

# BUCKING BULL

## ROAST EXPERTS

BUCKING BULL

TRADITIONAL

TRADITIONAL SPECIAL

FARM FRESH

TRADITIONAL

FRESH

TRADITIONAL

BUCKING BULL

HAND-BASTED

TRADITIONAL

ROASTS

ROASTED

CARVED

FRESH

TRADITIONAL

FARM

FRESH

TRADITIONAL

BUCKING BULL

ROAST EXPERTS

FARM FRESH

TRADITIONAL

BUCKING BULL

ROAST EXPERTS

FARM FRESH

TRADITIONAL

**Alcohol**

- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers

**Snacks**

- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers

**Sandwiches & Fells**

- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers

**Burgers**

- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers

**Snacks**

- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers

**Breakfast**

- House of Burgers
- House of Burgers
- House of Burgers
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- House of Burgers

**Breakfast**

- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers
- House of Burgers



# BUCKING BULL

## ROAST EXPERTS

FRANCHISE INFORMATION



# WANT TO CARVE OUT A SATISFYING FUTURE?

Like to work in the retail food industry?

Looking for a proven business that's both satisfying and rewarding?

Feel like getting into a business with some 'meat on the bones'?

***Becoming a Bucking Bull franchise partner could be just the challenge you need to sink your teeth into...***

Bucking Bull is Australia's largest and most successful retail carvery chain. Since its humble beginnings in Western Australia in 1999, Bucking Bull has grown to almost forty stores across the country.

Bucking Bull has built its success on a very simple recipe – providing great value 'home cooked' style food that people love to eat.

At the heart of Bucking Bull considerable appeal is its signature roasts - traditional, tender and slow-cooked to perfection. Bucking Bull has positioned itself as the 'Roast Experts' - and for good reason! The delicious roasts are slow-cooked for up to twelve hours to achieve Bucking Bull's strict taste and quality standards.

Bucking Bull's wholesome, traditional fare has struck a chord with the hungry public. In fact, Bucking Bull now serves almost 3 million customers every year.

Bucking Bull commands strong brand awareness, a unique positioning and a proven business model. Bucking Bull is now actively looking for enthusiastic and dedicated entrepreneurs with an interest in being 'hands on' with food, and a respect for a healthy bottom-line, to help feed this extremely popular and satisfying concept.

Bucking Bull is actively growing. There's sure to be a Bucking Bull opening near you soon. There are franchise opportunities available nation-wide, so if you're seriously considering whetting your appetite with a new business venture, and crave the satisfaction of building a successful business for yourself, read the following pages to discover if partnering with us in a franchise is right for you.



# A BUSINESS OPPORTUNITY TO SAVOR...

## What makes a Bucking Bull franchise such a tempting business opportunity?

### *Here's a taste...*

Bucking Bull enjoys some unique advantages compared to other retail food offerings. A unique positioning helps form a compelling value proposition for customers (and competitive advantage for the business).

#### **Universal Appeal:**

The traditional roast is quite unique. It enjoys universal appeal from the very young to the elderly, and everyone in between. People often attach a sense of familiarity and nostalgia to a roast dinner.

This makes Bucking Bull potentially one of the most versatile and accessible retail food offerings! Bucking Bull's market positioning as the 'Roast Experts' sends a strong message to all potential customers that there is 'something for everyone' at Bucking Bull.

#### **Traditional 'Comfort Food' Comeback:**

'Slow Cooking' and 'Comfort Food' is back in vogue! The familiar family favourite meals and traditional 'artisan' flavours have enjoyed a huge international resurgence.

Bucking Bull's home cooked-styled fare is best placed to benefit from this popular trend with a revised menu of delicious meal favourites that are both delicious and convenient.

#### **Meat Expertise:**

Bucking Bull is currently the only retail food court concept that focuses specifically on meat. Bucking Bull has been carefully cultivating and refining the quality of its famous meals, sandwiches, rolls and burgers - with its signature roasts at the center of its menu.

This is underscored with a new store design that promotes the 'visible theatre' of the unique skills and processes (including roasting and carving) that occur every time a meal is produced.

#### **Providing Genuine 'Feel Good' Satisfaction:**

Our customers tell us that nothing compares to the feeling of contentment experienced after eating one of our roast meals. The generous portion size combined with the eating experience of a Bucking Bull meal is a truly satisfying experience!

Added to this our customers enjoy the rich nostalgia that such meal provokes, plus the patriotic 'feel good' factor knowing that every Bucking Bull meal is created with Australian home-grown ingredients. Bucking Bull proudly supports Australian farmers.



# BUCKING BULL'S RECIPE FOR SUCCESSFUL GROWTH

## *'People' are our most important ingredient.*

Bucking Bull is expanding, and we're inviting enthusiastic partners to share in our continued success.

We're looking for ambitious and passionate people who are looking to commit themselves to the brand and their business, and who believe that they can create a positive future for themselves from focus and hard work.

Most of all we're looking for individuals who don't just want to 'buy into a business'. We are looking for partners who we can share both our vision of a business built on quality and customer satisfaction, and the rewards of sustainable business growth.

To be a part of the mix, you need to have the following essential ingredients:

### **A Positive Attitude**

- Individuals who are motivated, open to change and future focused.
- Willing to embrace and live the brand's values of respect, authenticity and generosity.

### **Enthusiasm to Learn and Grow**

- Willing to engage in a process of ongoing training and development

### **Realistic Expectations**

- Ability to assess a business opportunity dispassionately
- Understand the personal, time and material contributions required to achieve success.

### **Capital Capabilities**

- The financial resources to invest and support a start-up business's cash flow in its formative stages.

*Does this whet your appetite? Yes?*

*Let's talk and discuss our franchising opportunities with you.*

*Let's start by filling in a few of the following details in the 'Expression of Interest' form found later in this pack, or on-line at [www.aktivbrands.com/franchising](http://www.aktivbrands.com/franchising) and we'll be in touch shortly.*



# WILL YOU MAKE THE CUT?

The steps to become a franchisee partner with Bucking Bull are a bit like preparing a meal. It's important what order things occur in!

To keep things simple, we've developed a step-by-step 'recipe' that will give you an idea of what is required, how long it should take, and what comes next.

Think of it as a 'taste test' for the business where we can both sample the goods.

## 1. PAY US A VISIT

Do some research and visit our store/s. Try our products and experience our service. Put yourself in the picture, and ask yourself whether you could see yourself involved.



## 2. TAKE THE TASTE TEST

Dip your finger in. Talk to our customers, suppliers and assess our performance.



## 3. MAKE A LIST

Confirm your interest. Fill in and submit our simple Expression of Interest form (or complete it online) and we'll send you some more information about the business, the product, the people, and the process. We will review your Expression of Interest and assess your initial suitability.



## 4. CHECK THE MIX (MEET IN PERSON)

If we like what we see, we'll contact you to arrange a meet and greet. This gives us both a chance to get to digest additional information and to discuss opportunities and suitability. We may extend an invite to you to meet some of our franchisees and work in one of our stores for a day.



## 5. COMBINE THE INGREDIENTS

Complimentary Ingredients! If things seem to be coming together nicely we're able to provide you with full disclosure documentation. This outlines all costs and requirements of owning your own Bucking Bull store.

## 6. TIME

You have time to carefully digest the information in the Disclosure document. You should obtain the advice of legal, financial and business professionals, and ask any further questions you need.

## 7. TURN UP THE HEAT...

Sign on the dotted line! A franchise fee is paid upon signing the Franchising Agreement. You will then be a Bucking Bull franchise partner, and part of the Aktiv Brands family.

## 8. COOKING WITH GAS!

The contract is signed, a location is sourced, and your brand new store starts to take shape. While the store is busy being built you are taken under the wing of our operations team and you are taught everything there is to know about operations procedures, running a successful store and maximising your business opportunity.

## 9. NOW SERVING

Your store opens and the real fun begins! From day one, our operations team will be by your side, conducting on-the-job training and providing operational guidance to ensure the launch of your new store is a complete success!



# BUCKING BULL

ROAST EXPERTS



# HAVE SOME QUESTIONS?

## *We're glad you asked...*

After successfully running Bucking Bull for over fourteen years we think we have all the answers! If the answer to your question isn't below, it won't be far way. Just ask us.

### **Q. What are the core skills I need to become a Successful Bucking Bull Franchise Partner?**

**A.** Energy, enthusiasm and dedication to your business and to the Bucking Bull brand values. A willingness to work hard at building your business, and following the proven business model that Bucking Bull have perfected over the past fourteen years.

Retail management or food service experience is desirable, but not essential. The comprehensive training that you will receive will equip you with all the knowledge and skills required for operating your own Bucking Bull franchise.

### **Q. What is the initial Investment?**

**A.** The cost of a Bucking Bull franchise varies from project to project and depends on the individual store requirements. Generally complete franchises cost between \$150,000 - \$400,000.

This initial investment comprises of the franchise fee, intellectual property, store design, fixtures & fittings, equipment, operating systems and all training.

### **Q. What are the ongoing Costs?**

**A.** All Franchise Partners are levied a Franchise Fee of 8% of net sales. This includes marketing, IT and operational support.

### **Q. What is a Franchise Agreement and what is the term?**

**A.** The Franchise Agreement is awarded to qualified candidates and it is a legally binding contract between franchisee and franchisor. The Agreement will outline the way in which your franchised outlet will work within the Bucking Bull franchise system and has an initial term of 5 + 5 years.

### **Q. How long will it take to open my Bucking Bull store?**

**A.** Franchisees typically open their Bucking Bull store within 14 weeks after signing the Franchise Agreement. Certain factors may affect the length of time required to open your store. These factors include locating and securing a satisfactory site, obtaining adequate financing to complete necessary construction or remodeling and obtaining necessary ordinance and or building code permits, licensing and approvals.

### **Q. What training and support will I get?**

**A.** The owner-operator is provided with 1 week of classroom-based training at Bucking Bull's Support Office, followed by 2 weeks of in-store operational training. We assist the franchisee and his/her management team with hiring and provide a "hands-on" support team for the period prior to opening, to post-opening operations support.

### **Q. Do franchisees have to work in the store?**

**A.** As part of the award-winning franchise model at Bucking Bull, we do expect franchisees to actively work in their stores. Our experience demonstrates that stores become more successful when franchisees are active in the day to day running of their business.



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# FLEXIBLE MODELS

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As the retail landscape continues to evolve, so have the Bucking Bull store models. Depending on the individual site restrictions, trade area demographics and competitive landscape there is a Bucking Bull concept to suit most dining applications:

**Food Court**

**Dine In Food Court**

**Casual Dining**



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# FOOD COURT & DINE IN FOOD COURT

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In the modern food court, customers are searching for value, speed of service and consistency of quality. The Bucking Bull Food Court model caters to this need exceptionally well with an all day menu that includes breakfast, roast meals, burgers, subs, signature sandwiches, baked spuds, snacks and our famous chunky steakhouse chips.

The Food Court is where Bucking Bull was born, and there is strong brand recall in this environment. Customers are searching for value and for convenience, and with an all day menu the delivers great tasting food **fast**. Bucking Bull has continued to build a loyal customer base in this market.

The store design is characterised by warm colours and natural textures and centres the customer experience around the bain marie.

With a larger foot print than the traditional food court model, the Bucking Bull Dine-In Food Court allows a more encompassing dining experience and encourages customers to dwell a little longer over their meal.

With the same core menu as the Food Court sites, the Dine In model offers customers the same great value and convenience of a fast paced food court, with the ambiance of a casual dining experience.

## CORE MENU

Roast Meals  
Burgers  
Sandwiches/ Subs  
Breakfast  
Signature Range  
Spuds  
Fish  
Chips/ Snacks  
Kids  
Coffee & Shakes  
Catering

## LICENSED

NO

## AVERAGE INVESTMENT

\$100 - \$400K

## FOOD COURT AVERAGE SIZE

45M<sup>2</sup> - 120M<sup>2</sup>

## DINE IN FOOD COURT AVERAGE SIZE

80M<sup>2</sup> - 110M<sup>2</sup>

## AVERAGE BUILD TIME

4 - 8 WEEKS





# FOOD COURT / DINE IN FOOD COURT MENU

## BREAKFAST

SERVED ALL DAY, EVERY DAY

**BACON & EGG ROLL**  **BLT**   
+ cheese  bacon, lettuce & tomato   
**MINI BACON & EGG ROLL**  **+ cheese**

**MIXED GRILL**

**BACON & EGGS**  **BIG BREKKY**  **MIXED GRILL**   
fried eggs, bacon, tomato, sausage, hash brown & toast  rib fillet steak, fried eggs, bacon, tomato, sausage, mushrooms & chips  rib fillet steak, fried eggs, bacon, tomato, sausage, mushrooms & chips

**ADD** Baked Beans  Mushrooms  Hashbrown  Sausage

## ROASTS

100% AUSTRALIAN MEAT

Your choice of roast meat & sides from the display cabinet

**SML**  **REG**  **LRG**

2 sides  3 sides  4 sides

## BURGERS

ADD CHIPS & DRINK  **SML**  **LRG**

**CLASSIC**  **WORKS**   
beef patty & salad  beef patty, salad, egg, cheese & bacon   
+ cheese

**AUSSIE**  **CHICKEN SCHNITZEL**  **CARVERY**   
beef patty, salad, grilled pineapple, cheese & beetroot  chicken, salad & cheese + bacon  hand carved roast meat & salad

**SAUCES** Tomato, BBQ, Garlic Aioli, Mayonnaise, Sweet Chilli

\*SML - 450ml softdrink + small chips **LRG** 600ml softdrink + large chips

## SIGNATURE

ADD CHIPS & DRINK  **SML**  **LRG**

**PORK BELLY**  **SMOKY BEEF**   
crispy pork belly with dressing, coleslaw, cucumber & lettuce in a fresh baked sub  roast beef, crispy onion rings, mixed leaves, roasted capsicum, onion, tomato & smoky chipotle sauce on toasted turkish

**CHICKEN & BACON**  **STEAK SANDWICH**   
bread schnitzel, bacon, cheese, coleslaw, mixed leaves, tomato & sweet chilli mayonnaise on toasted turkish  rib steak with grilled tomatoes, mixed leaves, onion & tomato chutney on toasted turkish

\*SML - 450ml softdrink + small chips **LRG** - 600ml softdrink + large chips

## ROAST SUBS & ROAST SANDWICHES

ADD CHIPS & DRINK  **SML**  **LRG**

**ROAST SUB**  **ROAST SUB WITH SALAD**   
your choice of roast meat & gravy  **LARGE**  your choice of roast meat with salad & gravy  **LARGE**

**ROAST SANDWICH**  **ROAST SANDWICH WITH SALAD**   
your choice of roast meat  your choice of roast meat with salad & gravy

**ADD** Cheese  Bacon  Onions  Mushrooms

\*SML - 450ml softdrink + small chips **LRG** - 600ml softdrink + large chips

## SPUDS

**CHEESE SLAW**  **TROPICAL**  **CHEESY BACON**   
cheese, coleslaw, sour cream & shallots  bacon, pineapple, cheese, coleslaw, sour cream & shallots  bacon, cheese, sour cream & shallots

**OUTBACK BBQ BEEF**  **CHIPOTLE PORK & SLAW**   
roast beef, roasted capsicum, grilled onions, cheese, sour cream, BBQ chipotle gravy, onion ring & shallots  roast pork, coleslaw, sour cream, cheese, BBQ chipotle gravy & shallots

## FISH

Classic Fish & Chips

Fish, Chips & Salad

## MAKE A MEAL

ADD CHIPS & DRINK

**SML**  **LRG**

\*SML - 450ml softdrink + small chips **LRG** - 600ml softdrink + large chips

## KIDS MEALS

SERVED WITH CHIPS OR GEMS

**FISH FINGERS**  **MINI ROLL**  **CHICKEN CHIPPIS**   
roast of chicken

## SNACKS

**TOPPED WEDGES**  **CHIPS, GEMS OR WEDGES**       
potato wedges, bacon, sour cream, shallots & sweet chilli sauce  Regular   
**MINI ROLL**  **+ gravy**  Large   
roast of chicken  Mega

## COFFEE & SHAKES

**COFFEE**  **SML**  **REG**   
Cappuccino, Flat White, Latte, Hot Chocolate, Mocha, Short Black, Long Black

**TEA**

**MILKSHAKES**   
Chocolate, Vanilla, Caramel, Strawberry, Banana, Lime, Coffee

**SPIDERS**   
your choice of any softdrink with ice cream

# BUCKING BULL

ROAST EXPERTS



**CASUAL DINING**

AVG: 180m<sup>2</sup> - 250m<sup>2</sup>

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# CASUAL DINING

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Twelve hour smoked ribs? You got it!  
Mouth-watering burgers? We thought you'd never ask!

With it's moody ambience and earthy appeal, Bucking Bull's Casual Dining Model is set to revolutionise the fast casual market.

Whether slow cooked, smoked or grilled, the Casual Dining Model by Bucking Bull is a mecca for meat lovers and food fiends. The menu will draw from Bucking Bull's roasting heritage and fuse it with some of the country's most exciting food trends.

Of course there's more to this model than just meat! A great range of sides and shares make for happy bellies and even happier newsfeeds.

With a much larger footprint and full liquor licence, the Casual Dining model is a meeting place, a watering hole and 'the local' all in one.

With the first Casual Dining Bucking Bull opening in Watertown Brand Outlet Centre in 2017, you'll find soon find more locations in bustling dining and entertainment precincts, high streets and vibrant city centres..

## CORE MENU

Burgers  
Subs  
Sandwiches  
Ribs  
Roast Meals  
Subs  
Snacks  
Kids

## AVERAGE INVESTMENT

\$150 - \$450K

## AVERAGE SIZE

180M<sup>2</sup> - 250M<sup>2</sup>

## AVERAGE BUILD TIME

8 - 12 WEEKS



# CASUAL DINING MENU



### BREKKY BURGERS

**BACON & EGG BURGER** \$7.00  
+ Hashbrown \$2.00  
+ Cheese or Tomato \$1.00

**BRISKET EGG BURGER** \$8.00  
Beef brisket, egg, smoky BBQ sauce  
+ Cheese \$1.00

### PLATED BREKKY

**EGGS BENEDICT** \$10.50  
Steak/ham, sunny egg, hollandaise on open bun

**BACON & EGGS** \$10.50  
Fried eggs, bacon, tomato & hash

**BIG BREAKFAST** \$10.50  
Fried eggs, bacon, tomato, sausage, hashbrown & hash

**MIXED GRILL** \$18.50  
1/2-lb flat steak, 2 fried eggs, bacon, tomato, sausage, mushroom & sweet potato fries

+ Tomato \$1.00    + Mushroom \$2.00  
+ Mushroom \$1.50    + Sausage \$3.50



### BAGELS \$5.00

Choose from your choice of bagel & spread

**Bagel Flavors:**  
Plain Sesame Onion, tomato, garlic & poppyseed

**Spreads:**  
Nutella Plain jam Cream cheese Smoked salmon spread



### MILKSHAKES \$6

Triple Chocolate  
Espresso  
Caramelita  
Strawberry  
Banana Butterscotch  
Choc Mint  
Salted Caramel

### COFFEE & TEA

Flat White \$4.50  
Cappuccino \$4.50  
Hot Chocolate  
Mocha  
Tea



### BURGERS

**CLASSIC CHEESE BURGER** \$9.50  
Beef patty, cheddar, lettuce, tomato, and onion

**WORKS** (Chicken, egg) \$9.50

**BEEF BRISKET** \$10.00  
with slow and smoky BBQ sauce

**TROPICAL ROAST PORK** \$10.00  
with grilled pineapple, lime, and onion

**LAMB & MINT** \$10.50  
Slow-roasted lamb leg, red onion, lettuce, cheddar cheese, roasted sour cream

**PORK BELLY** \$10.50  
pork belly, onion, garlic, and onion

**CHICKEN CASSAR** \$10.00  
with cheddar cheese, lettuce, tomato, caramel dressing

+ Bacon \$2.00  
**STEAK** \$13.00  
8oz eye fillet, lettuce, tomato, caramelized onion, and tomato chutney

+ Bacon \$2.00  
+ Egg or Cheese \$1.00

ADD CHIPS & DRINK  
SM, 5.70  
LMD, 8.70



### SUBS & SANDWICHES

**CLASSIC ROAST** \$8.00  
Roast pork, beef or lamb with gravy

**BEEF & HORSE RADISH** \$9.50  
with horseradish cream, mixed beans, red onion, gravy

**PORK & SLAW** \$9.50  
with pork, gravy, slaw

**LAMB & BEETROOT** \$9.50  
with mixed beans, beetroot, onion

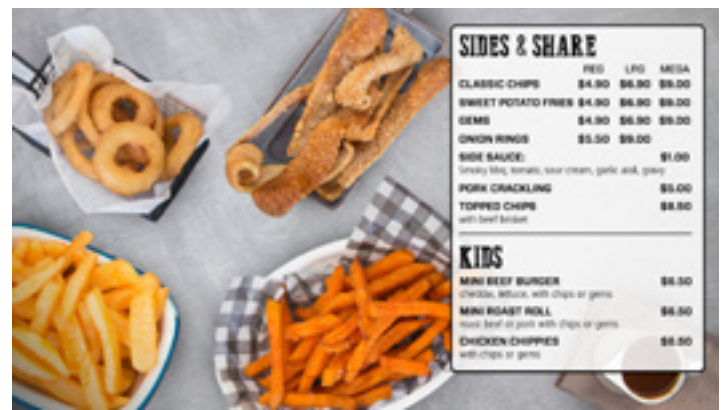
**CHICKEN SCHNITZEL** \$9.50  
with mixed beans, caramel dressing

**NEW YORKER** \$9.50  
New York beef, cheddar cheese, onion, all pickle

**PORK BELLY** \$9.50  
pork belly, slaw, garlic, onion

**FLATBREAD** \$9.00  
Choice of roast meat & cheese in a toasted flatbread  
+ Tomato or Pineapple \$1.00

ADD CHIPS & DRINK  
SM, 5.70  
LMD, 8.70



### SIDES & SHARE

**CLASSIC CHIPS** REG \$4.90 LMD \$6.90 MEGA \$9.00

**SWEET POTATO FRIES** \$4.90 \$6.90 \$9.00

**ONION RINGS** \$5.50 \$9.00

**CHICKEN STRIPS** \$5.50 \$9.00

**SOFT ICE CREAM** \$2.00  
Vanilla, chocolate, strawberry, or any flavor

**SOFT ICE CREAM** \$2.00  
Vanilla, chocolate, strawberry, or any flavor

**SOFT ICE CREAM** \$2.00  
Vanilla, chocolate, strawberry, or any flavor



### MEALS

All served with chips & slaw, chips & slaw or mixed vegetables

**CHEESE FRY** \$10.00

**ROAST BEEF** \$10.00

**ROASTED PORK LEG** \$10.00

**SLOW COOKED LAMB** \$10.00

**PORK BELLY** \$10.00

**CHICKEN PARMIGIANA** \$10.00

**BATTERED FISH** \$10.00

**USA STYLE PORK RIBS** \$10.00

### JACKET POTATOES

**CHEESE SLAW** \$6.50  
Slaw, cheese, sour cream, cheddar

**BRISKET** \$10.00  
Slaw, cheese, brisket, gravy, sour cream, cheddar

**ROAST PORK** \$10.00  
Slaw, cheese, roast pork, pineapple, sour cream, cheddar

**CHEESE & BACON** \$10.50  
Bacon, cheese, slaw, cream, cheddar  
+ Pineapple or slaw \$1.00



### MEALS

All served with chips & slaw, chips & slaw or mixed vegetables

**CHEESE FRY** \$10.00

**ROAST BEEF** \$10.00

**ROASTED PORK LEG** \$10.00

**SLOW COOKED LAMB** \$10.00

**PORK BELLY** \$10.00

**CHICKEN PARMIGIANA** \$10.00

**BATTERED FISH** \$10.00

**USA STYLE PORK RIBS** \$10.00

### JACKET POTATOES

**CHEESE SLAW** \$6.50  
Slaw, cheese, sour cream, cheddar

**BRISKET** \$10.00  
Slaw, cheese, brisket, gravy, sour cream, cheddar

**ROAST PORK** \$10.00  
Slaw, cheese, roast pork, pineapple, sour cream, cheddar

**CHEESE & BACON** \$10.50  
Bacon, cheese, slaw, cream, cheddar  
+ Pineapple or slaw \$1.00



# YOU'RE GETTING WARM...

**Warming to the idea of becoming a franchise partner?**

**Time to introduce Bucking Bull's next hot prospect... YOU!**

We are actively seeking brilliant Franchise Partners to join Bucking Bull and the Aktiv Brands family. With a proven model developed over our 19 years history and a solid strategy in place the future is looking bright!

We are currently seeking expressions of interest for new sites across Australia. There are also limited opportunities available for purchase of existing businesses.

Please complete the form on the opposite page if you are interested in learning more about these opportunities.





# BUT DON'T JUST TAKE OUR WORD FOR IT...

## Words from our Franchise Partners:

### Graham & Sue Carrington- Bucking Bull Lakeside Joondalup

As Bucking Bull Roast & Grill franchisees at Lakeside Joondalup in Perth, Graham and Sue have built a store that has shown excellent growth through setting high standards and fostering good customer relationships and now sits consistently at the top of the sales ladder.

"We've been involved with Bucking Bull since it's beginning and we wouldn't still be involved if we weren't happy. The support we get is terrific. The products are always being evaluated and new products are brought on line regularly to keep customers interested and to ensure things don't get 'old-hat'.

It's a growing franchise that is gaining a higher and higher profile that is good for us all. We are very happy to be a part of the Bucking Bull family"

## Industry Awards & Commendations:

- **Ranked #9 Top Franchise Awards 2012**
- **Listed in BRW's Fast Franchise List in 2012**
- **Listed in BRW's Fast Franchise List in 2011**
- **Listed in BRW's Fast Franchise List in 2010**
- **DC Strategy Leading Franchisor Award 2009**

 **AKTIVBRANDS**

**5**





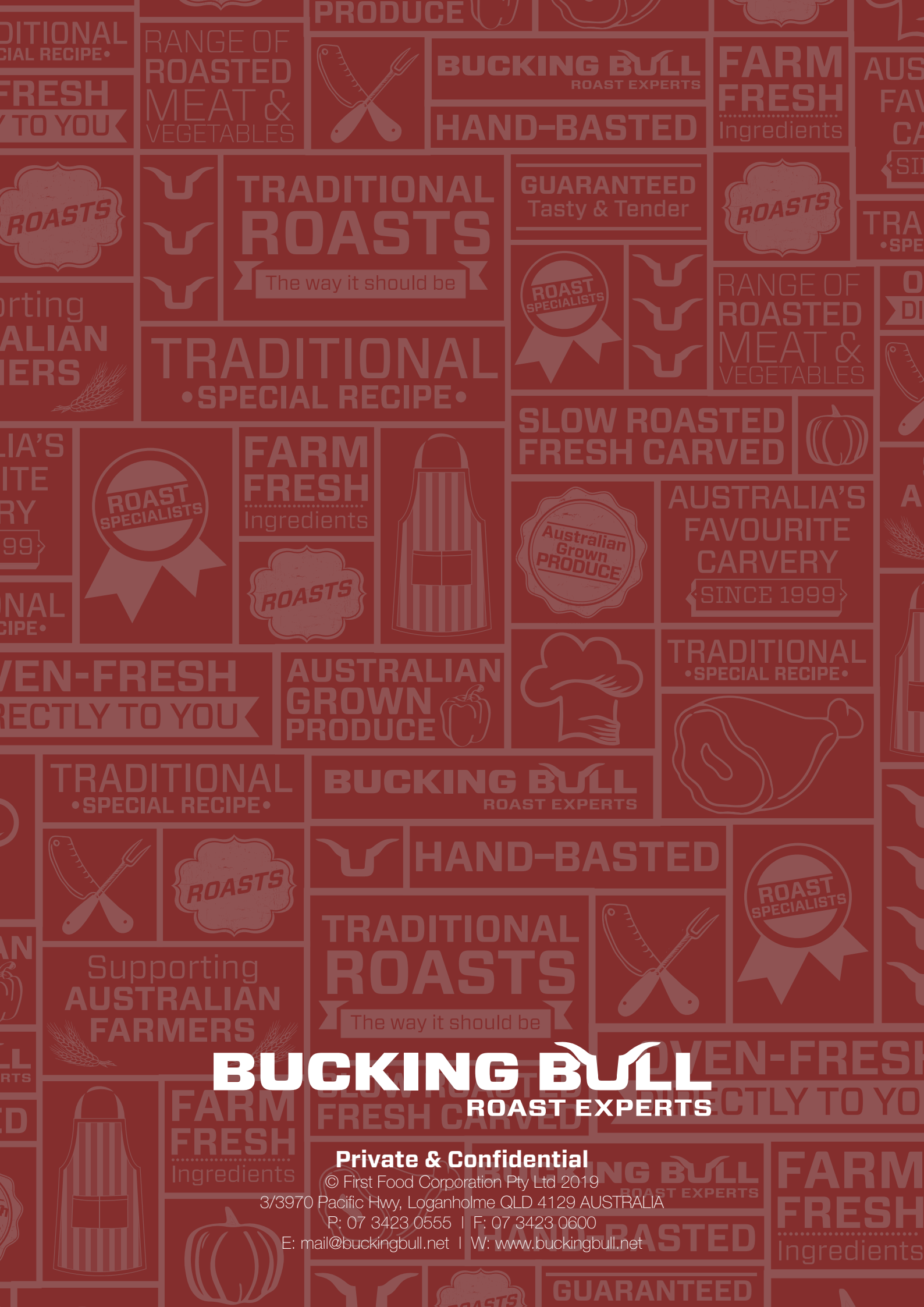
## Developing leading franchise systems since 1999

Aktiv Brands Pty Ltd is a leading Australian retail food brand developer and manager. Along with Bucking Bull, Aktiv Brands is also home to Skewerz Kebabz.

Instead of taking the route of rapid growth, which has proven to cause serious problems for many other franchise groups, Aktiv Brands has invested considerable time and resources in building solid foundations first. We have always believed that success results from a high level of integrity in business and this filters through to every brand in the portfolio. We focus zealously on win-win partnerships for all, or we're not interested.

Aktiv Brands is dedicated to providing our franchisees with first class support and business education and equipping them with the tools to grow and prosper their business, now and into the future.

Formed in 1999 with the development of Bucking Bull, the Aktiv Brands portfolio now boasts almost 30 stores and is continuing to expand throughout Australia.



# BUCKING BULL

ROAST EXPERTS

**Private & Confidential**

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