

A N A M E R I C A N C L A S S I C



BREAKFAST. LUNCH. DINNER.

Fire'd Up Biscuit

Chicken Sandwich

Chili Cheese Dog

Bacon, Egg & Cheese Biscuit



The Original Sneaky Pete

THE SNEAKY PETE'S STORY

There's nothing complicated about the American public's love of the hot dog, and there isn't anything complicated about Sneaky Pete's success as a franchise of hot dog restaurants. From the beginning, Sneaky Pete's has kept things simple: quality food, prepared to order, served hot and fast.

Since opening in 1966, Sneaky Pete's has changed the pace of franchising hot dog restaurants in the Southeast, becoming famous in the process for quality products and unique sauces. But Sneaky Pete's has also kept an ear to

the street and an eye on market trends. In addition to a great lineup of distinctive hot dogs, Sneaky Pete's serves hamburgers, sandwiches, chicken, french fries and a full breakfast menu. But while years of experience may have provided the seasoning, "the secret is still in the sauce". The foundation of it all, the cornerstone of Sneaky Pete's fame, is the famous Sneaky Pete's Hot Dog Sauce. One taste of the Original Sneaky Pete - a tender, juicy hot dog covered with tangy kraut, onions, a little mustard and topped with the famous Sneaky Pete's sauce - and you'll see that "the secret is in the sauce."

The hot dog offerings are full of unique, original products, each with its own personality. The Sneaky Pete with Beef uses a special recipe Beef Sauce. The other favorites in the lineup - Bacon Cheese Dog, Chili Slaw Dog, Slaw Dog, Chili Cheese Dog and Smoked Sausage Dog - Let's not forget the Junkyard Dog,™ the biggest, baddest dog of them all, which includes everything. Enjoy an American classic today.

Sneaky Pete's...
The Way Hot Dogs Should Be!®



**Join Us
For
Breakfast**



Sausage, Egg & Cheese Biscuit



Breakfast Plate

Taco Salad

HOT DOGS ARE JUST THE BEGINNING

The foundation of it all, the cornerstone of Sneaky Pete's fame, is the famous Sneaky Pete's Hot Dog Sauce. But Sneaky Pete's has built on that foundation and now Sneaky Pete's menu has something for everyone, all day long!

From traditional hamburgers and Sneaky Pete's burgers featuring our famous sauce to chicken sandwiches, chicken strips with our own Chicken Dippin' Sauce, taco salads and more, Sneaky Pete's has a full menu for all tastes. We also periodically introduce unique limited time offer selections to bring variety and excitement to our menu.

Starting your day off right means a great breakfast at Sneaky Pete's. Our fresh baked biscuits are just part of a menu that includes a full traditional breakfast plate, eggs, bacon, sausage, ham, smoked sausage, grits and sausage gravy.

The hot dogs will always be the stars of the show and we have plenty to choose from. Like the Sneaky Pete's with Beef, topped with a special recipe beef sauce. Other favorites in the lineup -- the Slaw Dog, the Chili Dog, the Bacon Cheese Dog, and the Smoked Sausage Dog -- bring a new twist to familiar ingredients.

Then there's the biggest, baddest dog of them all: the Junkyard Dog™. This hot dog is loaded with everything but the kitchen sink.

All of Sneaky Pete's menu items are prepared to order using the freshest ingredients and Sneaky Pete's private-label products. Our proprietary recipes are just one of the ways we ensure our customers have an quality meal and great experience that is unique to Sneaky Pete's.



**CHICKEN &
DIPPIN'
Sauce**





LOCATION, LOCATION, LOCATION

One of Sneaky Pete's strongest assets is being able to adapt to the needs of a specific market.

Sneaky Pete's restaurants have always included locations in both strip centers and malls, depending on the most viable location in a particular market.

The typical layout of a Sneaky Pete's restaurant consists of a single-line system; however, double-line systems are available to accommodate the traffic pattern of some locations.

However, business opportunities are often found outside traditional sites. In order to take advantage of new market trends, Sneaky Pete's has developed the Sneaky Pete's Express franchise. Sneaky Pete's Express restaurants are located inside convenience stores and other fast food restaurants. This concept of "co-branding" or "dual branding" increases the customer base for the retail store, and at the same time provides it with an established food brand.

Sneaky Pete's Express restaurants have a limited menu in order to streamline operations and accommodate space limitations. This ensures speed of service, a priority of the convenience-minded customer. Non-traditional concepts are among the fastest-developing trends in franchising, and Sneaky Pete's is making itself accessible to meet those needs.



BEEF UP the Flavor!

Premium Super Beef Hot Dog



Bacon Cheese Beef Dog, Fiesta Dog & Magic City Dog

THE SNEAKY PETE'S PATH TO SUCCESS

When you become a Sneaky Pete's Franchisee, you become a part of the Sneaky Pete's family. Together, we share and move toward the same goals. We encourage and assist each other with the objective of success and long-term rewards.

As a Franchisee, you'll have full use in your licensed restaurant of the federally registered Sneaky Pete's name and logo and unique products. Our staff will assist in selecting a desirable location for your Sneaky Pete's restaurant (although the final selection of a location is left up to you) and will provide

specifications for interior design. An experienced Sneaky Pete's staff will assist in training and operations, familiarizing you with everything from stocking Sneaky Pete's inventory to restaurant management.

Sneaky Pete's will provide you periodically with in-store promotional materials. Sneaky Pete's will respond to your advertising ideas and provide you with corporate advertising materials for local media use.



Window Clings



Fire'd Up TV Commercial



SneakyPetesHotDogs.com

After your Sneaky Pete's is up and running, a Sneaky Pete's franchise representative will regularly visit your restaurant for inspection and troubleshooting. Sneaky Pete's will strive to support you and your staff as you grow with us.



Sneaky Pete's Mascot



JOIN THE SNEAKY PETE'S FAMILY

If you are ready to begin the process for approval, first evaluate your own needs and think carefully about what you want from a business. Consider the hard work involved and the financial commitment required of you and/or your company.

If you are convinced that a Sneaky Pete's franchise is the right opportunity for you, fill out the enclosed Personal and Financial Questionnaire and return it to the Sneaky Pete's corporate office. We will carefully evaluate the information you provide and respond to you about your application.

QUALITY. TRADITION. DELICIOUS.

**Sneaky
Pete's®**



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SNEAKYPETESHOTDOGS.COM

This brochure is not an offer to award any franchises. Interested and qualified parties can be offered a franchise only in connection with the delivery of a federal offering circular and appropriate compliance with all federal and state laws.