



— where the locals eat —

TWISTED ROOT

BURGER CO.®

— SINCE 2005 —



Twisted Root was created by classically trained chefs

WHO ALSO HAPPEN TO BE
REVERENDS, BULLRIDERS, AND
SEMI-PROFESSIONAL COMEDIANS.

Actually, we are a big family who met over the years to redefine what a great burger should be.

Artfully blending culinary creativity with an award-winning burger, Twisted Root sets itself apart within the fast-casual segment. Our philosophy is good food fast—not fast food.

Our team has spent the last eight years perfecting operations to consistently reproduce a burger of the highest quality, cooked-to-order within five minutes. The Twisted Root experience rises above other “better burger” concepts through operational efficiencies, volume-tested quality control, a friendly “dive” atmosphere, unforgettable personality and unmatched culinary craftsmanship.

We appeal to everyone from 8-year-olds to 80-year-olds and have built 10 Twisted Root stores in different psychographic and demographic densities—from downtowns to college towns—each resulting in huge profibilities.

With a mindset that the best burger in the world is in a dive down the street, we have successfully cultivated a brand around this idea. Each of our locations feature a unique theme with a “mom & pop” atmosphere, and our franchisees are encouraged to work closely with our design team to develop their own theme with added personal touches and local flair.

We don’t expect every franchisee to be an expert in running a successful restaurant (or to have any experience at all, for that matter), but we do expect them to complete our comprehensive in-depth training program, which includes working in several of our stores with our founders and management team. This program allows us to ensure that all future locations are representative of the brand and mission. Our experienced team of restaurant, financial, and real estate experts work directly with franchisees to determine the right location for maximum success and longevity.

Our proven track record is cultivated around our trusted resources, recipes, and personality.

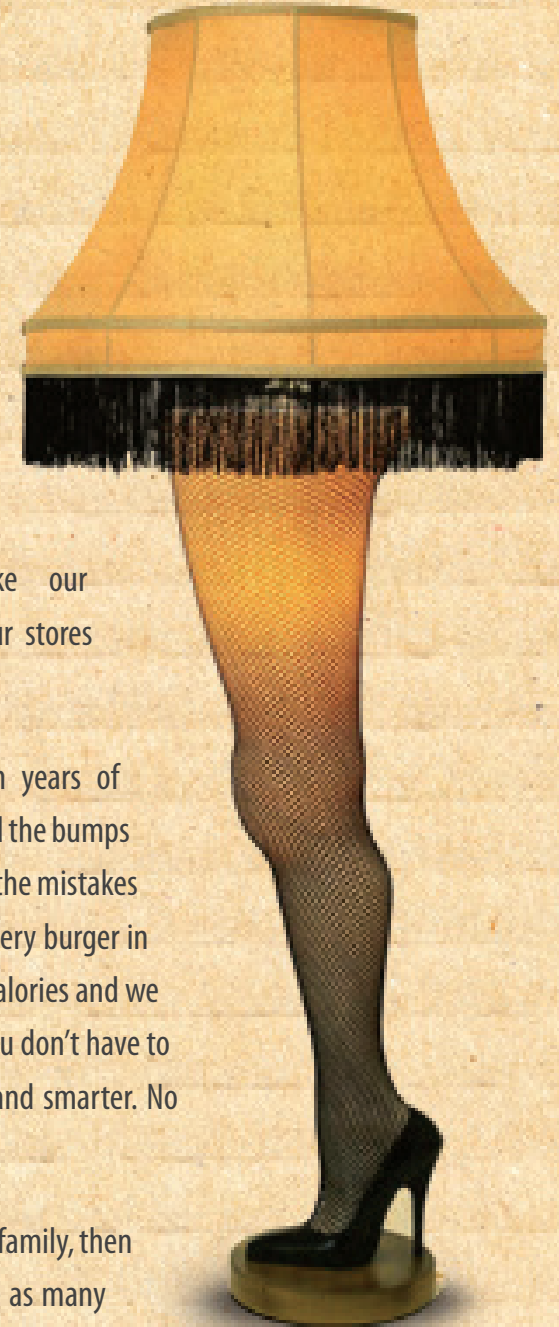
Our construction, design, and operations teams work directly with vendors in your area to establish relationships and contracts. With access to all management personnel and training resources, there is no stone we have left unturned.

Sure, the burger is great—we continue to win awards every year, we've been on the Food Network, featured in national publications, gone to different burger competitions—but the REAL reason people keep lining up at Twisted Root is the experience. Our unique culinary offerings and one-of-a-kind dining atmosphere inspire word of mouth on college campuses, at office happy hours and in PTA meetings. When people are deciding where to spend their \$10, they know they will leave Twisted Root with a damn good burger AND a story to tell their friends.

Our what-will-they-do-next experiences make our customers want to wear our t-shirts and visit our stores several times a week.

Just like parents passing down the advice from years of education to their children, so will we. We have faced the bumps and bruises of this difficult industry and have made the mistakes so that our family doesn't have to. We have tried every burger in this great country so you don't have to endure the calories and we have perfected the operations and procedures so you don't have to worry. We are like your Mom and Dad, only nicer and smarter. No offense, but your mom can't cook like we can.

If you choose to become Twisted and be a part of our family, then you will be able to have as much fun and create as many smiles as we do. And the profits don't hurt none either.





This is how we do it.

Twisted Root is headquartered in Dallas, Texas and our corporate team has a variety of backgrounds, including operations, real estate, marketing, public relations, construction and purchasing. We are dedicated to the success of our business and yours and will provide you with the systems, resources and support you need to operate successfully. When joining the family, you will have access to our full team of experts, and you can rest assured that we hire only the best and brightest in each field with the same commitment to making your business profitable.

FINANCE - J.J. PLEDGER, & CHESTON GOUDGE

REAL ESTATE & DEVELOPMENT - CARTER WILSON

LEGAL - DAVID DENNEY

CONSTRUCTION - PHILLIP HENDERSON

TRAINING & OPERATIONS - WAYNE BLACKMORE, JASON BOSO, QUINCY HART,
JARED MCALLISTER,, & KATHRYN NORMAN

MARKETING & BRANDING - MICHELLE DELOY

PUBLIC RELATIONS - ARIANA HAJIBASHI

INSURANCE - KIRK DREYER

Step into Twisted Root and you're greeted with a smile, most likely a joke and our incredible list of mouth-watering menu items. There is no place else that matches the quality of our food, the flavor of our personality, and the sheer focus on making the best burger joint in any town.

The story behind the birth of Twisted Root really revolves around two guys, Jason and Quincy. Tired of living the corporate life, Jason decided to join culinary school where he met his match, Quincy. They both had a vision of owning a restaurant that focused on one simple thing...a handcrafted, cooked-to-order burger. Twisted Root is committed to sourcing the freshest ingredients in order to deliver the best product.

Our signature burgers feature house-made toppings and sauces that set us apart with incredible and unique flavor combinations. We also get a little crazy with our topping choices for the burger of the month features. Our exotic game meat selections, including Kangaroo, Bison, Venison, Boar and even Beaver, yes *Beaver*, have garnered national attention and our hand-cut fries, homemade pickle bar and milkshakes are just icing on the cake!



Why
Twisted
Root is
different.



My name is Jason Boso and I am the Founder & Chef of TWISTED ROOT BURGER CO. based in Dallas, Texas.

To talk about joining our award-winning team and owning a franchise, shoot me an email Franchise@TwistedRootBurgerCo.com.

TwistedRootBurgerCo.com

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