

FRANCHISE  
OPPORTUNITY



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# Duff's<sup>®</sup>

## FAMOUS WINGS

*Serving authentic Buffalo wings since 1969.*





**THE ORIGINAL DUFF'S**



**RON DUFF**



**THE ORIGINAL DUFF'S**

**Duff's**  
FAMOUS WINGS





**Back in 1946**, our original location opened as a corner “gin mill” in Amherst, New York. More than twenty years later, my mother, Louise Duffney, gave new meaning to the phrase “Mom knows best,” when she served up her first batch of Buffalo-style chicken wings in 1969. Soon, the then renamed Duff’s Famous Wings location was serving almost twenty pounds of wings per week and the concept had become – well, Famous!

With the rapid success of Duff’s Famous Wings, it wasn’t long before customers started asking for other locations within their own communities. Our customers were quickly realizing our wings weren’t the only “hot” item on the menu and with an undeniable demand for expansion, we knew it was time to grow. Duff’s Famous Wings soon opened two more locations in the Buffalo area and even crossed the border, with three additional restaurants opening near Toronto. Thanks to our customers’ loyalty and high demand for our delicious dishes, Duff’s Famous Wings is now expanding even further – starting with your home town.

Now is the time for you to take advantage of this amazing opportunity by bringing our family-friendly concept to your local community. We encourage you to read on and discover how becoming a Duff’s Famous Wings franchise owner can be the best decision of your life. With our team of experts, time-tested business model, and incredible support system – we will help make the process of opening and operating your own Duff’s Famous Wings restaurant a breeze! We appreciate your interest in Duff’s Famous Wings!

**- Ron Duff**



**Duff's**  
FAMOUS WINGS





*A Concept Worthy of the Restaurant*

## HALL OF FAME

With over 24 billion chicken wings being sold within a year in the US, Duff's Famous Wings helps meet consumer demand while also remaining committed to creating the tastiest, most savory chicken wings, smothered in some of the hottest sauces imaginable, and satisfying customers time and time again. Our combination of fast, friendly service and delicious meals allows our amazing concept to stand apart from the rest. Our customers come in with the highest expectations of a delicious meal – but at Duff's, we find a way to go above and beyond the ordinary!

# WARNING!

At Duff's Famous Wings, the hotter the better and that's why...

**Medium IS HOT!**

**Medium Hot IS VERY HOT!**

**Hot IS VERY VERY HOT!®**

...leading all the way up to our infamous Duff's Death Sauce!



Hands down the BEST wings I have ever eaten!

-Online User

**Duff's**  
FAMOUS WINGS®



*It's All About*

# THE WINGS!

Whether customers like their wings hot, very hot, or even very, very hot, Duff's Famous Wings has just the right flavor for everyone! The key to our delicious wings comes from our unique cooking method, along with our exclusive sauces, ranging from "mild" to "Duff's Death Sauce." Our wings are less greasy than those offered in other restaurants and the sauce is evenly applied to the wings, creating a unique, flavorful taste in every bite. In addition, we offer incredible dipping sauces for those looking for even more of a mouthful of zest, including our Duff's bleu cheese, an original recipe created in 1969 and still one of the local favorites.

*Something for*

# EVERYONE

While chicken wings may be the stars at Duff's Famous Wings, that doesn't mean the rest of the menu isn't just as great. We offer a full-service restaurant, dedicated to providing something for everyone. Our menu includes appetizers, salads and sides, sandwiches served on grilled rolls, burgers, and a kids' menu. Whether it's for a lunch, a full dinner, or just a late night snack, Duff's offers something for everyone! Of course with all those tasty menu options, we need to provide our customers with some refreshing beverages. At Duff's Famous Wings, we serve a wide selection of soft drinks and for those of age, we offer a variety of draft and bottled beers and full service bar at some locations. We even serve our own IPA, brewed local in Buffalo, NY and making Duff's Famous Wings even more unique than most.



If you are looking for true Buffalo wings, Duff's is your place. The service is great and of course the wings are world famous! You can't go wrong.

*-Online User*



**Duff's**  
FAMOUS WINGS®



Serving up an

## AMAZING OPPORTUNITY!

Duff's Famous Wings is part of an industry full of potential and growth. According to the National Restaurant Association, sales are expected to reach a record of \$900 billion in 2022. With an estimated 3.9 percent increase in industry sales since 2019, Duff's Famous Wings sees now as the perfect time to share this amazing concept with more customers, as well as savvy opportunity seekers.



Duff's has become more than just a job; it has become a home, filled with friendly faces and sounds of laughter. I couldn't think of a better place to work or a better group of co-workers to spend my days with!

- Duff's Employee



Flexible Format with a

## MODERN VIBE

Each Duff's Famous Wings location is uniquely-designed and adaptable to many location sizes and types – from strip centers to standalone buildings. Typical locations will range from 4,500 to 6,000 square feet seating approximately 150 customers comfortably. The inside décor is designed around local sports teams, featuring numerous flat screen televisions throughout the restaurant, creating a friendly and inviting atmosphere for



I love the atmosphere, it's so welcoming and the fact that it's a family biz adds a great touch!

- Lindsey S., Toronto, ON



*Multiple*

## REVENUE STREAMS

Duff's Famous Wings offers more than just your standard dine-in experience, we also offer carry-out for our customers who are on the go. Although it is recommended that each location follow the core hours of operation, you may choose to extend those hours based on your communities' needs and regulations. As a franchisee, you will also have the option of either a two-way or three-way liquor license, serving your customers into the late evening hours. In addition, customers are able to purchase "Duff's Stuff", brand name merchandise, such as t-shirts and baseball caps for those who wish to never forget their Duff's Famous Wings experiences.



### MAY THE BEST WING WIN

In March 2010, Duff's Famous Wings was featured on Travel Channel's "Food Wars," beating a long time rival and Buffalo wing originator, and earning the title of Best Wings in town. Since then, we have received numerous awards and recognition for our mouth-watering, tasty chicken wings.

*We're*

## FAMOUS!

As a result of our well-deserved reputation, Duff's Famous Wings has brought in customers even more famous than our chicken wings. In May 2010, President Barack Obama stopped in for a quick visit at our Buffalo, NY location, ordering ten medium wings to-go. With such a prestigious reputation, it's no surprise other celebrities have been spotted at our other locations, creating a very strong brand image. At Duff's, it's all about growth and opportunity, and as a franchise owner, you will be able to benefit from our ongoing publicity and long-lasting reputation, while bringing excitement and great taste to your local community.



**Duff's**  
FAMOUS WINGS





# A SUPPORT SYSTEM

## *Carefully Prepared for You*

As a Duff's Famous Wings franchise owner, you can rely on us to provide you and your staff with all the necessary training and support to run an efficient business. Our Duff's Famous Wings business model is designed to assist you with your day-to-day operations, while providing you with the following tools created by our franchise team of experts.

### **Start-up Assistance**

From location assistance to equipment sourcing, we will be there for you every step of the way. We will provide you with build-out guidance offering assistance in the interior and exterior of your restaurant, replicating the Duff's Famous Wings welcoming image. Our goal is to help you get your restaurant operational as quickly and efficiently as possible.

### **Comprehensive Training**

Our extensive pre-opening management training program teaches you the necessary policies and procedures for running an effective restaurant business. This includes being taught by our team of franchise experts within one of our standardized classrooms, while the remaining of your training will occur on-the-job. In addition, we offer a complete training program for your head cook, passing on our unique food preparation techniques, such as our distinctive par frying cooking method, helping to guarantee our customers the same, satisfying taste at every location.

### **Operations Manual**

A top-secret, detailed operations manual will be provided to you containing all the necessary specifications, operations procedures, and inventory and management control methods. In addition, you will receive our exclusive sauce and dressing recipes, menu items, special seasonings, and much more. Your operations manual will become your most valuable tool in running your Duff's Famous Wings restaurant.





### **Supplier Assistance**

Over the years we have developed strong relationships with our key suppliers when it comes to ordering our inventory supplies. As a franchisee you will benefit from our experience by receiving a list of our most reliable suppliers who will provide you with the necessary food, materials, and equipment required to run your Duff's Famous Wings restaurant. In addition, you will be able to purchase proprietary items such as specific sauces, dressings and spice mixtures which will be provided by our franchise team directly or a third-party source. We will make sure you have all the necessary contacts and supplies to keep your business running in top form.

### **Onsite Training**

Our onsite training program at your Duff's Famous Wings location will assist you and your staff with the final preparations before opening day. Our franchise team will be onsite to answer any last minute questions and concerns while helping to ensure your business is fully operational. Once your business is up and running, our training does not stop there. Ongoing refresher training and periodic field support visits will occur in order to ensure your business is utilizing the most current and effective operational methods and procedures.

### **Marketing Assistance**

Duff's Famous Wings is a recognized brand and has earned an incredible reputation over the years thanks to its outstanding customer service and delicious menu options. As a franchisee, you will benefit from our advertising and promotional programs, allowing you to use our trade names, service marks, trademarks, logos, and much more. We will provide you with marketing assistance based on our years of experience in public relations and marketing, to help with the promotion of your own Duff's Famous Wings restaurant within your local community.



AMHERST



DEPEW



WILLIAMSVILLE



ORCHARD PARK



NIAGARA FALLS



SOUTHLAKE, TX



# DON'T BE A CHICKEN!

*The Time to Take Advantage of this Opportunity is Now!*

Are you ready to do something that is both exciting and fulfilling? Do you have the necessary management and leadership skills that set you apart from the rest? Are you a detail oriented problem solver with great customer relation skills? If so, then take the steps toward becoming a Duff's Famous Wings franchise owner today and take advantage of the opportunity of a lifetime!

No prior foodservice experience is necessary; with our unique, streamlined business concept and superior systems in place, combined with your motivation and dedication, you can become part of this remarkable franchise program. With our outstanding support system, our team of experienced experts, and a reputation of being the best, you will have the confidence to run a business that you can call your own – and that your customers will call home.

So what are you waiting for? By completing our information request form and submitting it for consideration, you are one step closer to creating a future that you can be proud of!

We appreciate your interest in the Duff's Famous Wings franchise opportunity and look forward to speaking with you!







# Duff's<sup>®</sup>

## FAMOUS WINGS

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**GET IN TOUCH NOW!**

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**Duff's Franchise Group, Inc.**

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