



Milky Lane



Franchise
Overview

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We Turned Our Passion into Our Business. Now it's Your Turn.

What began as a dream has now become reality for four guys from Bondi Beach. Since starting out in 2016, we've worked hard to develop a robust business model that's designed to make us stand out from the crowd – both in terms of distinctiveness, and profitability.

Now we're ready to share our model with franchisees just like you, and help you deliver the consistent Milky Lane experience over a quarter of a million people have enjoyed. Our training program is tailor made to guide you through our processes, introducing you to all aspects of the business to give you the skills you need to make your franchise a success.

Of course, your success depends on many things, including a willingness to learn, communicating effectively with us and your customers, and the amount of time and effort you put into the business.

Your success is our success, that's why we're here to help you get the most out of your franchise. Our goal is to provide support and services to you with the highest level of honesty, integrity and professionalism. Milky Lane takes the partnership we form with our franchisees very seriously. From establishment and customer awareness, to innovative technology, branding campaigns and the latest marketing tools, we'll be right by your side as you embark upon this exciting journey.

Comprehensive training and ongoing support will help you and your team, during the start-up phase and well into the future, helping you gain and keep a competitive edge. We're thrilled you want to be part of the Milky Lane family, we're gearing up for an exciting future with potential that's only limited by the creativity of our management team and the vision of our owners.

Sincerely,

SHANE AND CHRISTIAN.



Our Mission



Creating Experiences & Bottling Magic

We create the experience

We need to sell experiences. From the cleanliness when you enter the site, to the smell when you enter the store, the way the products are presented and the warmth and engagement of our team members, it is the overall experience that makes people come back.

It is every person's responsibility to deliver these experiences. A bad day, previously irritating guests or simply a busy day are no excuses as to why we don't deliver on our ambition to sell world class experiences.

Team

At Milky Lane we respect and celebrate diversity, and build relationships with our employees for life. With the slogan "Our Success comes from our Diversity," Milky Lane's goal is to make everyone feel welcome in our Milky family. Our mission statement is "Creating Experiences & Bottling Magic" in an atmosphere of inclusion where people are respected, appreciated, celebrated, valued and welcomed.

Culture

Our success comes from our diversity. Milky Lane is an all inclusive company who values and welcomes everyone into the family, we don't want one any short term relationships - only families are built here at Milky Lane!

Personality

We are proud of Milky Lane, but more so, we are proud of the feeling and energy we provide to our stores and to our guests. Our hard work and professionalism will make our guests happy for every return visit. The knowledge of our offerings and the confidence that provides us in service will set us apart. Going that extra step is natural to the way we do things.

Our Spirit



Our Guests

We understand that the smallest detail can make or break a guests' experience, each member has their role to play within the make-up of 'customer service' and our focus is to deliver an experience.

We want our guests to have an amazing experience and feel like they're at home: this is why we are committed to give them the freshest and tastiest food, beverages and desserts. We appeal to a broad market that wants fun, food and friends.



Timeline of Success



2016



- **Opened Bondi Beach**

2018



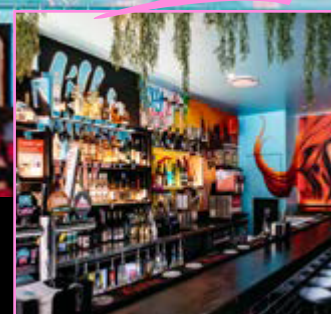
- **Opened Cronulla**
- **Opened Parramatta**
- **Opened Surfers Paradise**
- **Won Marketing and Social Media Business of The Year**

2019



- **Opened Newcastle**
- **Opened Canberra**
- **Won Hospitality Business of the Year**

2020



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

Timeline of Success



2021



- Opened **Terrigal**
- Opened **Gregory Hills**
- Rollout of **New Menu**
- Rollout of **New State of the Art Technology to Stores**
- Implemented **New LMS Training System**
- Took **6 Franchise Deposits**

2022



- Launched **Internal Online Training Program**
- Opened **Elixabeth Quay**
- Won **Best Consumer Experience**

2023



Planned Store Openings:

- **Perth (Curtain University / Bunbury)**
- **QLD (Cairns)**
- **VIC (Bendigo)**
- **SA (Adelaide)**
- **Launch New Milky Lane Website**
- **Launch Milky Lane App**



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.

Only 40 Milky Lane Restaurants

LOCATIONS ALREADY OPEN

Milky Lane Brisbane
Milky Lane Canberra
Milky Lane Newcastle
Milky Lane Elizabeth Quay
Milky Lane Gregory Hills

Milky Lane Terrigal
Milky Lane Parramatta
Milky Lane Surfers
paradise

LOCATIONS SIGNED

WA

WA Master
Franchise

NSW

Rouse Hill

QLD

Cairns
Townsville

VIC

Bendigo

LOCATIONS REMAINING TO SIGN

QLD

Noosa North
Brisbane
Toowoomba
Chermside
Broadbeach

VIC

Melbourne
(Multiple Locations)

SA

SOLD OUT

NT

Darwin

NSW

Bondi
Sutherland Shire
St George Area
Wetherill Park
Liverpool Manly
Wollongong

TAS

Hobart

Why is Milky Lane so Successful?



SOCIAL MEDIA



1



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

UNIQUE ART & DESIGN

2



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 a appreciates the uniqueness.

CUSTOMER SERVICE STANDARDS

3



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

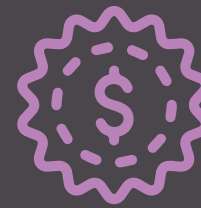
To offer the complete experience, we tailor our processes to ensure that people who visit Milky Lane feel welcome and well looked after.

Why is Milky Lane so Successful?



PERFECT PRICING

4



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.

SUPERIOR PRODUCT QUALITY

5



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

FRANCHISE FLEXIBILITY

6



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

The background image shows the interior of a Milky Lane restaurant. The space is dimly lit with vibrant neon pink and purple lighting. In the foreground, there are several square tables with black metal chairs. In the background, a bar area is visible with a white tiled wall and neon signs. A large mural of a woman's face is on the left wall, and another mural of a woman's face is on the right wall. The ceiling has exposed pipes and hanging pendant lights.

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.

Our Brand

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



Social Presence

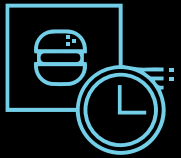
Milky Lane has undoubtedly achieved a very high level of success utilising our social media and digital following. What's important to understand is that creating hype and expectations on social media is one thing, but delivering on that expectation is where we have differentiated ourselves and delighted 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.

Our Brand



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

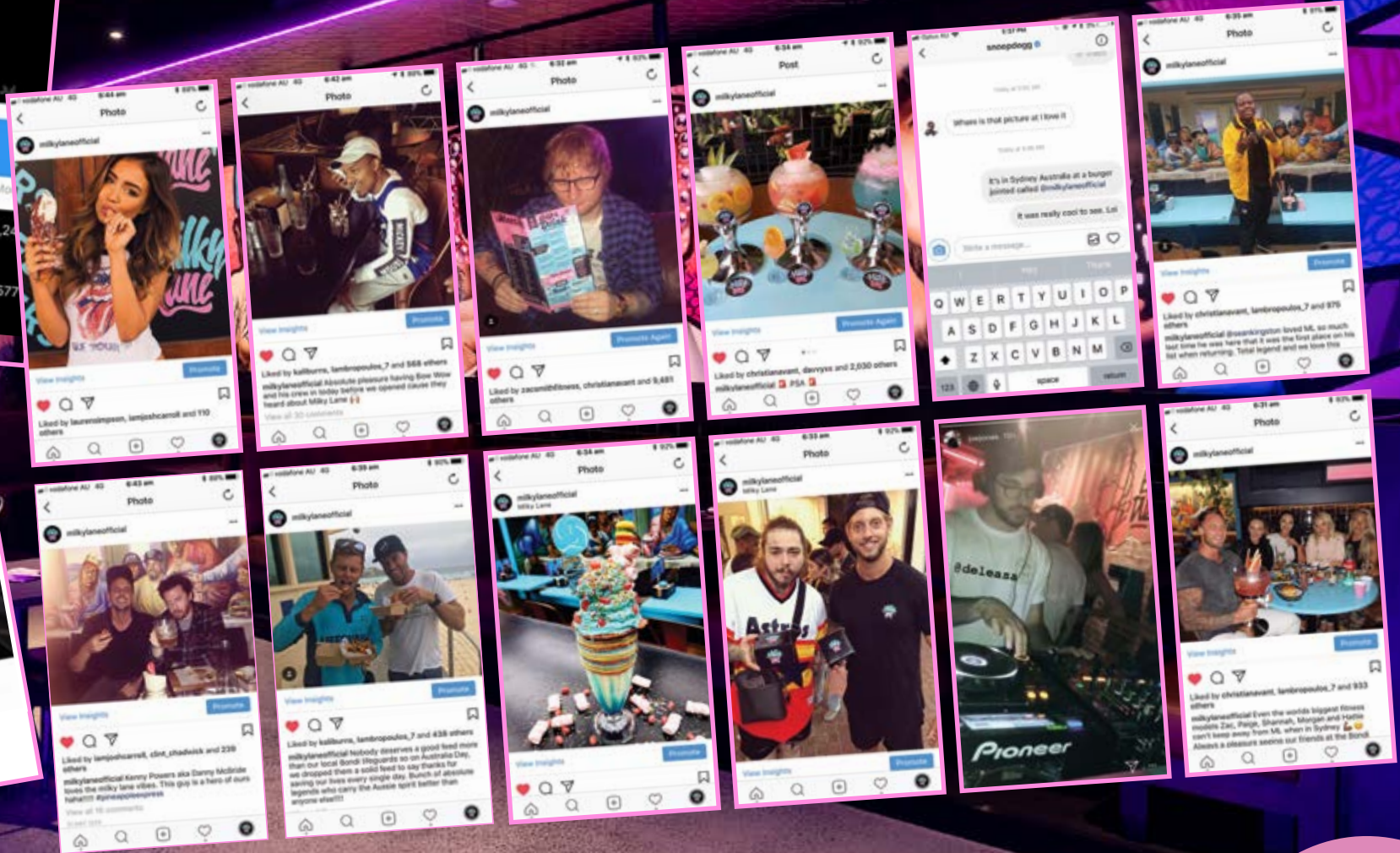
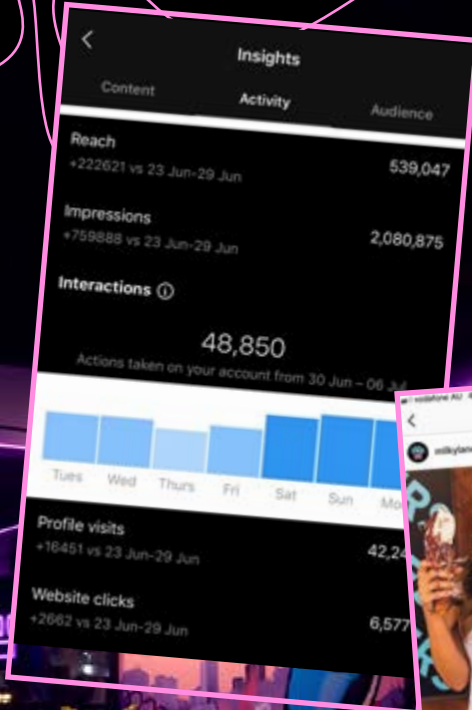
Milky Lane delivers an outstanding experience, and to produce 'outstanding' comes at a premium price. However, we set our prices at a reasonable level which we believe offers options to families and higher socio-economic demographics alike. We've learnt the importance of pricing 'right' and we've developed 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.





Menu & Products

Milky Thickshakes

\$9.90 + 1 DRESSING

SALTED CARAMEL
STRAWBERRY
CHOCOLATE
VANILLA

Loaded Signature Thickshakes

\$12

CRUNCHIE
SNICKERS
BUENO
MINT AERO
CARAMILK
BISCOFF

Beers

COORS 425ml **\$8.50**
4 PINES PACIFIC ALE 425ml **\$10**

PLEASE ASK FOR OUR LOCAL BEERS, BOTTLES AND CANS SELECTION

COORS BEER TOWER 2L **\$85**

Bottles & Cans

CORONA **\$9**
SOUTH COAST PALE ALE **\$9**
CASCADE LIGHT **\$7**
SOMERSBY APPLE CIDER **\$9**

Milky Lane Famous Cocktails

WE ALSO DO MOJITOS & CLASSIC COCKTAILS

MELON-TINI **\$18**
Muddled Melon, Tequila, Agave, Watermelon, Lemon, Pineapple, Passionfruit Sour Strap.

STRAWBERRY & VANILLA MOJITO **\$18**
Bacardi Carta Blanca, Mint, Strawberry, Vanilla, Lime, Soda.

SUNSET CLUB **\$19**
Bombay Sapphire Gin, Agave, Orange, Lemon, Yuzu, Mint.

BUBBLE O BILL **\$19**
42 Below Vodka, Butterworth Uppercut, Muddled, Salted Caramel, Ice Cream Mix, Bubblegum Foam, 100's and 1000's & Omball.

BUENO **\$19**
Bacardi Carta Blanca, Framingham, Ice Cream Mix, Muddled Foam & Bunsco-Bot.

CREAMING SODA SPIDER **\$14**
42 Below Vodka, Watermelon, Creaming Soda, Topped with Ice Cream Mix and a Sour Strap.

BISCOFF ESPRESSO MARTINI **\$18**
42 Below Vodka, Fireball, Cold Drip Coffee with Biscoff Sauce and Crushed Lotus Biscuits.

MANGO WEIS **\$14**
42 Below Vodka, Mango, Vanilla

Sides

TRUCKER EXTRAS AS AN AWESOME SHARING OPTION

POP-KORN CHICKEN **\$13**
Crispy Pieces of Southern Fried Chicken Served with Cheese Curds, Shredded Mexican Cheese, Liquid Cheese, Crispy Diced Cheddar, Diced Jalapenos.

BACON MAC & CHEESE CROQUETTES **\$12**
Bacon & Four Cheese Macaroni with Milky Lane Special Sauce.

LOADED MASH POTATO BALLS **\$12.50**
Deep-Fried Mash Potato Balls Topped with Truffle Aioli, Cheese Gravy & Grilled Parmesan Cheese.

CHEESUS **\$7**
A bubbling hot pot of Four Different Cheeses.

DEEP FRIED CHEESE CURDS **\$10**
Served with Breadcrumbs.

LOADED POTATO OEMS **\$14**
Deep Fried Potato Oems, Creamy Cheese Curds, Shredded Mexican Cheese, Liquid Cheese, Crispy Diced Cheddar, Diced Jalapenos.

LOADED FRIES **\$12**
Beer Battered Chick, Bacon Bits, Shredded Cheese, Shrimp, Cheese Gravy with Milky Lane Special Sauce.

LOADED POP-KORN CHICKEN **\$16**
Crispy Pieces of Southern Fried Chicken Bacon Bits, Shredded Cheese, Cheese Gravy with Milky Lane Special Sauce.

CRISPY BATTERED FRIES **\$5.50** **\$8.50** **\$11**
Served with Milky Lane Special Sauce.

SWEET POTATO FRIES **\$5.50** **\$8.50** **\$11**
Served with Cheesy Aioli.

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 & Sides

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.



Product Mix

Cocktails

Lychee & Passionfruit Mojito
 Creaming Soda Spider
 Mango Weis
 Bondi Sour
 Bubblegum Sour
 Reece's Peanut Butter Martini
 Melon-Tini
 Strawberry & Vanilla Mojito
 Sunset Club
 Bubble O Bill
 Bueno

Share Cocktails

Milky Island Breeze Share Cocktail
 Lychee & Passionfruit Mojito Share Cocktail
 Watermelon Rose Sangria Share Cocktail

Shots

Warhead Shot
 Strawberry Clouds Shot
 Willy Wonka Nerd Shot

Soft Drinks

Coke	Creaming Soda
Coke No Sugar	Pasiona
Sprite	Solo
Fanta	
Red Bull	

Beers (Bottles & Cans)

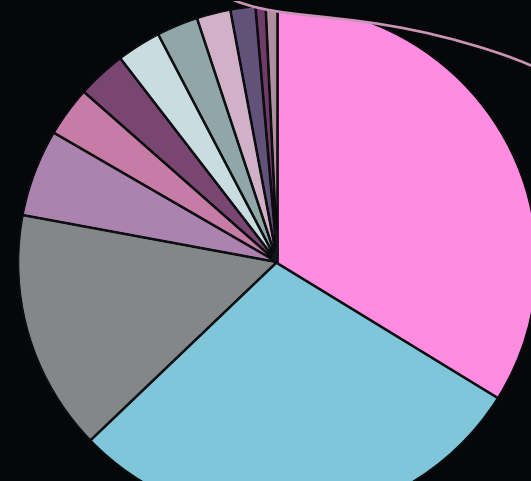
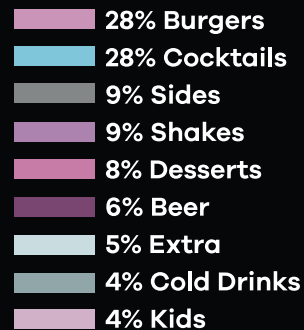
Coors
 4 Pines Pacific Ale
 Corona
 South Coast Pale Ale
 Cascade Light
 Bonamy Apple Cider

Wines

Juicy Wine Co. Pinot Grigio
 Juicy Wine Co. Shiraz
 Juicy Wine Co. Rose
 Juicy Wine Co. Sparkling
 Luc Belaire Sparkling

Milky Thickshakes

Salted Caramel
 Strawberry
 Chocolate
 Vanilla
 Crunchie Loaded Shake
 Snickers Loaded Shake
 Bueno Loaded Shake
 Mint Aero



Burgers

Fried Chicken Weezy
 Lil Weezy
 Big L
 Milky Lane
 The Drake (Vego)
 Triple Cheese and Onion
 Chic-Kayne
 Kevin Bacon
 Smoky BBQ Vegan Burger
 Hail Caesar
 Big Poppa
 Chicken Parmy Burger

Sides

Pop-Korn Chicken
 Bacon Mac & Cheese Croquettes
 Loaded Mash Balls
 Loaded Fries
 Loaded Pop-Korn Chicken
 Cheesus
 Beer Battered Fries
 Sweet Potato Fries
 Deep Fried Potato Balls
 Loaded Potato Gems
 Deep Fried Cheese Curds

Desserts

Fatman Scoop
 Donut Churros Fries
 Deep Fried Golden Gaytime
 Loaded Donut Churros Fries
 Biscoff and Caramilk Cookie
 Dough Skillet
 Deep Fried Snickers

Sauces

Garlic Aioli
 Truffle Aioli
 Coconut Aioli
 American Mustard
 Chipotle Mayo
 Tomato Ketchup
 ML Smoky BBQ Sauce
 ML Special Sauce
 Pineapple Relish
 Sriracha
 Vegan ML Sauce

Kids

Kids Burger
 Chicken Nuggets
 Kids Shake

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.

Getting Started with Milky

SERVICE	TIER ONE (200-250SQM)	TIER TWO (300-350SQM)
Franchise Fee	\$70,000	\$70,000
Training Fee	\$10,000 - \$15,000	\$10,000 - \$15,000
Site Selection*	\$10,000	\$10,000
Construction/Project Management	\$597,000+	\$749,000+
Design & Architect	\$19,000+	\$20,000+
Opening Promotion Fee	\$10,000	\$10,000
Opening Stock Purchase	\$30,000	\$35,000
Bank Guarantee	Approx. 3 Months Rent	Approx. 3 Months Rent
Estimated Total	\$749,500+ Excl Bank Guarantee	\$919,000+ Excl Bank Guarantee
Fitout Contribution from Landlord Estimated*	\$100,000	\$150,000
Ongoing Cost	6.5% Sales Royalty, 2% Marketing Fee	6.5% Sales Royalty, 2% Marketing Fee
Equipment	90 - 120K * Estimate Only	90 - 120K * Estimate Only

*Refer to formal disclosure document for full details

*Fitout contribution estimated at 10% - 15% of the total rent period



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.



*Our Milky Lane
Restaurants*



A Milky Lane Restaurant is carefully designed, down to the very last detail.

Training Program

Milky Lane provides a comprehensive training program prior to operating your own store. This is an 12-week process where you will receive both theoretical and practical, hands-on experience.

By the end of the 12 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.



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



Pre-Opening Training

Franchise Training	12 weeks
Venue Manager	8 Weeks
Assistant Venue Manager	8 Weeks
Head Chef	6 Weeks
Head Bartender	6 Weeks
Supervisor	3 Weeks
Team Member	2 Weeks

12 WEEKS

OPENING WEEK

Post Opening Training

Conducted on Site By
Head Office Approved
Training Team.

2 WEEKS



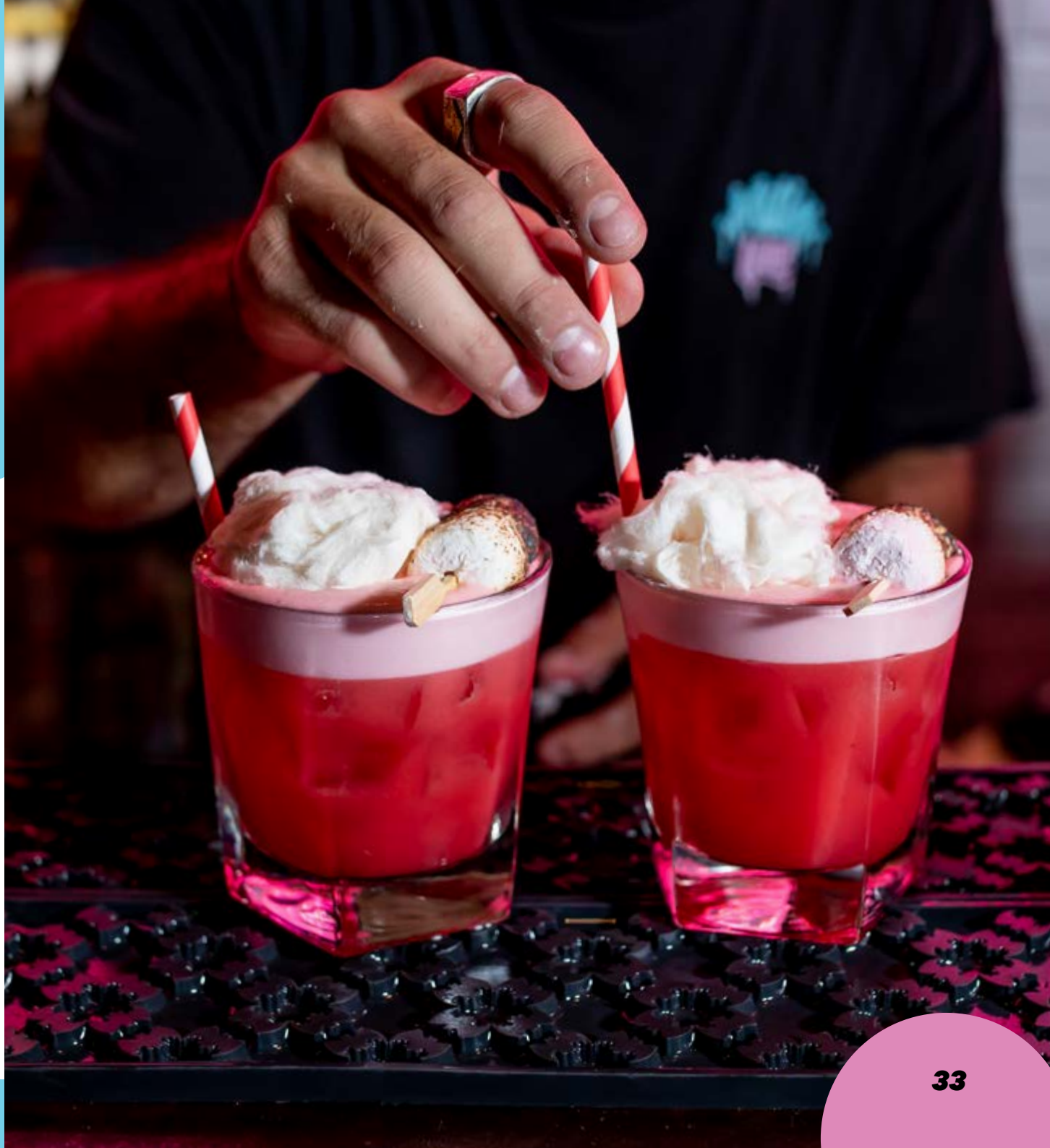
Human Resources

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 Socials



Australia's
#1 Boutique
Burger Brand

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.

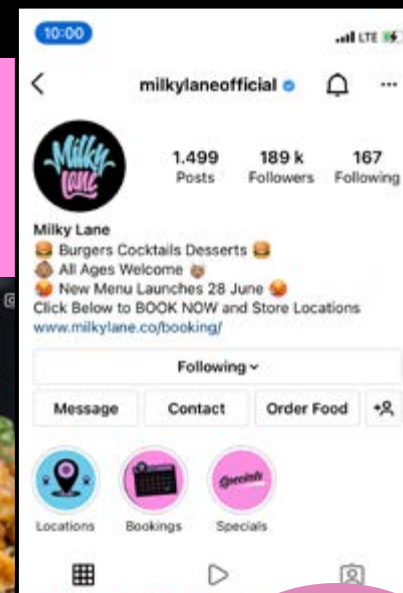
However, many Franchisees will be required to perform marketing and sales activities within their local markets of operation, to continue promoting their outlet.

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.



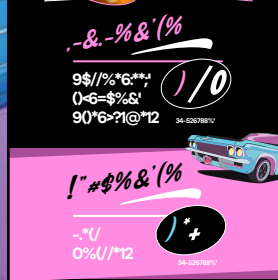
With over 500,000 followers on our digital platforms, Milky Lane Official is larger than McDonalds and Hungry Jacks in Australia. We have dedicated fans that flock to our stores on a weekly basis.



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

Communications & PR

Local Area & National Marketing

Digital Marketing

Social Media Advertising

Design

Production & Print

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



*Meet
Our Crew*



Our Crew

Shane Fitzgerald MANAGING DIRECTOR

Shane is the Managing Director of Milky Lane. He is a forward-thinking leader with a passion for nurturing people, fostering a happy and robust culture, and inspiring positive change. His achievements at industry giants Anytime Fitness and F45 have garnered him international recognition and success. Shane now turns his focus on growing the Milky Lane brand, bringing with him a unique vision, unshakeable vigor and unparalleled ingenuity.

Christian Avant FOUNDER / CHIEF CREATIVE OFFICER

Christian 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.

Our Crew

Callum McRitchie GROUP TRAINING & COMPLIANCE MANAGER

Cal started his hospitality management journey in Perth heading up various gastro pubs for Coles Liquorland Group from the age of 19. He then made his move East to take the lead on projects for Google Maps Australia. Cal joined the Milky Lane family in 2020 and has carried out duties at both Venue Manager and Licensee levels for Milky Lane before moving into Head Office. Currently Milky Lane's Training and Compliance Manager his main responsibilities are to deliver high group standards of training and execute in-store operations in-line with industry & company regulations.

Peter Dable CHEIF OPERATING OFFICER

Results driven franchise operations professional with more than 20 years' experience applying highly developed leadership skills and behaviors in various management positions to enhance operational efficiencies and grow businesses in the fast-paced, highly competitive retail, home entertainment and hospitality markets.

A recently completed MBA complemented by strong financial acumen and superior business skills including the ability to create, implement and champion innovative operational methods, tactical data driven decisions and collaborative work practices designed to exceed strategic corporate, business, and operational level goals and exceeding stakeholder expectations.

Dedicated to leading by example, fostering a culture of service excellence focused on sustainable financial and operational success by identifying and harnessing business profit and growth opportunities whilst developing relationships, enhancing brand equity, and optimising product exposure.

Antonio Khant GROUP OPERATIONS MANAGER

Previously, managed Luna Park, Waugh Hotel & Feros venues, where he was responsible for business development with a strong focus on operations and strategic planning. Currently, Milky Lane's Group Operations Manager, responsible for providing both leadership and support to our national portfolio of franchised stores. Focused on helping our franchise partners and store teams to reach their full potential, as it is ensuring our brand processes and operating procedures are consistently achieved.

Our Crew



Zarah Ramirez GROUP FINANCE CONTROLLER

Summer holds a masters degree in taxation and a bachelor degree in accounting and finance from UNSW. She is the primary contact for all finance related matters of the group. Summer provides extensive financial analysis to improve store performances in line with the business strategy. She is responsible for compliance, processes, forecasting and reporting for the Milky Lane Group.

Mikaela Bielby GROUP MARKETING MANAGER

Mikaela has a Double Bachelor Degree in Marketing and Psychology. Mikaela is experienced in Marketing with a demonstrated history of working in the Marketing and Advertising industry from Experiential Marketing to Marketing Logistics and Planning. Currently Milky Lane's Marketing Manager, Mikaela is responsible for all things Marketing from National/Localised Marketing Planning and Execution, Packaging, Website Management, EDM Management, Branding & POS Management.



The Steps to Becoming a Franchisee!

1

Initial zoom Interview

2

Submission of Application and Confidentiality Agreement.

3

Fully refundable deposit payable of \$10,000

4

Due Diligence Process

- Milky Lane Experience Day
- Restaurant Visits
- Franchisee meetings
- Financial Modelling
- Independent Advice
- Meet the Milky Lane Head Office Team

5

Franchisee Approval (Franchise Agreement Issued for review)

6

Franchisee Training (12 weeks)
*Refer Training Program Breakdown

7

Opening Day!



How to be Successful

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



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.

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



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 2022. 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:

franchise@milkylane.co

www.milkylane.co

  @milkylaneofficial



Milky
Lane