

*Welcome to  
Walker's!*



**FRANCHISE INFORMATION PACK**

★ *Delicious* IS WHAT WE DO! ★

**When You Partner** with Walker's Doughnuts as a franchisee, you become part of our Walker's family, a family that has seen a successful operation grown from humble beginnings to a business that is loved by its customers and has been delighting Melburnians since 2006. Our roots are deeply based in the nostalgic and eternal food of the glorious days of the Classic Diner and the Golden Age of Americana.

From beautiful traditional doughnuts to heritage brand Sodas and classic Hot Dog flavours, you will become a part of something truly special; something that is missing in this age of fast fads and even faster food.

We like to think of ourselves as fast food done slow.

Our service is quick but our food has evolved from many years of tried and trusted traditional processes. Traditional is traditional because

**it's REAL – it WORKS.**



## **As a Dedicated Owner-Operator,**

you will join us in a journey which started out in our busy and frantic Elizabeth Street store.

We want to share this journey with the rest of Australia and New Zealand and eventually the world. Not only is our core product the freshest, tastiest doughnuts, milkshakes, hot dogs and coffee that is on the market, but we see ourselves as selling a diminishing piece of history and nostalgia; something that many thought was lost forever.

Our stores evoke a sense of lost yesteryear, where food tasted fresh, just-made and the store looked warm and inviting – an experience that stayed with you.

Our food is simple, but timeless and eternal. Food trends come and go, but...

**the Classics will Endure Forever.**



## ***Honey, I Grew the Brand!***

Walker's Doughnuts was first officially established by husband and wife team Jim and Rose Stoupas in 2006 - but our history goes back a lot further.

Jim trained as a Food Technologist and is the fourth generation in a long line of bakers and pastry chefs who first began their trade in the 1820s.

Ever since Jim was a child, he can remember his parents producing thousands of doughnuts for celebration events and community fundraising.

Rose's Dutch Heritage immersed her in the famous Doughnut culture of the celebratory Doughnut, the Olebollen; no family event was complete without these deep fried Dutch treats.

Holland is viewed by many culinary historians as the source of all Doughnuts.

A match made in Doughnut Heaven -

## ***These Two were Made to be Together!***

## ***The Walker's Kiosk Model Evokes***

the classic designs of the early standalone Diner/Soda Fountains of the 1940s. The use of stainless steel, timber and bright coloured tiles and neon signage is a nod to the authentic USA Diners and Doughnut Vans popular in Australia in the 60s and 70s. The classic Soda Jerk look of white shirt, bow tie and hat is a friendly and playful icon of the 30s, 40s and 50s, which has been reborn to brighten up a modern world that tends to favour homogeneity and sterility.

## ***“the Classic Designs of the Early Stand-Alone Diner/Soda Fountains of the 1940s”***



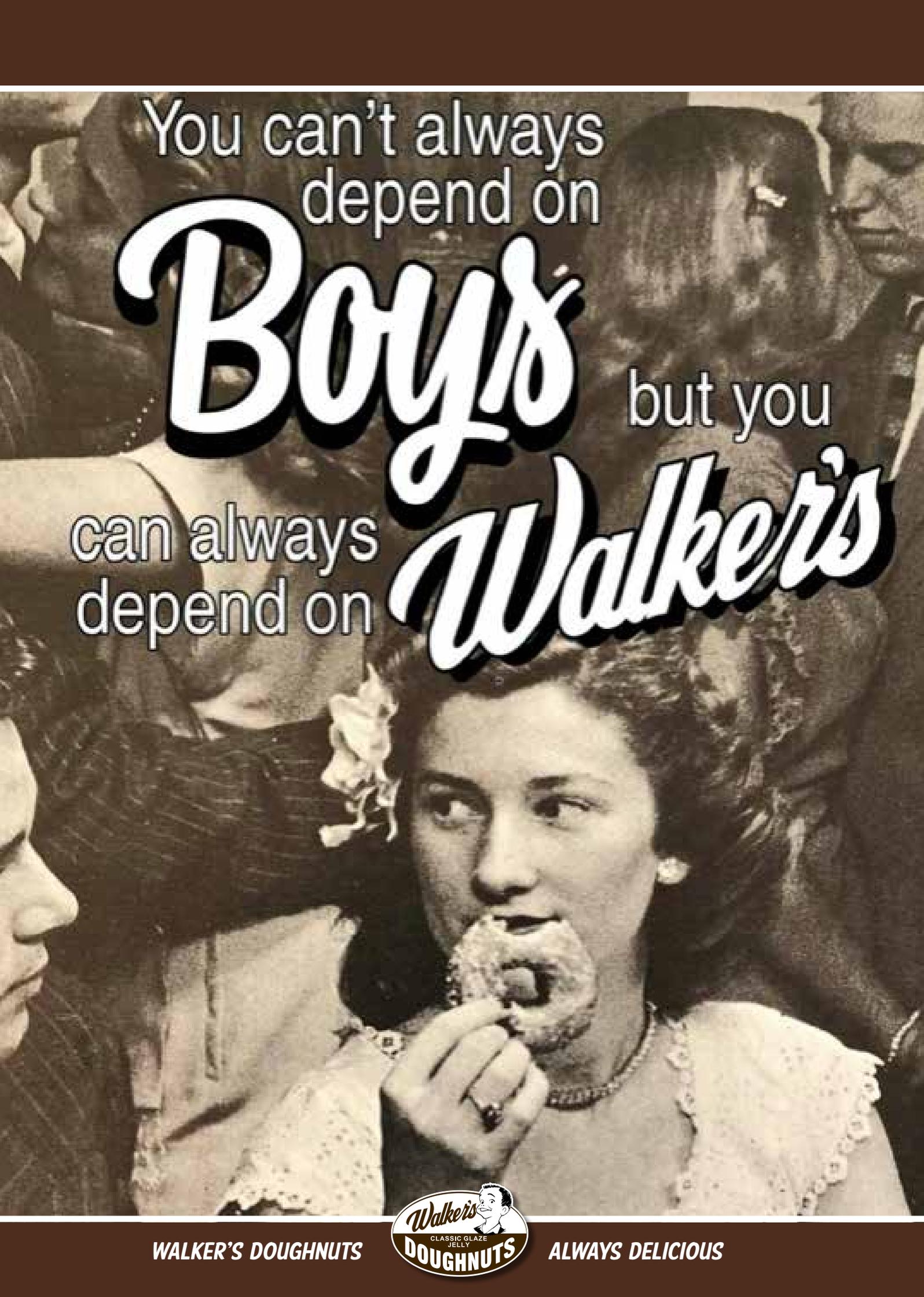
You can't always  
depend on

**Boys**

but you

can always  
depend on

**Walker's**



**WALKER'S DOUGHNUTS**



**ALWAYS DELICIOUS**

## Got the Munchies?

Put down this brochure. Get into your car and drive to one of our stores (we don't care how far it is, just do it). Buy a Doughnut. Eat it.

Now, that's pretty damn special isn't it?

Our doughnuts are manufactured using a time-honoured formulation and recipe that still use a traditional processes of dough fermentation and proofing to maximise the flavour of the doughnuts.

Traditional and proprietary recipes are used to create all our products and we try to keep our food as traditional and as free from artificial ingredients as possible.

Now, get back in your car... but buy a six-pack this time and take some home for your friends and family to try, unless the temptation is too great and you eat them in the car on your way home.

## Perhaps Get a Dozen, Just in Case...



## Do You Have What It Takes?

Franchising is a proven strong business model that is commonly used to grow a brand. We have all seen how franchising helps many brands grow and evolve because it connects passionate franchisees and equally passionate franchisors in a mutual undertaking which allows both parties a chance to succeed.

But do you have **THE RIGHT STUFF?** Not every applicant will meet our strict franchisee selection criteria and only the most passionate and business-focused people are what we search for.

As we partner with motivated owner-operators, rest assured you are in business for yourself but not by yourself.

The synergy of our experience and your energy and enthusiasm will create an amazing team which should grow your business into a valuable financial and lifestyle asset.

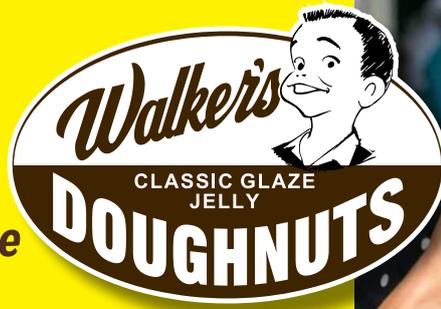
We will be there every step of the way from planning your store, design, marketing, promotion and opening day through to staff training, product knowledge, training in our processes etc.

Coupled with our strategy of People, Product and Position and your dedication and enthusiasm, you will create a valuable asset that should provide you with financial and time freedom and

## a Satisfying Work-Life Balance.



# Why You Should Consider A Walker's Doughnuts Franchise



## 1. Product

Sink your teeth into a fresh, tender, moist Walker's Doughnuts doughnut and you know you are eating something special. Not the bland, tasteless rubbish that passes for doughnuts these days. Our hot jam doughnuts will remind you of the roadside vendors that we all remember from the 60s and 70s.

Our hot dogs are plump, juicy frankfurters and speciality sausages made with exceptional quality and high meat content rather than the bland tasteless and chemically-laden 'hot dog imposters' that try to pass themselves off as the real thing. Our sausages are manufactured by a family-owned business as are our (shapely) buns.

You know those old American films with the happy teenagers eating a fresh sweet glazed Doughnut, drinking their Drugstore Milkshake Malts and eating their Diner 10" Hot Dog with all the trimmings, right? THAT'S what our food tastes like!

We're also a very loyal bunch at Casa de Walker's Doughnuts - we have used the same coffee roaster for 11 years; a small Victorian regional artisanal roaster who has dedicated part of his plant to roasting exclusively for the Walker's Group!

As our Grandpappy used to say - you do the right thing by us...

**We'll Stick with You for Life!**



## 2. People

You show us yours and we'll show you ours.

Your enthusiasm and our enthusiasm is the rocket fuel that will take us to the stars.

We haven't got a crystal ball, but the time honoured tradition holds true in life as in business; be prepared to work hard and smart, listen and learn and success may just come a knockin'.

At Walker's, from the CEO and down to every single staff member, we will do our best to support you in your journey as a Walker's Doughnuts Owner.

Like the ol' Mississippi, enthusiasm trickles downstream from Head Office and we will be by your side for every question and every problem you encounter.

Don't be fooled; there will be plenty of problems and challenges to meet, but, hey,

**That's Life and That's Business.**



**HOPPY EASTER!** IN-STORE NOW!

From Walker's

Easter Flower Ring  
Easter Nest B...

**COOL DOWN WITH Walker's!**

**GHOSTLY GREETINGS** from Walker's

THREE EYED MONSTER RING  
CROC SPIDER B...

**LIMITED TIME ONLY!**

**Deluxe VALUE PACKS**

**6 FOR \$24**

**UPGRADE YOUR VALUE PACK!**  
12 DOUGHNUTS FOR \$36

Take them home today!

WALKER'S DOUGHNUTS ALWAYS DELICIOUS!

**Make it a COMBO!**

**\$9.90**

**COFFEE & A TOASTIE!**  
\*SML COFFEE SIZE ONLY.

**Super COMBO DEAL!**

ANY FRANKFURT DOG  
+ ANY DOUGHNUT  
+ ANY CLASSIC MILKSHAKE OR SODA

**\$18**

Upgrade YOUR Super COMBO!  
CUSTARD SHAKE OR FRAPPE OR KRANSKY +1.5

WALKER'S DOUGHNUTS ALWAYS DELICIOUS!

### 3. Position

We don't just dance with any girl – we want the prettiest girl at the dance! If the site does not meet our approval criteria based on our proprietary templates, we aren't interested.

Every Walker's site is screened for foot traffic, demographics and profitability. We won't offer you a site just for the sake of it.

In choosing our flagship store we were offered many sites in the CBD but we held out until we got the busiest corner in Melbourne and expanded into Flinders Street Station when the perfect location became available

**(and Ain't She the Prettiest Girl at the Dance?).**



## How Does My Day Go?

The difficult part of the doughnut process has already been done for you. No 4am starts!

Our fabulous Baker Boys have been up all night producing and baking our well-loved tasty treats.

Doughnuts, pastries and much of everything you need to run the store will be delivered in the early hours. You will decorate and fill your doughnuts and prepare the complete product offering for sale and display.

The Walker's model is designed to give you...

***a Complete Day's  
Trade with the Product.***

It's  
**Soda**  
TIME!





EAT *Walker's*   
**HOT DOGS**



**WALKER'S DOUGHNUTS**

**ALWAYS DELICIOUS**

# Think You've Got what it Takes

and you want to dance the dance with us, well then let's get to work as time doughnut wait for any man or woman!

This is broadly the process/dance you will have to join us in, it's extremely detailed but it's extremely important to us that we get the right fit

**1. Lodge an Expression of Interest Form online** (if you haven't already done so) and ensure you provide us all your contact details so we can get back to you promptly.

**2. Our Walker's Doughnut's Franchisee Recruitment Manager will make contact** to answer some of your questions and ask you some questions as well as provide you with an application form to complete so we can see if you look like the sort of business owner and passionate person that we are looking for.

**3. So far, so good?** If you can feel your creative juices bubbling away and are itching to start, then we meet. In this meeting, we will discuss the Walker's

Doughnuts business model and we will, using your completed application form, assess your strengths, weaknesses, financial viability and stability. (Please bring any person that is involved in this transaction or this proposed business venture with you to this meeting including your partner or spouse etc so we can meet them too and ensure all their questions are answered as well).

**4. The next step,** if the meeting is a success and we are both happy to proceed further into the due diligence process, the applicant will be asked to pay a small, but fully refundable deposit of \$3,300 to a trust a/c in order to continue the process.

(This is purposely designed so we know who the serious players are as we get lots of interest and enquiries but we want to spend more of our time with the right people and weed out the tyre-kickers or competitors that are trying to learn more about what we do).

Now we can begin to open the doors to our business to you and share more information with you. This may include sharing with you some historical figures of some of our current stores to give you an idea of how our stores have performed to date. (Please bear in mind that the performance of our current stores is in no way a predictor or forecast of what your store may do but simply an opportunity for you to have a better grasp of how well our business operates across various demographics and locations, which may assist you in choosing a suitable location or store format be it a High street location or a Kiosk).

You will also be invited to join us at one of our stores for a 'Discovery Day' as an observer to see what we do and how our stores operate; we may even let you do some work if you feel comfortable being involved. We consider this to be our 'Test Drive'; after all, it's a big decision.

We want to ensure you observe the business from all angles. Following the Discovery Day, you will again meet with our Franchisee Recruitment Manager to discuss any questions or concerns you may have, if any and if we are both happy to proceed further, we will then provide you with any further information you need to assist you in completing your due diligence and for you to review this opportunity with your Accountant and Business Adviser. **(Each applicant is advised to seek independent advice)**

We will also ask you to provide us with a Police & Credit check and will provide you with the instructions on how to complete these and you will be asked to bring these to your next meeting with our Franchisee Recruitment Manager.

**5. Once you have completed your business and financial due diligence,** you will then meet with the Walker's Doughnuts franchisors, Jim & Rose for your approval meeting along with your franchisee recruitment manager that has guided you throughout your recruitment journey so far. If approved we will ask you to provide us with your company business details and entity so we can then provide you with our franchise agreements in final form. These are to be reviewed and signed no earlier than 14 days after they are provided to you. This allows you time to review all documents and seek independent legal advice.

**6. Once the agreements are signed** and returned along with the Franchise Fee, you will then be given a 7 Day Cooling Off period before we proceed any further. We want you to be 100% sure that this is the right fit for you. Once this step is completed, you will then pay the Building Deposit Fee.

**7. As soon as the lease and plans are finalised** and we have access to your site, then your fit-out and storebuilding process begins!

**8. Once the store build/fit-out process has commenced,** your Franchisee Training Programme will also commence. You will also start to hire staff for the opening of your Store.

**9. Handover of your brand new Walker's Doughnuts premises!** You will do some trial runs, train your staff, get to know your store inside and out.

**10. Store launch and Grand Opening!** You are now officially part of the Walker's Doughnuts Franchise Family.



**WALKER'S DOUGHNUTS**

**ALWAYS DELICIOUS**



**AWARD WINNING**

**DELICIOUS COFFEE!**

**WALKER'S DOUGHNUTS**



**ALWAYS DELICIOUS**

# Let's Make Some Dough Together!



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