



# FRANCHISE REPORT 2022





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# WHAT IS TERIYAKI MADNESS?

IT'S FAST CASUAL. AND FRESH.



Teriyaki Madness provides the ultimate Teriyaki Shop experience, serving oversized portions of marinated grilled chicken, beef or tofu and rice or fresh cut veggies wok-tossed in our house-made sauces to create authentic Asian bowls heaping with fresh, healthy ingredients. We combine the traditional values of Seattle's beloved teriyaki houses to bring a new option to cities and small towns across the country.

We believe both quality and quantity matter. TMAD combines only the highest quality ingredients in our dishes (fresh all-natural chicken, fresh cut veggies, homemade, gluten free sauces) with every order cooked to order in five to eight minutes. Our customers leave full and satisfied (and often with leftovers!).

We take great pride in our menu items. Our dishes are customizable, boasting heaping helpings of meat perfectly marinated in our house-made sauces, fresh vegetables atop a massive serving of sushi-grade rice (white, brown or fried) or yakisoba noodles.



There's a reason Teriyaki Shops are found everywhere in Seattle; teriyaki is delicious, healthy and fast. The founder's love affair with teriyaki started in Seattle as students, then was brought home to Las Vegas in 2003 to see if it would work in a totally different market. It wasn't long before they had built a community of raving fans and started franchising. In 2012, after proving the business model, with 3 franchisees and 7 open shops, Teriyaki Madness began growing its community of Teriyaki Shop owners and food fanatics nationwide. With success across the country, we took TMAD to the next level. TMAD is spreading fast and now operates in 29+ states and 110+ open shops.

## **WHAT MAKES US DIFFERENT?**

**OUR FOOD** We believe in food that feeds our souls. Fresh meals, made when and how someone orders, without hesitation.

**OUR CULTURE** We believe in building a culture made of people and NOT bottom lines. We take risks and dream big. We work together, we succeed together, we laugh together. It's a team from top to bottom.

**OUR SUPPORT** We believe if we take you on as a restaurant "newbie" we have the obligation to hold your hand all the way! On the flip side, if we take you in as an established and experienced restaurant owner, we have the obligation to support you in your growth and needs as a multi-unit owner.






# THE FOOD

WARNING: HIGHLY ADDICTIVE

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We serve up quality, fresh, healthy and flavorful Asian food in a high-vibe atmosphere. Through years of mastering marinating, grilling, and wok-ing, we were able to make bowls that are as hearty and delicious as they are healthy. Our food is made when you order. Always fresh, never frozen, marinated and grilled meats, and customizable bowls meant for delicious and healthier eating. We have a collection of sauces, made from scratch with the best ingredients so we can bring a one-of-a-kind teriyaki taste to each bowl at an affordable price. Teriyaki Madness brings teriyaki to a whole new level with a family friendly, neighborhood feel.

# WHY TERIYAKI MADNESS?

OUR AWARDS. NOT TO BRAG...

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TMAD owners, customers, and the franchise industry thinks pretty highly of us! Check out the awards we've won over the last few years.



## #1 FASTEST GROWING BIG RESTAURANT CHAIN – RESTAURANT BUSINESS

Ranking in at #1 with a 39% increase in system sales in 2020\*, this achievement puts TMAD in rare company and we are included with top companies such as Wingstop, Sonic Drive-In, Marco's Pizza, Popeye's Louisiana Kitchen, Tropical Smoothie Cafe, and Jersey Mike's.



## THE FUTURE 50 – RESTAURANT BUSINESS

Teriyaki Madness has made the list for Restaurant Business' 'The Future 50'. Ranking in at #23, TMAD is being recognized for the system wide sales and our impressive growth!



## TOP 100 MOVERS & SHAKERS – FAST CASUAL

Teriyaki Madness was featured in Fast Casual's 'Top 100 Movers & Shakers' list in 2018, 2019, 2020, and 2021! TMAD was recognized for the growth plan and technological advancement.



## 11 RESTAURANT FRANCHISES ON THE CUSP OF GREATNESS – QSR

Teriyaki Madness was featured in QSR's '11 Franchises on the Cusp of Greatness'. TMAD was recognized for our Average Unit Volumes (AUVs), profit potential, and expansion!



## FRANCHISE 500 – ENTREPRENEUR

Teriyaki Madness ranked on Entrepreneur's Franchise 500 for 5 years in a row! They ranked #137 for Fastest Growing franchise. TMAD made the ranks for its unique concept combined with a mature business system which paves the way for our growth.

\*<https://www.restaurantbusinessonline.com/financing/these-are-10-fastest-growing-chains-us>



# WHY TERIYAKI MADNESS?

## OUR FOOD



**SUSHI-GRADE CALROSE RICE** is grown in California, and makes the best sticky rice around.



**TERIYAKI** in Japanese is comprised of two words: "Tare" which refers to the glaze of soy sauce, mirin and other spices, and "Yaki" which refers to the specific method of grilling or broiling. However you spell it, it's delicious.



**SEVEN SIGNATURE SAUCES** are made in-house, and are so popular, many consumers ask how to bring the madness home.



**YAKISOBA** has been a popular dish in Japan for over 100 years, first being served in food stalls in alleys and markets. Our yakisoba noodles are the best this side of the Pacific!



**VEGGIES** are steamed or stir-fried and are a necessary addition to any meal.



**CHICKEN TERIYAKI** is our #1 seller...a favorite among our consumers! Spicy chicken is the favorite among our repeat customers. It's maddeningly delicious!!



**APPETIZERS** are a great (and delicious!) up-sell opportunity; potstickers, edamame, crab rangoon's and eggrolls!

# WHY TERIYAKI MADNESS?

## THE SIMPLE MENU

A majority of our menu is made in-house from scratch, making Teriyaki Madness one of the freshest and most authentic restaurant concepts in the market.

### 1. BUILD YOUR BOWL

	JR	REGULAR	LARGE
<b>CHICKEN TERIYAKI</b> <sup>GF</sup> 200/361/495cal	6.79	7.99	9.99
<b>CHICKEN BREAST TERIYAKI</b> <sup>GF</sup> 188/336/461cal	7.29	8.49	10.49
<b>SPICY CHICKEN</b> <sup>GF</sup> <i>WARNING: HIGHLY ADDICTIVE</i> 188/375/516cal	7.29	8.49	10.49
<b>ORANGE CHICKEN</b> 214/429/572cal	7.49	8.79	10.79
<b>STEAK TERIYAKI</b> <sup>GF</sup> 222/444/592cal	8.79	9.99	11.99
<b>TERIYAKI SALMON</b> <sup>GF</sup> <i>SON OF A FISH IT'S GOOD!</i> 160cal		10.49	
<b>CHICKEN KATSU</b> 302/443/538cal	7.29	8.49	10.49
<b>SPICY TOFU TERIYAKI</b> 190/309/311cal	6.79	7.99	9.99
<b>TWO PROTEINS</b> 320-699cal			11.99

ALL BOWLS INCLUDE VEGGIES <sup>GF</sup>

### 2. CUSTOMIZE BOWL

CHOOSE YOUR BASE

<b>WHITE RICE</b> <sup>GF</sup> +221/295/369cal	<b>NOODLES</b> +1.00 +315/630/630cal
<b>BROWN RICE</b> <sup>GF</sup> +191/254/18cal	<b>ALL VEGGIES</b> <sup>GF</sup> +109/145/181cal
<b>FRIED RICE</b> <sup>GF</sup> +1.00 +514/686/857cal	<b>TRY YAKISOBA STYLE!</b> +1.50 (Noodles + Your Protein + Veggies wok-tossed together) +51/77/102cal

*MAKE IT A POWER BOWL!*

TELL YO EDAMAME HELLO FROM US

### APPETIZERS

<b>EDAMAME</b> <sup>GF</sup> 191cal	3.99	<b>CRAB RANGOON</b> (4) 379cal	4.69
<b>CHICKEN POTSTICKERS</b> (6) 318cal	4.69	<b>CHICKEN EGGROLL</b> (1) 150cal	1.99

### DRINKS

<b>REGULAR</b> 0-289cal	2.29	<b>EXTRAS</b>	
<b>LARGE</b> 0-440cal	2.99	<b>CHICKEN</b> <sup>GF</sup> 188-302cal	2.49
<b>BOTTLED DRINKS</b> STARTING AT 0-280cal	2.49	<b>STEAK</b> <sup>GF</sup> 286cal	2.99
		<b>SPICY TOFU</b> 190cal	2.49
		<b>MAKE IT SPICY</b> <sup>GF</sup> 46cal	.50

*FRESH MARINATED, FIRE-GRILLED CHICKEN*

<sup>GF</sup> Available Gluten Free. Please be aware that due to shared cooking and prep areas, it is possible for food to come into contact with gluten, milk, eggs, wheat, soybean, fish and shellfish. 2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

## MADNESS COMBO!

HOUSE-MADE SAUCES!

FREE RANGE ZUCCHINI

OR

CAGE-FREE CARROTS

YOUR EGGROLL WILL NOT BE CUT IN HALF. NOR SERVED ON THIS NICE PLATE.

**\$10.79**

REGULAR SIZE CHICKEN TERIYAKI OR SPICY CHICKEN BOWL, PLUS AN EGGROLL & REG-SIZE FOUNTAIN DRINK

656cal - 1592cal  
Noodles and Fried Rice are additional

THIS IS OUR ENTIRE MENU!



# WHY FAST CASUAL?

## FAST CASUAL: A GROWING INDUSTRY

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The term fast casual describes a restaurant between a quick serve and casual dining experience. It is one of the fastest growing sectors in the restaurant industry.

The segment is rapidly growing because consumers love the concept. It fits the need to eat on the run while offering healthy options. The food is fresher, higher quality and more customizable than fast food. Consumers are saying bye bye to boil-in-the-bag and hello to made to order and are fine paying extra for higher quality, fresher food.

### THE PROOF

The fast casual sector in the restaurant industry shows amazing numbers in the past few years, plus it is expected to continue to perform above average!

Check out the stats on the fast casual restaurant segment:

- Increasing 550% since 1999, ten times the growth in the fast food industry.
- Six year compound annual growth rate of 10.6% (2021-2027).
- Global Fast Casual restaurant market is expected to climb 66.5% from 2019 to 2027.

# WHY ASIAN FOOD?

## ASIAN & HEALTHY FOOD TRENDS

Asian food has been named the fastest growing food market in the world, growing nearly 500 percent since 1999. This impressive growth can be accredited to the fact that people are now more inclined to try ethnic food due to its bolder flavor, healthy ingredients, and overall nutritional value. By using this new consumer trend to stand out amongst other fast casual restaurants, it has allowed for Asian-inspired food concepts to compete for customer's loyalty.

Within recent years, consumers are now looking towards a healthier diet and active lifestyle. Due to this change, the fast food industry is taking a hit because they aren't providing these healthy options. Fast casual restaurants, however, are not only providing more fresh options than a quick service restaurant (QSR) but they are also satisfying the need for convenience. This is why Teriyaki Madness has proven to be a welcomed concept in a market that is over-saturated with unhealthy options that no longer appeal to the consumer's needs.

Because our food is fresh and made to order, the consumer can not only fulfill their need for a healthier option but they can completely customize it. If the customer wants, they can skip the carbs and go for veggies!

They can also easily alter the items on our menu to appeal to diet-restriction needs. Most items on our menu can be made gluten free upon request and by providing a customizable menu that is made to order, no consumer will leave without a healthy option that is hot and ready to go.

Convenience is everything in this day in age and Teriyaki Madness is rising to the top by providing exceptional service molded around the rising trend of the new health conscious generation.





# OUR CUSTOMERS

WHO ARE THEY?

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Asian food is fresh and flavorful. Customers are getting tired of the same old American staples of burgers, pizza, and subs. Though Asian food is not new by any means, the Asian food restaurant category is the first choice in the U.S.! Most people who try our food, fall in love with it.

## DEMOGRAPHICS

- Age: 25 - 54
- 3+ Persons in Household
- Married, with Families
- Household Income: \$50k - \$70k+
- Jobs vs. Owner
- Sweet Spot: Older Millennials, with Families and Jobs

## PSYCHOGRAPHICS

- Active Lifestyle
- Health Aware
- Fitness Interest
- Educated
- On The Go
- Busy



# RAVING FANS

TMAD FANS TELL IT BEST

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## REVIEWERS

Our customers crave amazing food in big bowls! They hashtag galore to show their addiction to the Madness. Customers glow about us on Yelp, Facebook, Google and more!

Here are some real reviews from real Teriyaki Madness fans raving about our dedication to bringing them our flavors! Big bowls of awesomeness! #weloveourfans



**Nehal G.** Elite '2021

Tampa, FL

👤 29 📍 95 📷 276

★★★★★ 1/5/2021

📷 1 photo

5 stars, what a great random find in Lakeland! Located in a nice little downtown area, this place has a bunch of great picks for a lunch or dinner. They have multiple make your own bowl options, with something for everyone. One unique thing you can make anything yakisoba style, which is with noodles, veggies and choice of protein. I ordered a regular size of the spicy tofu (yakisoba style of course) and it was fully of flavor, and super fresh-- literally straight out of the wok. The tofu has a nice crisp on the outside while very warm inside, and it even came with a side of sauces. Service is great and staff is kind. They do have outdoor seating (with umbrella covers), for anyone who wants to avoid a crowd. I would highly recommended this restaurant!



**Dana K.** Elite '2021

Littleton, CO

👤 93 📍 302 📷 2956

★★★★★ 9/3/2020

📷 6 photos 📍 1 check-in

This review is for the catering for Teryaki Madness. I needed 23 separate meals, no buffet because of Covid19 restrictions in my offices right now. Teryaki Madness was up to the task. My catering manager was Chiang, and she could not have been more helpful! We looked at all the dietary restrictions, 9 vegetarians, 2 gluten free, and the rest could be chicken. We alternated the chicken with either noodles or rice plus veggies. The tofu, we did 2 kinds, spicy and regular; then put those with rice or noodles and vegetables. Everyone was happy and was able to get something they liked!

The meals came with extra sauces, and arrived on time. I will use this caterer again. Fresh, healthy and delicious!



**Cristina M.**

Cypress, TX

👤 118 📍 22 📷 11

★★★★★ 1/12/2021

The staff here is amazing! Went after my Uber Eats order never arrived and one of the employees stayed past closing to make it right. I will always come back to this place on top of being a quick fast and fresh meals every time. They have the best customer service!



# WHY WE'RE UNIQUE

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**THE YEARLY SALES** (average is \$1,161,201)\*

**THE STACKED SAME SHOP SALES GROWTH**

(32% 2021 vs. 2019)\*

**THE BUSINESS MODEL** (simple and scalable)

**THE FOOD** (as hearty and delicious as it is healthy)

**THE REAL ESTATE** (small footprint, think strip malls)

**TERRITORIES ARE GOING FAST** (110+ shops open!)



\*Refer to Franchise Disclosure Document (FDD)

# LET'S TALK MONEY!

BIG BOWLS. BIG PROFITS.

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## INITIAL INVESTMENT RANGE

**\$346,400 -  
\$768,760\***



**FRANCHISE FEE:** \$150,000 (5 Shops), \$99,000 (3 Shops), \$45,000 (1 Shop)

**TOTAL START-UP COSTS:** \$346,400-\$768,760\*

**ROYALTY:** 6% net sales

**MARKETING FEE:** 3% net sales

AVERAGE UNIT VOLUME  
**\$1.16\***  
**MILLION**

## WHAT CAN I MAKE?

Find out more about your earnings potential in our Franchise Disclosure Document (FDD), which includes the Item 19 that shows Income Statements from Teriyaki Madness franchisees. Item 19 can help you understand potential revenue, labor costs, COGS and profit margins. You'll gain access to the FDD when you enter the Education Process and begin working with Teriyaki Madness's Director of Franchise Growth.

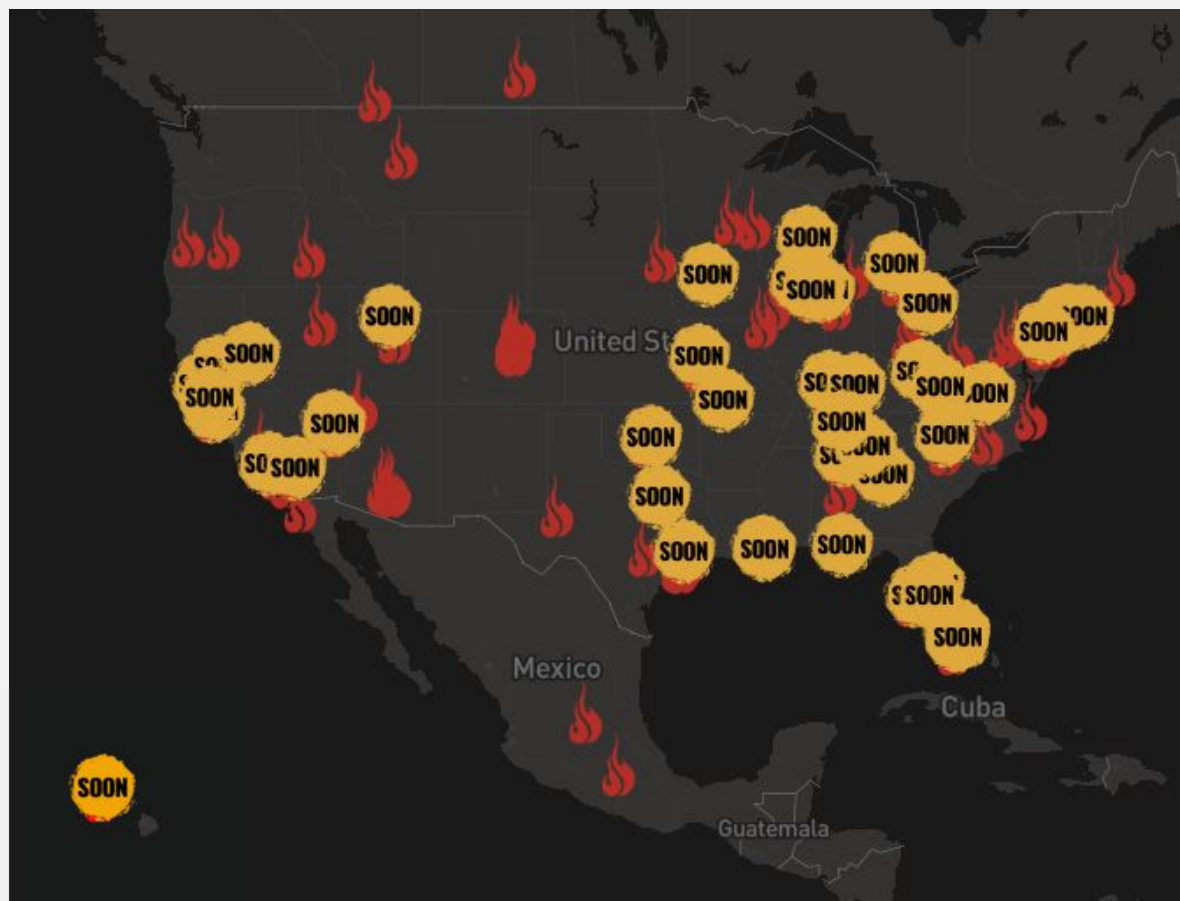


# AVAILABLE TERRITORIES

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**The world is a big place with lots of room for you to start your own TMAD and spread the Madness!**

All territories are available, except for Washington State and Las Vegas.



# HEAR IT FROM SHOP OWNERS

FEEDBACK FROM ACTUAL FRANCHISE OWNERS



"I am very particular about my food: ingredients, nutrition, additives, whether it's frozen or not. When I went to TMAD I was very impressed. My kids and husband love it so much. The quality speaks for itself."

**- QING LI**

Teriyaki Shop Owner  
Denver, CO



"We chose Teriyaki Madness because it was rated high as one of the fastest growing franchises out there. When I presented it to my wife she said, "you got to do it because we've always been searching for something healthy, fast and reasonably priced."

**- JON MARSH**

Teriyaki Shop Owner  
Marina, CA



"I was looking into healthy alternatives and Teriyaki Madness came up. After eating there a few times, I was totally impressed with everything from food to service. It seemed like an easy concept that anybody without any background could learn very easily."

**- DEAN CLARINO**

Teriyaki Shop Owner  
Las Vegas, NV



"With the Asian food trend continuously growing over the past decade, we're thrilled to be giving residents of Madison access to big, satisfying bowls filled with high-quality ingredients and mouthwatering flavors. I'm extremely passionate about this business and our unique concept to serve food unlike anything else out there."

**- MANOJ PATEL**

Teriyaki Shop Owner  
Madison, AL



We have many different types of franchise owners in our system, including owner-operators, semi-absentee, and multi-unit leaders. Whether you are managing the manager or working in your shop, we encourage you (or your manager) to be actively involved in the operations of the business in the beginning. In the first six months to a year, this person will manage all aspects of their restaurants including:

- Guiding employees/managers to ensure the operations are running smoothly.
- Food preparation, assisting the cook line, Point of Sale (POS) system operation, training/hiring new employees, touching tables and talking to guests.
- Monitoring inventory levels and placing orders with suppliers as well as working with an accountant on bookkeeping tasks to keep the financials top of mind.



1

## **INTRODUCTION**

Getting to know each other.

2

## **FRANCHISE DISCLOSURE DOCUMENT (FDD)**

Review and answer questions about information in the FDD.

3

## **GOALS & VISION**

We want to know your objectives, expectations, and goals so we can determine if we can help you achieve them. We want to determine cultural match.

4

## **PEER REVIEW & VALIDATION**

Talk to franchisees.

5

## **DISCOVERY DAY**

Make plans to attend Discovery Day in Denver, CO. Try the food: tour multiple shops and find out what our team does to support each and every shop owner in our franchise system.

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## **EXECUTIVE INTERVIEW**

Sit with our Executives for a final interview and approval! We will finalize our decisions on whether we believe you can be successful at TMAD. You make your decision and let's start building!

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## **TMAD FRANCHISEE**

Sign the Franchise Agreement, pay the Franchise Fee, and become a franchisee!





# STEPS TO OPEN A SHOP

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## **REAL ESTATE**

Our Team helps you find the best location by teaming you with proven local brokers who know the area best!



## **CONSTRUCTION**

We help you find the right General Contractor for the job to get your TMAD open as quickly and affordably as possible.



## **FINANCE**

We have the tools to help you run your company and benchmark with our proprietary finance dashboard.



## **SUPPLY CHAIN**

We set you up with our national vending partners like Sysco and Pepsi.



## **MARKETING**

We coach you on spreading TMAD to your community. From Grand Opening and Local Marketing to Social Media and more!



## **OPERATIONS (TRAINING & SUPPORT)**

- Initial Training: 4 Days
- Hands-On Training (HOT): 10 Days during the construction phase
- Grand Opening Training: Occurs approx 8-14 days before and around opening
- Ongoing Support: Business Coaches provide continual support for your open shop!!





TMAD is a young brand that will open more than 40 Teriyaki Shops in 2022. CEO Michael Haith's vision is to have 1000 locations open in the next 10 years. The world is a big place with lots of room for you to start your own TMAD and spread the Madness. We're open in 29+ states and Mexico and Canada.



## MICHAEL HAITH

### Chief Executive Officer

Michael Haith's role is to oversee Teriyaki Madness both at a corporate level and franchisee level. With almost 30 years of experience as a franchisee, franchisor, franchise investor and supplier, Michael has a unique perspective on what it takes to achieve success for entire franchise systems.

### Relevant Experience

- Franchisee of Pour La France! Catering
- Managing partner of Maui Wowi Hawaiian Coffees and Smoothies.
- Founded Franchise Sherpas, an incubator and investment firm devoted to the partnership and development of emerging franchisors
- Chairman-Mentor at Maui Wowi Hawaiian Coffees & Smoothies, Franchise Sherpas, Doc Popcorn, Kidcreate, and Raintree Franchise Sales Agency
- Investor in start up franchises
- Owner of Teriyaki Madness



**#1 FASTEST  
GROWING BIG  
RESTAURANT CHAIN**

in the U.S. by  
Restaurant Business  
Read more here!

## ERIN HICKS

### Chief Operating Officer

Erin Hicks provides the leadership, management and vision necessary to ensure that Teriyaki Madness has the proper operational controls, administrative and reporting procedures. She also ensures the correct people and systems are in place to effectively grow the organization and to guarantee financial strength and operating efficiency.

### Relevant Experience

- Executive Vice President at Maui Wowi Hawaiian Coffees and Smoothies
- Owner of a sports bar & grill



# MEET THE MANAGEMENT TEAM

## JODI BOYCE

### Chief Marketing Officer

Jodi Boyce's role at TMAD includes overseeing the Marketing Team and touching anything related to the brand, including defining the brand voice, personality, supporting programs and overall national branding efforts.

### Relevant Experience

- Vice President of Marketing at Smashburger
- Senior Director of Marketing at Quiznos
- Hotdogger and driver for Oscar Mayer Wienermobile



## ALEX ANDRE

### Chief Financial Officer

Alex is an entrepreneurial business executive who brings TMAD substantial business, financial & legal expertise acquired during a 25-year career as the CFO and General Counsel for high-growth public & private companies, an accountant at a Big 4 accounting firm, and a corporate & securities attorney at major international law firms.

### Relevant Experience

- CFO & General Counsel for ARC Group, Inc.
- Co-Founder & Co-Manager of THS Ventures, LLC
- CEO & CFO of HMS, LLC
- Coporate & Securities Attorney
- Accountant for KPMG LLP



## RYANN FROST

### Director of Real Estate Development

Ryann Frost's role as the Director of Real Estate Development for the eastern half of the country, is to help our franchisees source the best possible real estate at the best possible price. She has extensive experience in growing a national franchise footprint.

### Relevant Experience

- Director of Franchise Development at Asurion
- Director of Franchise Development at uBreakiFix
- Sr Manager of Franchise Development at uBreakiFix





When it comes to real estate, Teriyaki Madness is uniquely flexible. From strip malls to power centers, from urban to small towns, and from new build to retro-fit, Teriyaki Madness can be adapted to a wide variety of real estate. When you work with the Teriyaki Madness Real Estate Team, you get the experience and guidance of a local broker, access to industry leading site selection technology and proven real estate metrics to achieve confident results. Location analytics technology aids the Real Estate Team with site selection to help determine if customers are near your location using data from current customers to discover where potential customers are in regards to households in proximity, drive time and more. While our shops range in size from 1,050 to 2,500+ square feet, we consider our "sweet spot" to be between 1,200 to 1,600 square feet. Typical TMAD Shops are near other national fast casual brands, with high traffic or pedestrian counts and surrounded by customers with known interests in fitness, sports, do-it-yourself projects and home décor.

Franchisees can build anywhere that there is not a previously established protected territory for an existing shop. Protected territories are dependent on market area and by the language contained in the Franchise Disclosure Document (FDD).

#### **REAL ESTATE PROCESS:**

- Site Selection
- Market Survey
- Site Tours
- Letter of Intent (LOI)
- Lease Negotiation

#### **CONSTRUCTION PROCESS:**

- Design
- Permitting: Furniture, Fixture, & Equipment
- Construction
- Walk Through



TMAD takes great pride in our menu and the products we serve. We always want to ensure that we only serve the best and that begins with high quality ingredients in our food. This is where Joe Gordon, our Chief Restaurant Officer, steps in to set you up with all of our national vending partners!

Each Teriyaki Shop is assigned a representative that assists in making sure the right products are delivered at the right time for the right price. This enables you to order and receive all of their products with ease. And of course, we are here to help make certain that distribution is streamlined and consistent to have a worry free experience!

Throughout the year we review all vendors, manufacturers, and suppliers to ensure that we are getting the best service, products and ingredients at the best price. We take pride in the relationships we have built and will continue to cultivate to make certain we are the industry leader in quality teriyaki!

Now the good stuff! These are our national vendors:

- Pepsi
- Sysco
- Cintas
- Miniat
- WFF
- Illes
- EcoLab







Sysco is the global leader in selling, marketing and distributing food products to restaurants. They operate 196 distribution facilities serving approximately 425,000 customers. We have a national agreement with Sysco. This enables our franchisees anywhere in the country to access our products with ease.



**PEPSICO**

Pepsi is one of the world's most iconic and recognized brands globally. Today, the Pepsi portfolio includes three products - Pepsi, Diet Pepsi and Pepsi MAX — that each generates more than \$1 billion in annual retail sales. By partnering with Pepsi we have enabled our franchisees the opportunity to sell some of the best brands in drinks including Gatorade, Mountain Dew, Brisk, and Aquafina.

**ECOLAB®**

Ecolab provides water, hygiene and energy technologies and services to the food, energy, healthcare, industrial and hospitality markets. Their food safety services provide consulting restaurants, hospitals, food retailers and food & beverage manufacturers. It is also a supplier of chemicals used by beef and poultry processors to reduce pathogens like E. coli and salmonella in uncooked meats.



Our team is there, from signing to opening and beyond! We will be with you the whole way, in fact, we are a little hard to get rid of! From full quarterly business reviews, mystery shops, goal setting, weekly reporting, and annual visits!

We are committed to your success and provide weekly support before and after your Teriyaki Shop opening. That support ranges from helping set-up your business, facilitating conversations with our preferred vendors, leading operational systems, ensuring compliance, health and safety regulations are being met and help guide you through effective Profit & Loss Management.

Operations not only trains and supports YOU but we help you train your ENTIRE STAFF! Our team of trainers are highly committed to your learning and the success of your Teriyaki Shop! They know our restaurants inside and out and will teach you the Teriyaki Madness "Culture of Service."

Owning your own business is hard work and your investment of time, energy, and money is equally rewarding and exhausting. So that is what makes TMADs extensive operation, support and training so important!





At TMAD we focus on exceptional customer service and in doing so we keep our customers coming back for more. In addition to a great customer experience and the addictive flavors of our food, you will have the support from our determined and experienced Marketing Team.

Jodi Boyce, Chief Marketing Officer, and her team are devoted to helping TMAD franchise owners spread the message of the madness and growing the brand nationally and locally.

Our team works directly with agency partners and marketing support vendors to provide you with all the tools and processes to help you reach your sales goals and build vast brand awareness in your community. By providing four strategic levels of marketing programs, each new franchise owner can successfully build a local marketing program. Take a look below and see a sneak peek of what type of support you could have with TMAD!

• **TRAINING AND PLANNING:** From strategy to tactics, we cover it all! We start building your local marketing plan from the day you sign your lease and provide local yearly marketing plans to keep the momentum going!

• **NEW SHOP OPENING:** Our national public relations firm will introduce your Teriyaki Shop to the community to get people excited for your opening; and our robust, integrated marketing plan will reach potential customers at residences, businesses and everywhere in between!

• **LOCAL SHOP MARKETING:** We provide you with a full library of effective, turnkey local marketing programs that will increase brand awareness and community involvement directly in your market.

• **NATIONAL BRANDING AND AWARENESS CAMPAIGNS:** Through limited time offers (LTOs) and other national programs, we will promote TMAD nationally and locally to create brand buzz and get new customers in the door.

# MOBILE APP

ORDER FOOD. FIND NEARBY SHOPS.

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Your phone will actually feed you. That's right. With the new Teriyaki Madness app, you can have delicious, made-to-order bowls of teriyaki for pickup (or delivery in most markets).

This is just another exciting technology release that has kept TMAD above other concepts!

# ORDER ONLINE WITH OUR APP!



**VISIT [TERIYAKIMADNESS.COM/APP](http://TERIYAKIMADNESS.COM/APP)  
OR SEARCH FOR US IN YOUR APP STORE!**



## **Q: WHAT MAKES TMAD SPECIAL?**

Teriyaki Madness is a fast casual restaurant concept serving up quality, fresh, healthy and flavorful Asian food in a high-vibe atmosphere. Through years of mastering marinating, grilling, and wok-ing, we were able to make bowls that are as hearty and delicious as they are healthy.

Our food is made when you order. Always fresh, never frozen marinated and grilled meats and customizable bowls meant for delicious and healthier eating.

## **Q: HOW MANY LOCATIONS DO YOU HAVE OPEN?**

There are 110+ TMADs open. 40+ shops will open in 2022.

## **Q: INVESTMENT RANGES FROM \$346,400 – \$768,760\*. WHY?**

The spread is mainly based on the square footage of the location and the costs associated with the build-out, equipment, materials, general contractors, etc. Again, why we strive for retrofits. You can also see a detailed breakdown of the initial investment cost in Item 7 of the Franchise Disclosure Document (FDD) which is available after completion of the Confidential Questionnaire.

## **Q: HOW MANY EMPLOYEES DO I NEED TO RUN MY STORE?**

- Total Staff: 18-22
- Per Shift: 2-6
- 5-6 Employee Lunch Rush

## **Q: ANY ADDITIONAL REVENUE STREAMS FROM THE BUSINESS MODEL?**

Yes, owners share the Madness by offering catering in their communities. Events, parties and corporate meetings can all experience TMAD. We have also rolled out third party delivery and a mobile app. A high percentage of sales are done outside of the four walls.

## **Q: HOW DO I GET FINANCING?**

We are here to help you find funding to open your own Teriyaki Shop. Once you've completed the Confidential Questionnaire, we will introduce you to well-known financing companies that have helped many of our franchisees obtain funding.

\*Refer to the Franchise Disclosure Document (FDD)



## **TERIYAKI MADNESS CELEBRATES 100TH SHOP OPENING**

The 19-year-old chain continues to accelerate its footprint this year. It expects to open 45 to 50 shops throughout North America by this year's end and add 50 franchisees to its portfolio. Looking ahead at 2022, the company, expects 50%-plus growth, according to the release. [Check it out!](#)

## **START SHARPENING YOUR CHOPSTICKS, CHICAGOLAND.**

This Teriyaki trio is about to rock the Chicago 'burbs with their multi-unit Teriyaki Madness agreement. These entrepreneurs, friends and now business partners plan to open five locations over the next five years. [Read on!](#)

## **HOW TMAD DUCKED AND WEAVED PAST COVID-19**

CEO Michael Haith explains how an adaptable spirit helped it make 2020 its most successful year ever. [Read the full story!](#)

## **TMAD CLOSES OUT 2020 WITH 31 NEW LOCATIONS**

The Seattle-inspired teriyaki restaurant franchise, saw tremendous growth throughout 2020, establishing 31 new locations - 25 of which opened during the pandemic - in markets across the country and introducing hordes of new fans to its now-famous teriyaki bowls. [Read on!](#)



"THE QUALITY SPEAKS FOR ITSELF!"



# DEVELOPMENT TEAM

Executive Director of Franchise Growth: Tyler DeMuth

Development Manager: Patrick Ponders

Senior Development Coordinator: Matt Gosselin

Development Coordinator: Jamila Pierson-Jase

Executive Director of Franchise Marketing: Alison Satriana

Development Marketing Manager: Austin Werths



[www.franchise.teriyakimadness.com](http://www.franchise.teriyakimadness.com)  
[franchise@teriyakimadness.com](mailto:franchise@teriyakimadness.com) | 303.997.0727