



## FRANCHISE BROCHURE

OWN A **ROCKSTAR** FRANCHISE. BOOK YOUR AUDITION!





**DannyBoys is rocking the sandwich world. We make sandwiches and we make them well. Our founder and CEO of DannyBoys – Daniel McKennariey opened the first DannyBoys in Kelvin Grove, Brisbane in April 2011 which has become a staple lunch spot for all.**

**Along with a DannyBoys store in Brendale, our sandwich shops are in the heart of the community and we have garnered a cult-following of students, locals and office workers alike. With a recipe for success, we are growing our franchise network and looking for the right franchise partners to become DannyBoys Rockstars!**





## **FRANCHISE OPPORTUNITY**

# **RECIPE FOR SUCCESS!**

**DannyBoys is offering a new and exclusive opportunity for franchisees to join the franchise network.**

**Daniel McKennariey, the founder and CEO of DannyBoys is an experienced and professional chef and has perfected the DannyBoys recipes.**

**Core products include The B-L-T, The Classic and The Brisket FlatGrill which are both big sellers. Our menu is catered to everyone with healthy options, gluten-free, dairy-free, vegetarian, vegan options and more.**

**We use fresh ingredients and avoid preservatives. All DannyBoys stores benefit from the central kitchen where all sauces and soups are freshly produced and meats cooked and sliced. Fresh bread is cooked in-store every 20 minutes - the secret to their rising success!**



### **WORDS FROM DANNYBOYS' FOUNDER**

**Our delicious and tempting products sell themselves and are the reason why DannyBoys are always part of the lunch time rush! Word of mouth goes a long way for us and we've ensured our prices are good value, which means customers can come back every day.**

**Daniel McKennariey**



# **BENEFITS OF BECOMING** **A DANNYBOYS ROCKSTAR FRANCHISEE**

## **MULTIPLE REVENUE STREAMS**

Due to the popularity of our products, we have adapted to our customers needs and offer exclusive catering for meetings, parties and events too. Our team embed themselves in the community and regularly engage with local businesses to win catering contracts. We've also recognised online food delivery is in high-demand and we've partnered with Uber Eats and Menu Log to reach even more satisfied customers.

## **MARKETING, TRAINING AND SUPPORT**

DannyBoys has strong consumer marketing (we even sell our own merchandise!) and franchisees can benefit from our existing marketing activities such as social media campaigns and advertising. Franchisees will have access to all of our marketing assets to help promote their store including branded collateral. Franchisees will have access to our fun, short promotional videos.

New franchise partners will receive an array of dedicated support from franchisors and CEOs Daniel McKennarley and Kara McKennarley, who are experienced, committed and passionate about DannyBoys.

## **PROVEN BUSINESS MODEL**

We have worked with top consultants to develop a successful business model that is simple and easy to follow. The model has been tried and tested with the current DannyBoys stores which are a growing success and our franchise team will take franchisees through the business model step-by-step.

A key element to a successful business model is ensuring that there is a regular flow of sales. Our trading hours cover all three meal times of the day so DannyBoys is always in action in peak times. To keep purchasing costs low, we buy high-quality ingredients in bulk giving us a great price.

## **SITE SELECTION AND LEASE NEGOTIATION**

DannyBoys network of experts will help in the site selection process and negotiations of lease insuring franchisees only open in quality locations with best possible rent.

There are opportunities to become a multi-unit franchise operator giving franchisees the chance to leverage multiple profile centres and decrease the cost per unit associated with items such as administration and marketing.







# MEET THE DANNYBOYS TEAM

## Daniel McKennariey - DIRECTOR

Current owner, operator and visionary of DannyBoys brand since 2011, Daniel McKennariey has spent most of his life working at restaurants as Head Chef, Sous Chef throughout Brisbane and the Sunshine Coast including household brands alike Berrado's, Ricky's, Bretts Wharf and many more. He has an extensive employment history as Head Chef of luxury Private Yachts and Private Estates in the United States and parts of Europe including M/Y Kismet, M/Y Lady Linda, M/Y Anjilis, M/Y Aqualibrium, M/Y Adagio.

Daniel drives the operations at the production facility and is responsible for brand management and development, marketing activities, innovation and product development, staff management as well as recruitment of the franchise partners. He has a huge passion for good food. His main drive for this business has always revolved around the food and making it the best it can be. He is also very passionate about business and building successful businesses.

## Kara McKennariey - DIRECTOR

Kara brings her 20+ year hospitality industry experience via her track record in working at various restaurants, private estates and private super yachts across the United States, Europe and Australia.

Kara is responsible for marketing and social media activities to drive the brand forward and also looks after recruitment. Her passion in charitable activities has been the catalyst for the DannyBoys Doughnation Program.

She finds great value, worth and experience more of 'life' by donating their sandwiches and soup to people in need through our Doughnation program. DannyBoys are currently involved in a range of programs which she oversees. She believes a businesses success needs a larger purpose if it's going to mean anything. "I am truly grateful that I have the opportunity to be a part of this program."





# DANNYBOYS VALUES

## Tradition & Transparency

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At DannyBoys we believe in long held traditional methods of bread making, without the use of additives.

We rely on quality ingredients and slow fermentation to produce a unique and distinctive flavour. All our bread is made and baked in-store throughout the day.

## Keep It Simple + Keep It Real + Keep It Honest

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Whether you are looking for meatless, avoiding gluten or keeping an eye on calories, there's a favourite for you. We're all about making Rockstar sandwiches that you can eat and feel good about.

## Social Impact

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DannyBoys is involved in the community through DannyBoys Doughnation and StreetLight. Giving to people in need one sandwich at a time. We also support other initiatives close to our heart!





**ROCK STAR SANDWICHES**

## CONTACT US NOW

**Do you share the same passion for delicious food and community spirit? If you're interested in the DannyBoys franchise opportunity, we would love to speak with you further. Join the Rockstar Franchise. Book your audition!**

Uber Eats

charity: water  
SUPPORTER

STREETLIGHT

BioPak