

SONNY'S
BBQ LOCAL
PITMASTERS
SINCE **68**

A Franchise Opportunity

THE POTENTIAL OF TODAY'S **BBQ** **INDUSTRY**





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Franchise Opportunity

CONCEPT INTRODUCTION

THE MODERN BBQ HAS DEEP ROOTS in our nation's history and heritage and has been a favorite cuisine of communities large and small for generations. The signature allure of mouthwatering, tender, slow-smoked meats prepared with love, experience, and skill has helped make quality BBQ a daily choice for a growing pool of guests nationwide.

The BBQ industry's continuing expansion has opened the opportunity for a brand that understands the enduring appeal of BBQ and evolves its business to meet the needs of today's expanding market.

At Sonny's BBQ, we've been passionate about our craft since Sonny Tillman opened our first location over fifty-six years ago, and we continue to operate with the same expertise and dedication to quality today. We combine our focus on superior BBQ creations with a devotion to guest comfort that's part of our tradition of limitless Southern hospitality.

For BBQ enthusiasts, visiting their favorite restaurant can be a quick visit to a different world, one where guests get a full-service, stay-awhile experience and attentive care while they enjoy the cuisine they love. Sonny's BBQ has based our business on that approach, and it aligns us with our guests and positions us for growth in an expanding marketplace.

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WHAT SETS SONNY'S BBQ APART?

Sonny's BBQ franchise ownership places you in a leadership role in an expanding business centered around expertise and experience and focused on your growth. We've established a reputation for superior-quality BBQ wherever we open our doors, with a warm, engaging atmosphere and team members devoted to guest comfort and satisfaction.

Here are just some of the features that make owning a Sonny's BBQ franchise a smart option for entrepreneurs looking to turn up the heat on their future:

A DRIVE TO INNOVATE.

We stay on the cutting edge of the industry with technology tools to improve the customer experience and streamline our operations.

EXPERT PREPARATION.

Every Sonny's BBQ location has a certified Sonny's Pitmaster® on staff to oversee the process from start to finish and ensure quality at all times.

A LEGACY BRAND WITH A RICH HISTORY.

We've been serving mouthwatering BBQ for over half a century, and that legacy influences our technique and approach.



MULTIPLE REVENUE STREAMS.

Build your business and guest base with options such as catering, delivery, drive thru, online ordering, and bar service.

EXPERIENCED LEADERSHIP.

The Sonny's BBQ leadership team understands the industry from years spent expanding our brand, and we put our expertise to work on your behalf.

COMPREHENSIVE TRAINING.

Get a thorough education on the Sonny's business model with classroom, hands-on, and continuing training.

MAJOR MARKET AVAILABILITY.

Sonny's BBQ is expanding into new territories nationwide, with a focus on major markets across the Southeast and beyond.

SUPERIOR GUEST CARE.

At Sonny's, we ensure every guest experiences our Southern hospitality centered around welcoming staff, generous portions, and attentive care.



INDUSTRY INSIGHTS

JOIN US AS WE LEAD THE INDUSTRY INTO THE FUTURE.

Sonny's BBQ has emerged as an industry leader with our signature blend of Southern hospitality and service alongside a passion for creating unforgettable BBQ experiences for each guest we serve. Our attention to quality and belief in the power of community reflect our guests' values and give our franchise owners critical tools for business growth.

The U.S. restaurant industry is experiencing record growth and serves a market **EXPECTED TO TOP \$1.1 TRILLION FOR THE FIRST TIME IN HISTORY.**

The growing guest love of quality BBQ has helped drive industry expansion to more than **\$4.9 BILLION**, with more growth predicted in the coming years.

That growth is predicted to continue in the years ahead, with nearly **8 OUT OF 10 RESTAURANT OWNERS EXPECTING SALES INCREASES.**

Guest demand for superior hospitality is growing as well — today, **89% OF GUESTS ARE MORE LIKELY TO BECOME LOYAL** customers after having a positive service experience.

Ownership with Sonny's BBQ places you at the heart of an appealing and expanding industry with a business plan focused on your growth.

ADVANTAGES OF FRANCHISING

FRANCHISING WITH SONNY'S BBQ
CONNECTS YOU WITH AN
EXPERIENCED TEAM OF
PROFESSIONALS FOCUSED ON
YOUR GROWTH. OUR FRANCHISE
MODEL IS DESIGNED WITH OUR
OWNERS' NEEDS IN MIND, AND WE
WORK ALONGSIDE YOU EVERY
STEP OF THE WAY TO HELP
ENSURE YOU OPERATE YOUR
FRANCHISE WITH CONFIDENCE.

PROTECTION FOR FRANCHISOR AND FRANCHISEE

A franchise is a business system where potential franchise owners pay a fee to utilize and grow an existing brand. The Federal Trade Commission regulates the relationship for the protection of both parties, and a Franchise Agreement spells out the intricacies of the deal.

MARKET EXPERTISE AND MORE

Inventory, taxes, territory, networking, design, equipment, training, and marketing are just a few concerns a new owner needs to stay on top of. These and other potential concerns can make owning a Sonny's BBQ franchise the intelligent choice.

BUSINESS OWNER FREEDOM WHILE MAKING A DIFFERENCE

Franchising with Sonny's BBQ gives you the flexible freedom of being your own boss while allowing you to take advantage of the support and experience of our expert franchise team.



BECOMING A FRANCHISE OWNER WITH SONNY'S PAIRS YOU WITH A TEAM OF PASSIONATE, COMMUNITY-MINDED BBQ LOVERS AND EXPERTS WHO ARE COMMITTED TO INNOVATION, FORWARD-THINKING LEADERSHIP, AND A BELIEF IN CREATING UNFORGETTABLE CUSTOMER EXPERIENCES THROUGH EXQUISITE BBQ MEALS AND TIME-HONORED SOUTHERN HOSPITALITY. HERE'S HOW TO GET STARTED:

STEPS TO OWNING A SONNY'S BBQ FRANCHISE

- ① Submit an inquiry form online
- ② Have an introductory call with our Franchise Development Team Members
- ③ Review the Franchise Disclosure Document
- ④ Undergo candidate qualification
- ⑤ Visit our flagship location and meet with our management team on Discovery Meet The Team Day
- ⑥ Sign the Franchise Agreement
- ⑦ Prepare to launch your Sonny's BBQ franchise!

WHAT DOES IT TAKE TO BE A PART OF SONNY'S BBQ?



**SONNY'S BBQ IS ON THE MOVE
ACROSS THE SOUTHEAST AND
BEYOND. WE'RE LOOKING FOR
FUTURE FRANCHISE OWNERS TO
JOIN US AS WE BRING OUR PASSION
FOR BBQ TO NEW MARKETS.**

If you're financially qualified and share our belief that heart, expertise, and hospitality are the keys to building a BBQ brand for today and tomorrow, we'd love to connect with you.

EXPECTED INITIAL INVESTMENT	\$831,500-\$1,447,000
MINIMUM LIQUID CAPITAL	\$500,000

See the most current Sonny's BBQ Franchise Disclosure Document dated May 16, 2025 for more information.

CONTACT US TODAY TO LEARN MORE!





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Franchise Opportunity

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Sonny's BBQ has developed a business approach for quality and service that aligns with our guests, and our franchise model positions our brand for future leadership in a developing industry. Find out more about the Sonny's BBQ franchise opportunity, and join us as we grow!

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