickup and delivery
- Training, systems, sourcing and marketing support
- Flagship store operating today in Winter Park, Florida



Concept Rendering

Built on a Real, Operating Brand

Our flagship has proven demand under tough conditions: drive-thru and pickup only, destination traffic, no foot traffic and no indoor dining.

7

Days a week

15K

Organic Instagram
audience

2.5+

Almost 3 years in
business

- A real operating lab for menu, sourcing and pricing
- Workflow, delivery and marketing tested in the field



Our Menu Is Simple and Craveable

Fry Cones

Crispy fries layered with signature sauces and toppings

Loaded Fries

A full meal with proteins, sauces and fresh toppings

Smash Burgers

Fresh, never-frozen beef on potato buns

Chicken Tenders

Crispy, saucy and kid-friendly

Ice Cream Floats

A sweet finish that's easy to serve

Craft Beer (optional)

Where licensing permits



You Don't Have to Start From Zero

Our flagship absorbed the learning curve, so your store starts with the lessons, not the cost.

	Our Flagship Learned	Your Store Starts With
Traffic	Destination traffic only, no foot traffic	Site selection guidance for foot traffic
Seating	Patio-only seating, sales depend on the weather	Indoor and outdoor seating
Menu	Tested, trimmed and re-tested	A refined menu of proven sellers
Systems	Built by trial and error	Documented operations manual
Sourcing	Vendors tested over time	Approved suppliers and specs
Marketing	Audience grown from scratch	Built-in audience and marketing support

Flexible Real Estate, Compact Footprint



Inline / Endcap

Shopping centers and neighborhood retail.



Small Freestanding / Drive-Thru

Compact buildings with pickup and drive-thru.



Food Hall / Nontraditional

Select high-traffic venues where appropriate.



450 sq ft

**The size of our flagship.
Compact by design.**

Serve Customers Every Way They Order

One compact kitchen, several ways to sell.



Dine-In + Patio

Indoor and outdoor seating in future stores.



Drive-Thru + Pickup

Fast, convenient service our flagship was built on.



Delivery

Third-party delivery apps from day one.



Kiosk + Online

Self-order kiosks and online ordering.



Backed by @thefryshoppe, our 15K-follower Instagram, plus graphics we design for you.

Simple to Run

Every order channel feeds one kitchen screen, and a focused menu keeps the line moving.



Order

Kiosk, counter, drive-thru,
online or delivery app



One Screen

All orders land on a single
kitchen display



Cook

Compact kitchen, focused
menu, clear recipes



Serve

"Happy Fryday!" Fast,
friendly, consistent

6 core menu categories

1 POS system: Shift4
SkyTab

3 standardized core
ingredients: fries, beef,
buns

In Business For Yourself — Not By Yourself



Site selection guidance



Opening training



Menu and approved sourcing



Brand graphics supplied



Franchisee group chat



Store design and build-out support



Operations manual and systems



POS and technology setup



Grand-opening marketing



Ongoing operational support

Franchisee Program

OUR FEES:

\$15,000 Franchise Fee

3% Royalty on Net Sales

2% Brand Fund on Net Sales

ESTIMATED INITIAL INVESTMENT:

\$100,000 – \$200,000 (includes the franchise fee)

WHAT DRIVES THE RANGE:

Site size and format, build-out condition, equipment and local permitting.

*Initial investment figures listed here are estimates.
See FDD for more details.*





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 TO YOUR COMMUNITY



FOR FRANCHISE INFORMATION AND TO
BE NOTIFIED WHEN OUR FDD IS
AVAILABLE, CONTACT WILSON SANTOS:

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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.

