

Franchisee Information

Who are we?

Simply, we are New Zealand 's favourite family restaurant chain, comprising Franchised operations with individual owner-operators.

Cobb & Co Franchising Ltd is the Franchisor and Brand owner, having acquired the business in April 2008. Cobb & Co offers all the elements of a great family dining experience.

Because of Cobb & Co 's high brand awareness and its link with New Zealand 's dining heritage, Cobb & Co now has a broad and loyal customer base located throughout the country.

The batwing doors have become ingrained in New Zealand 's culture, symbolizing Kiwi's favorite family restaurant, which is all about good food, good service and value for money.

As a Franchisor we are committed to the brand and its future and provide full marketing and operational support including an annual Marketing Strategy and Promotional Plan and roll out consisting of National TV, Press and additional marketing support.

We believe our Franchisees play a major role in the continuing success of the Brand. Cobb & Co takes great care in recruiting, training, developing and retaining Franchisees who in turn will provide full commitment to Cobb & Co's National standards on opening and beyond.

Restaurant Opportunities available now

New Franchise Opportunities Available Now At:

Auckland
Hamilton
Dunedin
Christchurch

You may have a view on a location yourself. Cobb & Co is interested in establishing viable sites where it is currently not represented. Your suggestions are welcome.

For further information, please contact our support office or email Cobb & Co's Group General Manager, Murray Belcher in the first instance at murray@cobb.co.nz



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What are the location requirements?

Our new generation restaurants conform to a standard layout plan, providing operational efficiencies and contributing to a superior customer experience.

Our ideal premises include the following key requirements:

- Minimum floor space of between 400m² and 500m².
- Seating to accommodate 120 customers (400m²) or 160 customers (500m²).
- Superior commercial kitchens to adequately accommodate busy dining periods.
- Restaurant furniture & fittings, with proven durability
- Kids play areas with X-box and Playstation games for older children, and games / videos for the youngsters.
- Innovation with our state of the art, handheld restaurant ordering system.
- Generally, lease terms of 10 years with two 5-year renewable options.

How is a franchise granted?

Once you have completely reviewed this franchise information section of our web site and feel you can meet the initial criteria listed, the process to join the Cobb & Co family typically happens in the following order:

- You send a letter or e-mail to the Cobb & Co Support Office, Auckland , New Zealand, registering your interest, complete with specific background information.
- Confirmation of receipt of your expression of interest will be sent via e mail.
- Interested parties who meet the initial criteria will then be contacted for further discussion.
- Both parties will then meet to discuss the proposal and sign a Heads Of Agreement, at which time the Royalty payment will be made.
- Both parties enter into the approved Cobb & Co Franchise Agreement.
- A lease agreement is signed by the franchisee, with the developer/landlord.
- Project management company is engaged and interior and exterior designs are finalised and approved.
- Tenders are confirmed.
- Construction begins.
- About this time, franchisee completes Cobb & Co training at an agreed Cobb & Co restaurant.
- Staff recruitment and training commences.
- Grand opening and welcome to the Cobb family!!



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SPECIAL NOTES

Some of the above steps may and do not happen concurrently

- All proposed sites are investigated and approved by Cobb & Co
- Applicants are advised to inspect current locations and speak to these franchisees before committing themselves to a franchise.
- The applicant must be of good character and must be able to successfully apply for a liquor licence and hold a general managers certificate.

Franchisees are expected to be actively engaged in the day-to-day operation of their restaurant. Consideration will be given to proven operators, wishing to operate the business on a management basis.

