



TEXAS CORRAL
★★ GRILL & SALOON ★★

**THERE'S A NEW
SHERIFF IN TOWN**

A Robust Opportunity for You!

FRANCHISING

ALL THE RIGHT FIXIN'S

Texas Corral restaurants offer a wide selection of great-tasting, reasonably priced food with a huge Texas welcome! Customers love our light-hearted Texas theme, top quality food, and fun family atmosphere. Diners love the well-executed combination of elements that comprise this dynamic franchise.

Those looking for a superb franchise investment owe it to themselves to learn more about Texas Corral, an excellent opportunity among the competition in the flourishing restaurant industry!

BUSINESS IS BOOMING

Roaring back into 2011 as an economic powerhouse, the restaurant industry has become an essential part of Americans' lifestyle. Sales in the year 2011 are expected to reach a record \$604 billion, according to the National Restaurant Association. Dining out has become as common as dining at home, today, and Americans are "taking back their mealtimes," eating on-the-go less frequently. Forecast to reach \$194.6 billion, 2011 sales at full-service restaurants are predicted to exceed those of quick-service.

Restaurants serve as a social oasis and home away from home for today's busy individuals, who spend 49 percent of their food budgets in restaurants. As busy people dine out more frequently, they are expecting more from a restaurant experience than ever before. Texas Corral excels at exceeding customer expectations with a warm Texas welcome, consistently excellent food, and matchless customer service. As one successful restaurateur put it, "It's all about being the friendliest place in town."

COME ON IN!

Discover what makes Texas Corral an indisputable choice in today's restaurant market. With seven operating units and four prototype facilities, Texas Corral's emerging brand awareness is backed by stringent quality control, in-depth training, and consistency throughout every aspect of our operation. No detail has been overlooked in planning this outstanding concept evident in our dynamic business system.

THE TEXAS CORRAL BUSINESS SYSTEM

Texas Corral's highly attuned management team drew upon years of experience in the restaurant industry to develop the exceptional Texas Corral business system. Those awarded a Texas Corral franchise can use this system to create the unmistakable Texas Corral experience for their customers. Behind the scenes, franchisees will benefit from Texas Corral's built-in revenue enhancements, cost-reduction practices, and delivery efficiencies!

BIG FIRST IMPRESSION!

True to the Texas theme, Texas Corral restaurants are large, ranging in size from 6,000 to 9,000 square feet. Judicious use of neon both inside and out provides an attention-getting accent that is tastefully executed and very effective. The restaurant's large footprint and well-planned design elements generate an air of excitement even before patrons set foot inside Texas Corral's doors! A Texas Corral restaurant will have a wood frame exterior with a highly noticeable signature water tower perched atop the tin roof. "Texas Corral" in neon stands out against the background of the wooden tower. The logo, in the shape of Texas in red, black and white, with a yellow cowboy hat perched at a jaunty angle on top is prominently displayed on an outside wall. All of these distinctive features are trimmed in neon. In keeping with the Texas theme, elk antlers serve as door handles.

With all of these common threads, each Texas Corral restaurant is still unique. Retrofitting existing restaurant units to Texas Corrals has proven very successful, and provides each location a touch of "Texas-style Independence," along with the brand recognition of a proven concept.

THE INSIDE STORY

During all hours of operation, a greeter opens the door for customers delivering a friendly "down home" welcome. The casual, rustic interior and serendipitous decor of each restaurant generates conversation and creates an atmosphere of fun, while upbeat country music plays in the background. Your own Texas Corral restaurant will make excellent use of natural, incandescent and neon light, with plenty of windows, attractive light fixtures, and neon accents throughout. Whimsical décor elements in a Texas Corral restaurant may include delightful wall murals featuring heroes and heroines from western-themed movies, a giant wagon wheel suspended from the ceiling, and a jukebox.

Other features include:

- Stuffed buffalo and deer heads
- Old Western photographs
- Tin reproductions of old advertisements
- Texas license plates
- Decor themed around local history, schools, etc.
- "TC Wisdom" artwork featuring clever cowboy sayings.



Large pails of peanuts, filled past the brim, are on all the table and along the bar. Patrons are encouraged to
**"Just throw the shells
on the floor!"**



HAVE A SEAT

Wooden booths and freestanding wooden tables and chairs provide plenty of comfortable seating. Salt and pepper in Coronita bottle shakers and sweeteners are neatly placed in uniform arrangements. Each facility will have a large wooden bar trimmed in galvanized steel where patrons can watch the game on well-placed TV sets.

SENSE APPEAL

Texas Corral capitalizes on its popular made-from-scratch rolls by situating the brightly lit baking section in front so that the ovens exhaust the irresistible aroma of freshly baked bread to the front walkway and parking areas. Without even entering Texas Corral's doors, patrons and passersby are greeted by this heavenly scent! Diners waiting to be seated are able to watch the baking operations through windows on all sides.



FAMILY FRIENDLY

Bright, colorful helium balloons are tied in bunches at strategic locations throughout your restaurant to create cheerful accents. An arcade area for the kids provides an additional revenue stream and an added attraction for families. A neon "GAMES" sign lights the arcade window, and a variety of video and arcade games keep the youngsters amused while parents can relax and unwind while the kids play.



SUPERLATIVE SERVICE

Unprecedented customer service is another hallmark of a Texas Corral restaurant. Servers are educated in our "9 Steps of Service," within which there are 35 key points for a server to cover. Each franchisee's staff train using our training DVD's which are professionally produced in-house, to provide uniform instruction that delivers a consistent message.



CAREFULLY PLANNED MENU

Texas Corral's management team selects menu items with a critical eye, choosing them for quality and popularity as well as cost and delivery efficiencies. All of Texas Corral foods will be portion-controlled, easy to prepare and simply delicious! Immaculate, streamlined stocked walk-ins and efficient food handling procedures.

Texas Corral's wide selection includes: Chicken "The Bird Herd," Pasta "Spaghetti Seafood "The Fish Farm," Salads "The 'Wild Bunch' Garden," Burgers & Sandwiches "More Than A Mouthful," Desserts "Hey Sweet Thing!" and "Open-Flame Grilled" Steaks.

Signature items include the Texas Corral Chicken featuring a 10 oz. boneless chicken breast lightly battered and sautéed in a proprietary creamy white wine sauce with mushrooms and fresh lemon, and our 1 lb. Bone In Ribeye-the Cowboy Steak. More favorites include the 10 oz. sirloin steak, mouth watering BBQ Ribs and Texas-sized Carrot Cake. Other offerings include homemade chili, fajitas, ribs & combos, and appetizers. Beverages, "Sasparilla & Suds" are served in jars and frequently replenished by a well-trained staff. A menu is also available for carryout or catering, satisfying the national hunger for convenience!



GENERAL STORE

Dining at Texas Corral is fun and memorable, and customers can take some of the party atmosphere home with them! The Texas Corral General Store offers logoed items that include a boot mug, Margarita glass, T-shirt and Coronita salt & pepper shakers. Texas Corral gift cards make perfect all-occasion gifts.



The sophisticated management team at Texas Corral has leveraged a wealth of revenue-enhancement and cost-reduction practices in a business system that has been well-planned and executed. Those awarded a Texas Corral franchise, can use their remarkable system to operate an exceptional restaurant of your own.

THE TEXAS CORRAL FRANCHISE FOR YOU

Becoming a Texas Corral franchisee places you in a business sector that generates more than \$1.5 trillion in economic activity. It's not surprising that this way of doing business has become an economic powerhouse.

A growing number of people are drawn to franchising to realize their dreams of business ownership while minimizing their risk. With a Texas Corral franchise, you benefit from the industry insight and experience of seasoned restaurateurs. Working within our established system of operation, you'll avoid the costly trial and error period typically involved in starting a business from scratch.

As a franchise, Texas Corral provides the advantage of a well-respected brand, with recognition that will continue to spread and grow as more members are added to our franchise team. Plus, you'll receive knowledgeable support every step of the way.

Greatness

is defined by a franchise providing consistent, exceptional product to its customers. In this way, the franchisor establishes its rightful place in the community it serves and the industry of which it is a part.

a Great Franchisor

is *sincerely* dedicated to the success of its franchisees, providing on going support, training, and communication at every opportunity.

EXTENSIVE SUPPORT SERVICES

In addition to the exceptional Texas Corral business system, you will have the backing of our well-planned support services. They include the following:

Training

Classroom training will include administrative, operational, sales/marketing and other matters. You will also receive on-site training where you will receive expert assistance in the daily operations of your unit.

Site Selection

We will provide you with guidelines for choosing the right location for your Texas Corral franchise. Considerations will include generous parking.

Marketing Support

Our in-house marketing department produces professional quality print materials, wall banners, posters and more, which you may purchase from us at a cost that is well below market rate. In addition, we will provide you with marketing plans and advertising materials for use in your local market.

Operations Manual

If you are ever in doubt, simply consult your comprehensive operations manual. This well-organized guidebook includes all of our recipes, food handling procedures, operational procedures and more in an easy-to-use format.

Purchasing

We have negotiated volume discounts on Texas Corral supplies and menu items and you will share in the savings.

Ongoing Support

You are welcome to contact us for expert business advice and answers to your questions. Plus, you will be periodically visited by a trained Texas Corral field representative who can assist you in any way.

SADDLE UP!

Are you ready to “cast a giant shadow” with a Texas-sized franchise opportunity? Texas Corral’s distinctive presentation and popular food selections are designed to rope in a herd of happy customers, with cost and operational efficiencies that serve you well. Following our in-depth business system, you’ll put our superbly planned combination of components to work for you!

To learn more about the Texas Corral franchise opportunity and how you can qualify to become a franchisee candidate, please refer to the contact information on the back cover of this brochure.

**TIME’S A-WASTIN’ -
CONTACT US TODAY!**





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