



FRANCHISE INFORMATION GUIDE

THAT'S
GOOD
EATING!



WHO IS THIS HARRY DUDE?

He's a schnitzel-cooking, wrap-rolling, gut-filling, disher-outer of sweet times and he's on a mission to **create the best schnitzel experience on the planet.**

At Harrys we've taken the time to create a vibrant and engaging Australian brand which is adored in the communities in which we operate. You can hear our customers call out loud and proud... **"One schnitzel please Harry"**

We're all about family, fun and freshness and are definitely not your regular fast food joint. With our mouth watering range of healthy wraps, burgers and shakes as well as the legendary schinjas in our Head Office, we're redefining how fast food should be done.

Put up your feet and get to know Harry a bit better. We guarantee that it won't be long until you too are yelling: **"One schnitzel please Harry!"**



HARRYS

GONE TO HARRYS



THE STORY SO FAR

In under 5 years, Harrys founders, Gloria and Harry James have created an iconic business.

After discovering a lack of quality food offerings in their local Newcastle they were determined to create and deliver an array of healthy and nutritious options, with fast, efficient and friendly service.

In 2011 the first Harrys opened, and the rest, as they say, is history – a multitude of successful sites and even a sweet American style food truck!

Harrys growth hasn't been a fluke. We've worked hard to perfect and streamline our processes and systems so our franchisees are in the best possible position to succeed and live a great lifestyle – that means catching some waves as much as possible.

HAPPY AS
HARRY!



THAT'S GOOD EATING

Harrys offers a unique choice of fresh schnitzels and salads. Our reputation has been built on having the best quality schnitzels on the market. It's no coincidence that our signature dish is called **The Famous** – it's that good!

Harry is so committed to creating the best schnitzels on the planet that he's even gone and created The Ten Commandments of the Famous Wrap ensuring that customers get the best product each and every time. Disappointed with what he saw on the market, Harry has also identified Schnitzel Crimes, heinous acts that you'll never see committed at Harrys Schnitzel Joint.

We ensure that all our produce is fresh and of the highest quality, and all our products are made to order – we don't muck around with this stuff. We've also got a range of healthier options with our grilled menu and cater to those with special dietary requirements.





THE TEN COMMENDMENTS OF THE FAMOUS WRAP



THOU SHALT BE GENEROUS.

**THOU SHALT USE ONLY THE MOST
RIGHTEOUS OF SCHNITZELS.**

**THOU SHALT ENSURE SCHNITZEL
IS PRESENT AT FIRST BITE
AND LAST.**

**THOU SHALT SPREAD
SALAD EVENLY.**

THOU SHALT SAUCE CORRECTLY.

**THOU SHALT USE ONLY
HAND-CRAFTED SCHNITZELS.**

**THOU SHALT USE HARRYS SECRET
SQUIRREL INGREDIENT.**

**THOU SHALT ALWAYS COOK
TO ORDER.**

THOU SHALT WRAP SNUGLY.

**THOU SHALT CREAT AND
DELIVER WITH LOVE AND GUSTO.**

IT'S ALL ABOUT THE VIBE MAN!

Harrys been around the world and knows the importance of creating the right vibe when it comes to dining.

He's gone to great lengths to ensure that all our stores are welcoming, relaxed and fun! Harry and our team of interior designers have created a home away from home for our customers – and that's why they keep coming back!



SCHNITZELS
SCHNICE!

INDUSTRY WRAP

FOOD FRANCHISES

The Australian franchise industry is strong and profitable (just like Harry!), with a total sales turnover of approximately \$128 billion (AUD). The sector also employs over 660,000 people.

In relation to the food segment that sits within the franchise industry, the stats speak for themselves:

- Food franchises are amongst the top four franchise industries
- Food franchises have experienced year on year annual growth of 2.4% (2011-2016)
- Total revenue for the industry tops \$15 billion (AUD) annually

INDUSTRY TRENDS

The industry was in decline during 2010/11 due to increased consumer awareness about the nutritional content of fast food and a conscious effort by consumers to choose healthier options.

On top of this, of the 51 million visits made to fast food chains yearly, one third of these

customers' choices were dictated by health. Harry was aware to these trends, and was determined to give the people what they want.

Keeping ahead of these trends, Harrys entered the market with a range of healthier, premium choices with less fat, sugar and salt. Harrys is all about the best quality schnitzels wrapped up with the freshest salads. We're not a fast food joint, and that's why our customers love us and keep calling out "One schnitzel please Harry!".

TRAINING AND SUPPORT

Like all good mates, Harry is always there for you. We proudly offer our franchisees ongoing training and support - from day one and every single day after that! We're one big family and want you to have the skills to grow with us.

With all this support, you'll be as happy as Harry:

- Operations Team
- Marketing Team
- Ongoing Training (induction, in-store and workshops)





HARRYS

THE FAMOUS
Schnitzel + lettuce + tomato
+ carrot + onion + cheese

THE FAMOUS MEXICAN
Schnitzel + lettuce + tomato
+ avocado + spanish onion

THE FAMOUS HELL
Schnitzel + bacon + cheese
+ your choice of sauce

THE FAMOUS ROMA
Schnitzel + lettuce + tomato
+ cheese + bacon + carrot

THE FAMOUS SCHNITZEL
Schnitzel + lettuce + tomato
+ your choice of sauce

THE FAMOUS NEWY
Schnitzel + lettuce + tomato
+ your choice of sauce

THE FAMOUS SPARTAN
Schnitzel + lettuce + tomato

Slimmer edition

CHIPS WITH

DRINKS
BOTTLES
CANS

HAVE A SCHNICE DAY!

MARKETING

When the decision was made to franchise, Harry knew he was going to do it better than anyone else. He's created a killer brand that resonates with our target market so well that its become part of their lingo – they don't ask for a wrap, they ask for a Famous! On top of this our expert Marketing Team create strategic, tactical and local area marketing plans, so your store will have lines out the door!

Check out what we offer:

- Our rad food truck
- Unlimited marketing support
- Local area marketing toolkits and workshops
- In house graphic designer
- Digital marketing systems (social media and SEO)
- Offline marketing systems (printed collateral and signage)
- Loyalty programs
- Rotating seasonal campaigns
- In house PR office



OUR VISION

Harrys vision is simple, to be the best schnitzel experience on the planet.

How? By producing the freshest and healthiest schnitzel each time a customer stands at our counter so that they rave about our cooked to order schnitzels, fresh salads and exceptional service and proudly call out...

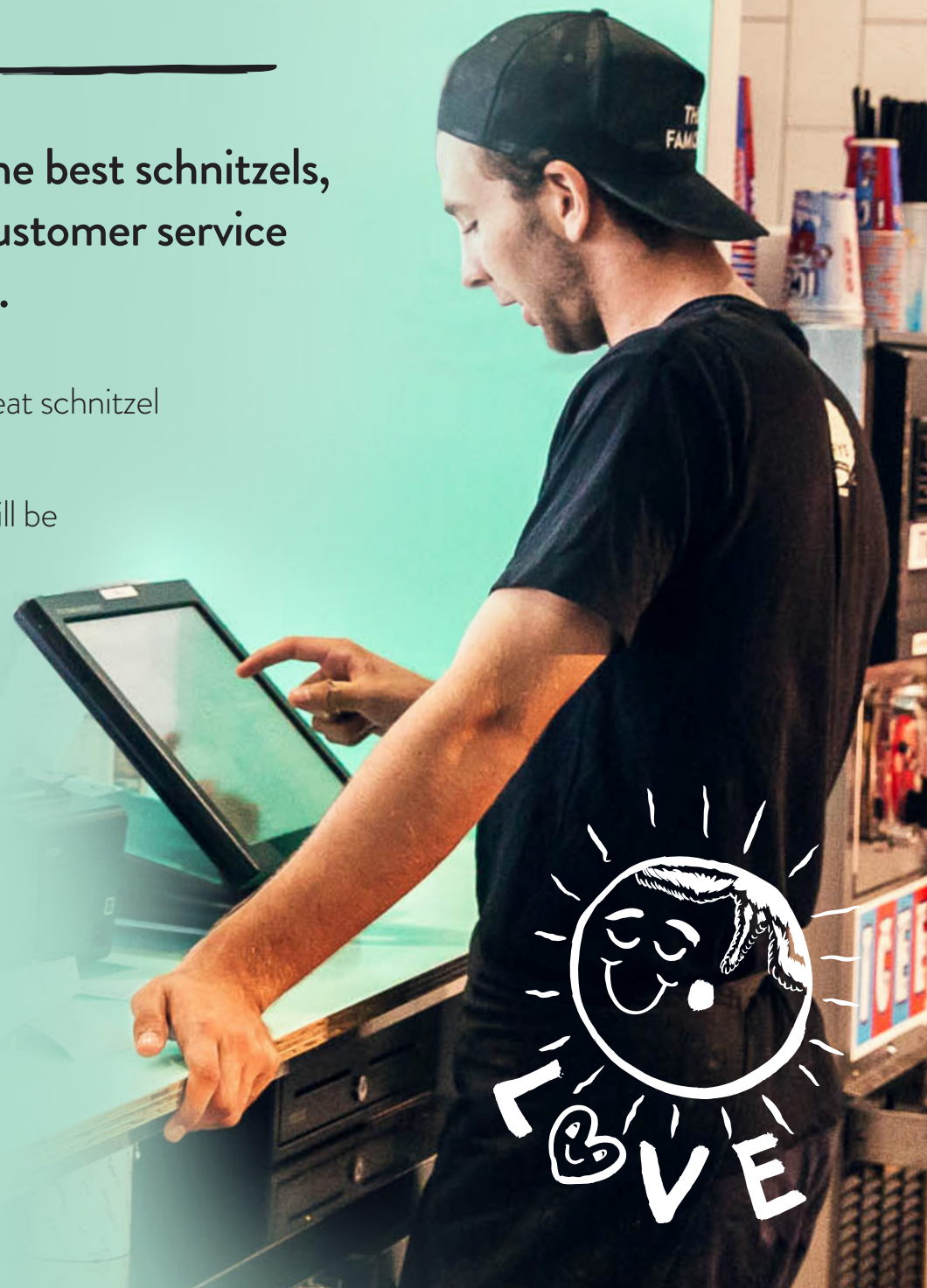
ONE SCHNITZEL PLEASE HARRY!



OUR VALUES

Harry is dedicated to producing the best schnitzels, the freshest salads, outstanding customer service and a fun and happy environment.

- We are committed to producing the same great schnitzel with the same great taste every time
 - We take pride in knowing that every choice will be nutritious and delicious
 - We are committed to customer satisfaction through the offering of fresh and delicious food with exceptional service and value
 - We know our success depends upon our individual contributions and our ability to work as a team
 - We seek continuous improvement in all that we do
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ONE
SCHNITZEL
PLEASE!
HARRY!



WANNA GRAB A SCHNITZEL?

Australian's have fallen in love with Harrys and we're expanding right now across this great country.

Harrys has got a bunch of franchise opportunities available right now. So if you want dish out the good times and be part of dynamic locally owned company we want you to join the party.

If you like the sound of our mate Harry, or want some more info, get in touch with our Franchise Team:

franchising@homeofthefamous.com.au

The schnitzels are on us.

HOME OF
THE FAMOUS





CONTACT US

franchising@homeofthefamous.com.au

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