



Overview

www.milkylane.co
franchise@milkylane.co

Timeline of Success

2016



2018



2019



2020



2021



- Opened **Bondi Beach**

- Opened **Cronulla**
- Opened **Parramatta**
- Opened **Surfers Paradise**
- Opened **Coogee**
- Won **Marketing and Social Media Business of the Year**

- Opened **Newcastle**
- Opened **Crows Nest**
- Opened **Canberra**
- Opened **King Cross**
- Won **Hospitality Business of the Year**

- Hit **\$500,000.00 Group Revenue per Week**
- Sold **6 Franchise Territories**
- Took **4 Franchise Deposits**
- Winner **Social Media Strategy Business of the Year**

- Opened **The Star Casino**
- Opened **Penrith**
- Opened **Rouse Hill**
- Opened **Bendigo**
- Opened **Perth**
- **International Franchise Interest**
- Opened **Terrigal**
- Sold **Gregory Hills**

The Not-so-Franchise Model



Welcome to the not-so-franchise model, a model that integrates creativity, open communication and world-class systems between our franchisees and Milky Lane.

Milky Lane has worked and contracted the best people in franchising to create and develop our franchise systems and training. Our franchise model is like no other, we sell systems with atmosphere and excitement that make money.

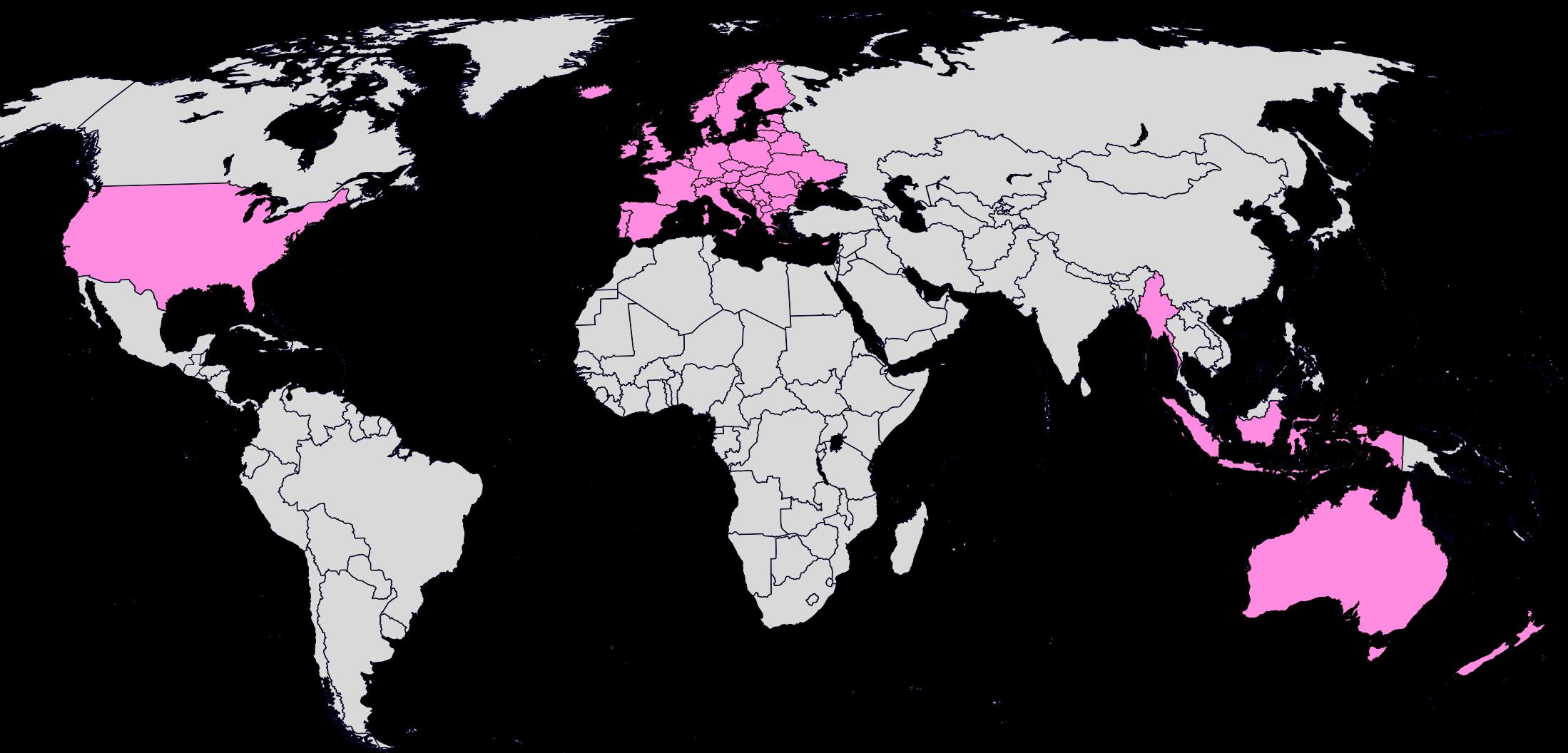


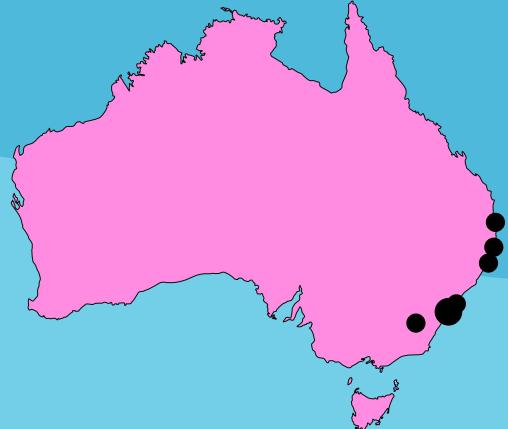
Current Trademarks:

Australia
New Zealand
Thailand
Indonesia
Europe
United Kingdom
Singapore
USA

Pending Trademarks:

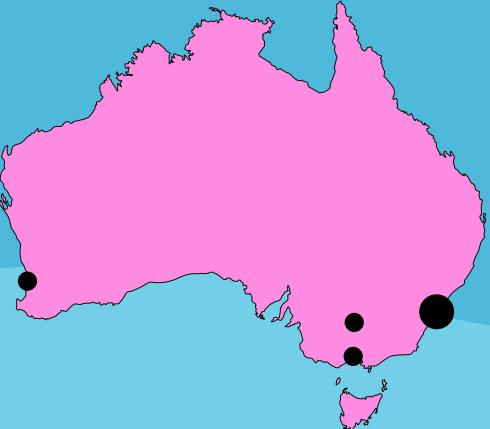
Canada
Malaysia
China
Philippines
Vietnam





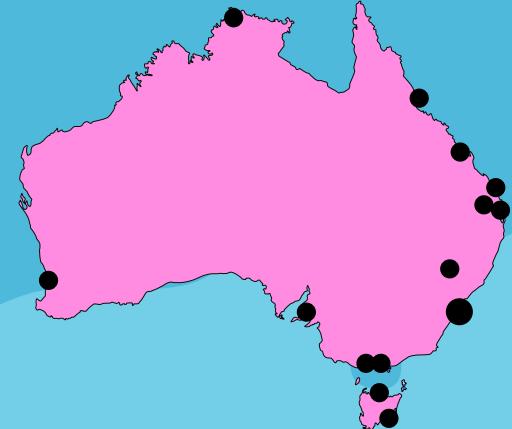
LOCATIONS ALREADY OPEN

Milky Lane Brisbane
Milky Lane Crows Nest
Milky Lane Canberra
Milky Lane Newcastle
Milky Lane The Star
Milky Lane Terrigal
Milky Lane Bondi
Milky Lane Cronulla
Milky Lane Parramatta
Milky Lane Surfers Paradise



LOCATIONS SIGNED

WA Master Franchise
Bendigo
Penrith
Rouse hill



LOCATIONS REMAINING TO SIGN

Cairns	Toowoomba
Melbourne	Adelaide *Multiple Locations*
Multiple Locations	Darwin
Townsville	Wetherill Park
Hobart	Manly
Noosa	Wollongong
North Brisbane	Chermside
QLD *Multiple Locations*	

Only 40
Milky Lane
Restaurants

Why Milky Lane?

**Six reasons to call
Milky Lane your new
business venture...**



1

SOCIAL MEDIA

In a highly digital and connected world where social media is everything, Milky Lane is proving time and time again to be Australia's #1 brand when it comes to boutique burgers, cocktails and desserts. Who can blame people for sharing our delicious works of art?

With a larger footprint online than McDonalds, KFC and Hungry Jacks, the future is very bright for Milky Lane

2

PERFECT PRICING

Our menu prices are strategically set within a value-based compromise between low-grade commercial burger brands and high-grade gourmet burger brands, making our product accessible, great value and premium.

It's this proposition blend that indicates a quality dining experience, without the excessive price tag.

3

UNIQUE ART & DESIGN

Australians want the full décor experience today, and we offer that in spades. We take a lot of pride in ensuring that each store boasts a flair for individualistic creative design, without being overpowering or intrusive, through the use of hand-painted, old school street art. The idea being that everyone who comes in instantly knows that it is a Milky Lane outlet, but appreciates the uniqueness.

4

SUPERIOR PRODUCT QUALITY

Our ingredients are sourced from quality local and national suppliers, all of which are hand-selected and screened by us for a variety of quality reasons, including food safety approvals from regulatory and international standard certification bodies. We can't make our premium products without premium ingredients

5

CUSTOMER SERVICE STANDARDS

With a premium product comes premium service offered to restaurant diners, and that's engrained into our model's DNA.

To offer the complete experience, we tailor our processes to ensure that people who visit Milky Lane feel welcome and well looked after.

6

FRANCHISE FLEXIBILITY

We understand that not all locations and circumstances are the same, which is why we offer a variety of franchise options that can be opened in different venue locations. Our ability to find better locations and negotiate competitive leasing options provides a more functional franchise operation that is easily replicated from one store to the other, without losing its core identity and brand proposition.

The Benefits of Becoming a Milky Lane Franchisee...



FAST GROWING BRAND

Milky Lane is one of Australia's fastest growing burger brands



ONLINE PRESENCE

On Social Media, we are #1 in Australia for any F&B brand



FULL TRAINING

Professional and comprehensive training, covering every aspect of owning and operating a Milky Lane store



LIFESTYLE BENEFITS

Be your own boss



SUPPORT TO START UP

Support through all stages of the store building process



ONGOING SUPPORT

Ongoing training, infrastructure and marketing support to help you achieve success



Our Brand

Milky Lane was established to create a unique burger dining experience – one which infuses great burgers, wow-inspiring cocktails and designer desserts with old school hip hop that makes you feel alive and ready to dance!

Our brand grew from strength to strength by providing an enjoyable experience to our customers first and foremost, which was then amplified out to the masses with the power of social media.

Milky Lane has established a global brand with franchise interest from across the world due to our trendy combination of innovative menu development and social media reach. What got us there was our behind-the-scenes work by our innovative development and knowledgeable team, who built our systems and model that we still use successfully today. As a boutique burger brand, there is no business in Australia that has the same level of viral interest in the brand and the interaction on social media as Milky Lane.

Today, we are focused on providing the world's best product, which revolves around the following four pillars of brand identity:

Social Presence

Milky Lane has undoubtedly achieved a very high level of success utilising our social media and digital following. What's important to understand is that creating hype and expectations on social media is one thing, but delivering on that expectation is where we have differentiated ourselves and delighted our customers. It's this which makes our brand so exciting: what you see is what you get.

Genuine Quality

We only provide and use quality products in everything we do. Our suppliers are handpicked for the produce they supply and provide to our stores. All of our products must comply with Australian Food Safety and Control requirements and in most instances, are ISO9000 certified, because there is no substitute for quality.

Right On Time

Time is everything in a service industry, so we have taken an innovative step to streamline our processes. This starts with suppliers and partners outside of the restaurant, and ends with cooking and customer management in the

restaurant. Time can make or break a business, and so everything we do has an element of time management built in.

Value Pricing

Milky Lane delivers an outstanding experience, and to produce 'outstanding' comes at a premium price. However, we set our prices at a reasonable level which we believe offers options to families and higher socio-economic demographics alike. We've learnt the importance of pricing 'right' and we've developed pricing strategies to fit varying landscapes, because we believe that, as a brand, we need to be flexible in order to grow and to survive in a competitive space. By making luxury affordable, we reach a wider range of appreciative customers.

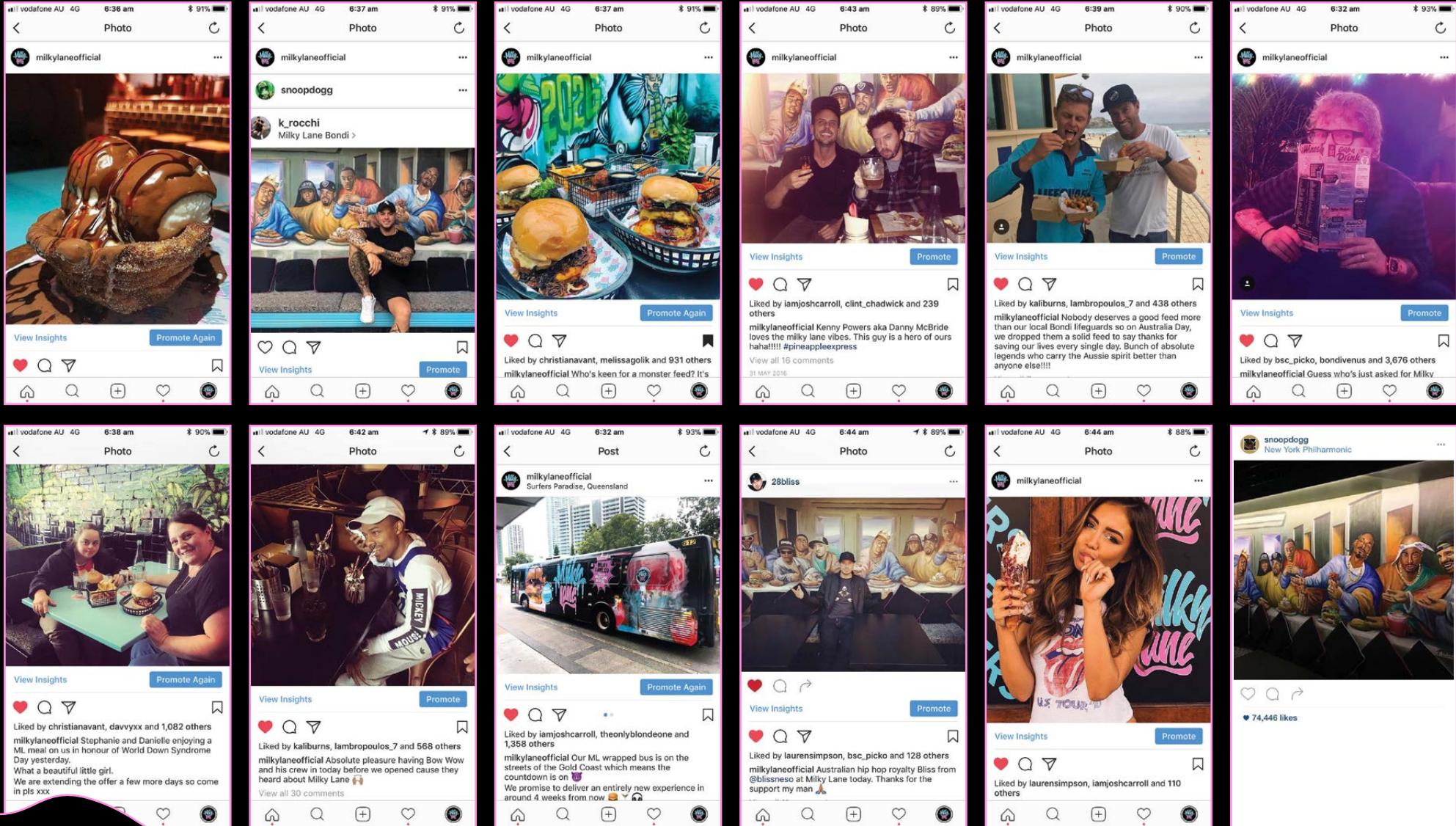
The Full Service Package

Our service starts from the second you arrive at the Milky Lane doors with a 'Welcome to Milky Lane' entrance. Our DJs, and unique art designs and installations enhance the visual and audible experience, and the moment your food and drinks arrive at your table, the entire service comes together.

We love what we do, and so does the community, customers and celebrities.



We love what we do, and so does the community, customers and celebrities.





Menu & Products

Our menu makes up the core of who we are, and we have spent a lot of time and research getting it right for our customers.

Burgers

The Milky Lane menu is built around amazing, designer burgers of all shapes, ingredients and sizes. Try the Lil Weezy with Wagyu beef, American cheddar and mustard, our Kevin Bacon with double smoked maple bacon, caramelised onions and pickles, or perhaps our Chic-Kanye, with the unforgettable crispy southern fried chicken.

If you're vegetarian or need a gluten free option, we have plenty for you too, such as The Drake, with a black bean, lentil and sweet potato patty. We even have sizes for the little ones too.

Whatever your flavour, we have burgers to keep your customers coming back for more.

Extras

A designer burger place isn't truly one without sides, and we have everything from popcorn chicken pieces to fries.

Drinks & Cocktails

Your customers can wash those burgers down with our range of thick shakes, beers, wines and cocktails, designed to accommodate any thirst and any taste.

But just before you thought we couldn't possibly have more, we also serve spirits, for those who want that little bit more.

Desserts

Your patrons can complete their meal with a range of our stylish, signature desserts that are Instagram worthy without any filters! Sweet churros, waffles and a Nutella cheesecake put the cherry on a perfect dining experience, and leave them smiling.

Supply & Systems



Suppliers

Milky Lane has worked since 2016 on selecting our preferred suppliers and partners which help us contribute to the delicious meals we present to our customers every day. We've chosen our products on quality and not on price, because we believe that Australia has the freshest ingredients and highest quality meats in the world.

Taste is the finishing touch to everything we work on and we're proud to support Australian businesses – it's a win-win!

Genuine Quality

Milky Lane provides you with all the legal framework and tools you need to feel entirely comfortable in respect to your new franchise.

We provide a comprehensive suite of relevant legal documents, from Franchise Agreements, Disclosure Documents, License Agreements and Services Agreements, as well as provide access to a range of legal advisors who can assist in providing independent advice to you when it comes to these documents.

Operations

At Milky Lane, we employ a Franchise Operations Team who are a team of experts with a wealth of experience and knowledge in Milky Lane and franchising.

If you become a Franchisee, this team will guide you through the initial training and provide ongoing support and training once you receive the keys to your store.

You will then be allocated a Franchise Consultant and Market Manager, who will assist you with ongoing store operations including meeting all legislative requirements, improving operational effectiveness and efficiencies by adopting best practice. This support is only ever a phone call away.

Operation Manual

The Milky Lane Operations Manual has been written and compiled as a reference document to assist Franchisees in the development and operation of their franchise.

Every detail of the design and operation of a Milky Lane outlet is important to develop and maintain uniform operating standards and consistent branding.

This is why we provide you with a great level of detail surrounding every aspect of the business. This manual is designed to outline all aspects of the business and help guide you in creating a successful store.



Legal, Finance & Management

We understand that buying a business can be an overwhelming experience, so we have put together a team of experienced professionals, including legal, design, construction, finance and operations, who can support Franchisees at every step of their journey, to ensure they are always well-informed about all aspects of the business.

The following services can be accessed through the Milky Lane network to assist you:

- Legal Services
- Construction and Fit-out
- Architectural Design Services
- Technology Consultants
- Insurance Services
- Logistics Services

Are you looking for more funding to finance your business equipment? We can help organise it for you!

- No deposit or upfront payment
- No payments for the first 6 months
- Unsecured finance
- Flexible agreement with minimum 12-month term
- Option to purchase all or some of the equipment every year
- Flat rental per year
- Own the equipment at the end of 5 years for \$1
- Enjoy the immediate tax benefits rather than depreciating the equipment over 10 years
- Renting is off balance sheet, and therefore doesn't affect your capacity to borrow in the future
- Fast and streamlined approval process.



Design Fit Out

We want to share our authentic street art with you!

Our décor is early 90s hip hop meets new age industrial style, with side walls that are covered in unique Milky Lane artwork and installations or music-inspired wallpaper and custom spray painted designs.

We have designated support teams which include an Architectural Designer and Fit-Out Project Manager who will work as a team with both you and the Milky Lane Operations Coordinator to finalise the schematic design of your store, while providing you with a turnkey solution for outlet design and development.

This all means that you receive a comprehensive, visual architectural design for the outlet, and fit-out construction is managed efficiently and cost effectively.

Training Program



Milky Lane provides a comprehensive training program prior to operating your own store. This is an 8-week process where you will receive both theoretical and practical, hands-on experience.

By the end of the 8 weeks, you will have acquired the skills and knowledge in all areas of store operations, and be guided to establish effective systems and procedures to ensure the smooth running of your store. You will also be shown simple and highly effective business management principles, such as establishing an effective marketing plan, to ensure the success of your business.

The goal of this franchise training program is to have you trained and set up in your own store within 9 weeks. To do this, each week we will give you a set of skills which you need to acquire and practise over that week. There will also be certain reading assignments and tasks which will need to be scheduled around the learning of those skills. You may also need to attend some classes and complete tests over the life of the course.

Your trainer will help guide you to complete all required tasks. You may find you need to spend more time

practicing certain skills which are new to you, yet you may breeze through other sections. Mastering the basics and not just knowing them is very important. To this end, we will work with you to focus on those skills that need more attention.

Training Overview

Milky Lane has designed a specific and comprehensive training program for new and existing Franchisees that provides a blend of theoretical information, pragmatic on-the-job training and regulatory certifications for better and consistent business results.

The Milky Lane training program includes:

- Three comprehensive orientation training courses
- A Food Safety Supervisor (FSS) certification course
- Regular, ongoing refresher training courses

Human Resources

In this industry, people power is everything! We want to help you get this perfect.

Our specialised human resources service offers a useable structure to Franchisees, with a comprehensive recruitment strategy designed to help support new Franchisees during the initial phases of building a team, as well as maintaining a solid and well-trained workforce.

We share our Milky Lane systems and procedures in recruiting, performance management, payroll and rostering with our Franchisees to enable them to build and retain the best team possible.

Our staff schedule and costing system is also robust and facilitates cost-effective team management.

Technology

Through the use of superior, custom- designed technology solutions, we are able to improve our customer service and convenience to help compete with other fast-food alternatives available in the market.

For example, we use a digital ordering system which offers a user-friendly and convenient option for our customers to select what they want from our menu.

In taking this one step further, we are currently looking into developing a smartphone app which will further develop our online and mobile ordering platforms for our patrons.

Internally we are rolling out an automated inventory system that will enable automatic fulfilment and cost effective logistical controls, ensuring you will always have the products to sell in keeping with your sales volumes. In conjunction with this, we are upgrading our Point of Sales (PoS) solution to provide better up-to-date reporting to Franchisees and off-site access, enabling the management and transparency of outlet performance without being in the outlet premises.

To encourage sales, our customer loyalty system has been specifically designed to encourage repeat business, and is integrated with our point of sale system to maximise efficiency and maximise cross-selling opportunities to our growing customer base.

Marketing and Social



At Milky Lane, an effective Marketing program is not only an integral part of our branding – it is also essential to the prosperity of your business.

Due to the customer base, burger restaurants like Milky Lane are an advertising-driven business, which means an initial, large-scale campaign will be required, followed by selective, ongoing advertising as required.

Effective advertising is essential in sustaining business and generating scalable growth.

Due to Milky Lane's considerable level of national brand awareness, you will benefit from decent brand equity and recognisability by customers, as well as our national or regional marketing and advertising efforts. However, many Franchisees will be required to perform marketing and sales activities within their local markets of operation, to continue promoting their outlet.

But never fear! We will always be there to assist you throughout the whole process to build an effective and highly tailored marketing and sales plan.

The objective of our marketing campaigns is to position Milky Lane as a premium, gourmet burger restaurant, with an urban edge that Australians love and feel welcomed to visit.

Marketing Tactics

The Milky Lane Marketing department is responsible for all internal and external marketing of Milky Lane Australia. Marketing plays an integral role in the ongoing support you will receive from Milky Lane as a Franchisee.

They are in charge of the company's on-going marketing and promotions, and will put your financial contributions towards the following marketing activities

Promotions

- New product development

Communications and PR

- Generating a positive local and National presence
- Public relations support
- Social media communication: Facebook, YouTube, Instagram, Twitter, Google Plus

Online Digital

- Milky Lane website
- Online ordering
- Search engine marketing and search engine optimisation
- Social media development & management

Production and Print

- POS (point of sale) material
- Local store marketing (LSM) production, print and distributions



Join the Milky Lane Family

Milky Lane takes the process of franchisee selection very seriously.

Our objective is to ensure every franchisee in the network is successful, which is why we look for the following attributes in potential franchisees:

A passion, commitment and drive to succeed

Strong leadership skills

Good people skills

Good administration skills

Entrepreneurial flair

An ability to have fun and work in a young, energetic and vibrant organisation

Steps to Becoming a Franchisee...

1. The Application Form

Complete an application form, which asks you a series of questions we need to know about you. Once done, pay the application fee (which is completely refundable if you don't proceed).

Your application is then reviewed and assessed by our franchise selection team who, if they find your application meets the initial selection criteria, will contact you to invite you to attend a meeting at one of our outlets.

2. Read The Franchise Disclosure Kit

Upon receiving your application form and fee, we will send you a copy of our current Franchise Disclosure Kit. This will provide you with a detailed understanding of our franchise model and help you to determine if this is the right business opportunity for you. Whilst we are reviewing and assessing your application, you should be reviewing this information so that you can come to your meeting with lots of relevant questions, which we can answer.

3. Consider Your Position

This point is a great time to consider how you will finance your new business venture. If you know that you may need to raise additional funds, you should approach your own funding institution, however we can provide you with contact details for an independent franchise finance broker, who may be able to assist you.

4. Meet the Team

This is your opportunity as a potential franchisee to meet with our team. This meeting will help us to get to know each other and discuss future plans and opportunities with Milky Lane. We can answer all of the questions you have and help you gain a thorough understanding of the business as a whole.

5. Due Diligence

At this stage, we recommend you undertake your own independent assessment and review to make sure this is the right opportunity for you. Taking on a business is a serious venture, so we recommend seeking independent legal, business and accounting advice, speaking to existing Franchisees, and asking us as many questions as you think are necessary to give you peace of mind.

6. Ready to Commit

Now that we've all got to know each other, and you are all set up and ready to go, we can start to move toward the final stages. If our working chemistry is all good, we will send you a conditional approval letter, advising you of the next steps. We will also ask you to sign a Franchise Offer to confirm your commitment to Milky Lane moving forward and to pay a further deposit, so that we can start actively looking for the perfect site for your new store.

7. Ready to Commit

Once we have found you a site that we all agree on, now is the time to formalise our arrangement and provide you with an investment summary estimate. If you are happy with this, we will instruct our lawyers to draw up your final Franchise Agreement.

The balance of your franchise and training fees are payable upon signing this agreement. Then boom! Welcome to the Milky Lane team!

8. Learning the Ropes

Your Milky Lane training will take 8 weeks in total, starting with 2 weeks at our Central Kitchen Operations. For approximately 4 weeks of this period, your training will be delivered in one of our company stores, where you will be coached in all operational aspects of the business by our experienced Store Managers. You will also get the opportunity to practice your new skills in a real store.

You will complete your final two weeks of our training in a store closer to home (subject to availability), where you will be working under the guidance of one of our approved franchise partners. But it doesn't end there! A week before your store opens, our dedicated training and operational support team will come to your new store to help you with set up, recruitment and training of new staff.

9. Flip those Burgers!

While you are busy learning about your new business, our building team will be planning, designing and building your store to our brand specifications. They will handle everything from applying for permits, to putting the finishing touches to your unique and beautiful new outlet.

10. Let's get Building

It's time to get started! From your very first day, our operations team will be performing on-the-job training to help guide you through the first week and ensure the successful launch of your Milky Lane store.

How to be Successful



We want your business to be extremely profitable and uphold the fantastic brand name that we have spent so long to build.

To be successful, a Milky Lane Franchisee is enthusiastic about hospitality and people management, and takes great pride in making customers happy. To that effect, a friendly and outgoing personality is absolutely essential.

To be a prospective franchisee, you will need to possess the following essential attributes:

- A positive attitude
- Appreciation of a quality burger
- Excellent communication skills
- An ability to provide outstanding customer service
- Able to manage and motivate your employees
- Possess a high level of energy and enthusiasm
- Be hard working and keen to learn new things
- Have a strong desire to achieve and succeed
- Be prepared to take directions and be an active team player as part of the Milky Lane franchise system
- Unleash your fantastic planning & organising skills
- Be a passionate Milky Lane brand ambassador
- Act with integrity

If you are someone who ticks all of these boxes, you are the ideal candidate to join our Milky Lane team!

Our Founders



Pete Haselhurst is a passionate and driven entrepreneur, whose big ideas have led him to achieve his impressive business portfolio. With over ten years' experience working in various hospitality and large event roles, Pete today owns and operates a portfolio within a number of sectors including Health and Fitness, Events, Education and Hospitality. Pete is the Managing Director and is responsible for the Franchise Expansion.



Christian Avant is an online social media, marketing and PR guru who has single-handedly driven the online success story and viral marketing of Milky Lane. Christian is the Marketing Director and plays a vital role in product development, engaging our target audience and building our brand equity.



Scott Findlay has cooked for the likes of Beyoncé, Rihanna and Sir Paul McCartney. After training in Australia and New Zealand, Scott headed over to London and started working for Gordon Ramsey. Scott is the Head Chef and creator of all things tasty within Milky Lane. Watching Scott in action is a show within itself! A big weekend can see over 2,000 burgers flipped out of our 20 square meter kitchen.



Patrick Killalea also started his cooking career in New Zealand, working and training in some of the top most renowned restaurants at the time. Patrick has worked with the likes of Simon Gault and Peter Gordon. He can list Madonna, Gwen Stefani and Tom Jones as a few of his celebrity clients. Patrick is our hands-on Operational Director who has worked in every area a restaurant has to offer.

Milky Lane

With over **350,000 followers** on our digital platforms, Milky Lane Official is larger than McDonalds and Hungry Jacks in Australia. We have dedicated fans that flock to our stores on a weekly basis.



F.A.Q

Q: What is the total investment and ongoing costs?

The investment can vary depending on many factors. Location of the store, landlord's site contributions, size of the premises, level and type of equipment can all vary. The minimum requirement for investment is \$300,000 – \$600,000 (+GST) dependent on the site in Australia. There is also an initial franchise fee of \$70,000 (+GST).

Please note that these costs exclude the real estate cost. A royalty fee of 6.5% of gross sales is paid every month and each outlet contributes a maximum of 2% of sales towards online advertising.

Q: How long does the whole process take?

You could open your new store in as little as 4 months. You need to allow for 8 weeks of training and for the store build to be completed. Your cooperation with the Franchising team will ensure your application progresses as quickly as possible

Q: Can I have other businesses as well as a Milky Lane Franchise?

At this point in time we only accept owner operator applications who are invested in running a successful store. Therefore, we suggest that you do not have any other business interests when you become a Franchisee, however, this is not mandatory..

Q: Do I need citizenship or residency?

Yes. All Guarantors and Owners of a Sub-Franchise company entity must be permanent residents of the country in which the store is located. This policy applies to the 51% majority shareholder, any minority business partner/s and the spouse of the 51% majority shareholder. The Spouse of the 51% majority shareholder in the Sub-Franchisee entity is required to be a Guarantor under the Sub-Franchise Agreement. For the purposes of this Policy, "Spouse" means the married or de facto partner of the 51% Shareholder. This includes a couple, of any gender, living together on a genuine domestic basis.

Q: Can I have other businesses as well as a Milky Lane Franchise?

You can have one or multiple business partners to be shareholders in the store to ensure you have enough funds to purchase a store.

Q: Will I be responsible for hiring staff?

Yes. All Guarantors and Owners of a Sub-Franchise company entity must be permanent residents

Q: How long do I have to own the store for?

A minimum of 12 months.

Q: Must the Franchisee have prior experience in restaurant operations?

No experience is required although related experience is useful. Milky Lane will provide comprehensive training at our own stores. The passion and effort of the Franchisee is the most important element of success.

Q: Does Milky Lane offer financing?

Milky Lane can assist Franchisees obtain finance if required.

Q: How much money can a Franchisee expect to earn?

Earnings from a store can vary widely and Milky Lane cannot estimate the results of any particular Franchisee. Success is based on a number of factors; the most important of which is the excellence in operational standards upheld by the Franchisee. There are business risks involved in starting any new business and earnings are not predictable.

Q: I am definitely interested in joining the Milky Lane family. What do I do next?

Please contact us with your expression of interest. On receipt, we will send you an information pack along with the Comprehensive Application Form and the Confidentiality Agreement for you to complete and submit to Milky Lane. All information will be treated in strict confidence. When an opportunity arises, we will arrange for an interview to discuss the next step in becoming a Milky Lane Franchisee.



The Future of Milky Lane

The future of Milky Lane is extremely bright. We have 24 remaining territories to sell in Australia which will be sold in 2021. Our aim is to build the best franchise system by employing the best people in their field. Culture eats strategy for breakfast, and we believe that our culture will be a key ingredient to our success.

Get in Touch

To find out more about becoming a Milky Lane franchisee, please contact:



headoffice@milkylane.co

franchise@milkylane.co

