



US Edition



**FRANCHISE
GUIDE 2025**

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FRANCHISE FACTS

Updated as of: January 2025

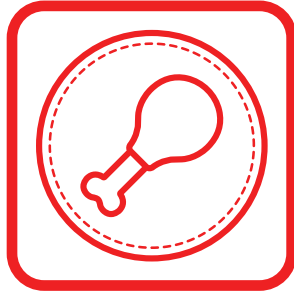
REGIONS • TEXAS • FLORIDA	CURRENT # OF LOCATIONS 36
ESTABLISHED IN 1988	TRAINING INVESTMENT 4 - 6 WEEKS
FRANCHISE ROYALTY FEES 6%	MARKETING FEE 4%
FRANCHISE FEE \$34,500 USD	INVESTMENT REQUIRED \$400,000 - \$780,000 USD



WHO WE ARE

WingsUp! is a quick service takeout and delivery restaurant concept specializing in chicken wings and other comfort food items. For over 35 years, we’ve served countless consumers, and kept them coming back for more with our stellar service and delicious food. Our efficient economic model allows us to have low overhead and high profitability. With 100% of our locations owned by franchisees, we offer an excellent opportunity for entrepreneurs looking to be leaders in guest satisfaction.

WHY WINGSUP!



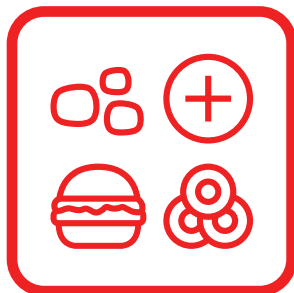
WingsUp! offers an incredible opportunity to own a quick-service restaurant franchise specializing in fresh, never frozen chicken wings.



Our compact restaurant size ensures low overhead costs, making it a highly profitable investment.



With multiple revenue streams including walk-in, delivery, and catering, the potential for growth is immense.



Our diverse menu goes beyond wings, offering buffalo bites, chicken sandwiches, appetizers, desserts, ensuring there's something for everyone.



Our brand is expanding quickly, with new locations opening regularly. We're seeking passionate entrepreneurs to join us!

FOOD FACTS

THE AVERAGE
AMERICAN EATS
290
WINGS A YEAR

<https://nypost.com/2017/07/25/americans-are-chicken-wing-eating-manics>

AMERICANS
PROJECTED TO EAT
1.45 BILLION
CHICKEN WINGS
FOR THE 2024
SUPER BOWL

<https://www.newsnationnow.com/entertainment-news/food/chicken-wings-super-bowl>

**39% PREFER
BONE-IN**
**27% PREFER
BONELESS**

60%
OF U.S. CONSUMERS
ORDER DELIVERY OR
TAKEOUT AT LEAST
ONCE A WEEK

<https://www.lightspeedhq.com/blog/online-ordering-statistics>

THE FOOD

At WingsUp!, we pride ourselves on serving 100% fresh chicken. Made-to-order, free of additives, and never frozen. From mouth-watering mains to appetizing sides, we have something for every palette.

Treat Yourself.



This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only.

THE MENU

WINGS



BITES



SANDWICHES



& MORE



**LOTS OF
AMAZING FLAVORS!**

★
CLASSIC

• SWEET •

🔥
SPICY

🌵
DRY

❄️
BOLD

🌟
SWEET
'N' SPICY

THE STORE



- Modern Consistent Design
- Site Selection
- Small Footprint, and Low Rent
- Simple to Operate and Maintain
- High Quality Equipment

THE STORE





DESIGN & MARKETING

- In-house Marketing & Design
- Digital & Social Media Campaigns
- Targeted Flyer Distribution
- Celebrity Endorsements
- Creative Video Production
- Professional Product Photography
- Custom Designed Packaging
- Daily & Monthly Promotions



DESIGN & MARKETING

DIGITAL ADVERTISING



COMMERCIALS & SOCIAL MEDIA INFLUENCERS



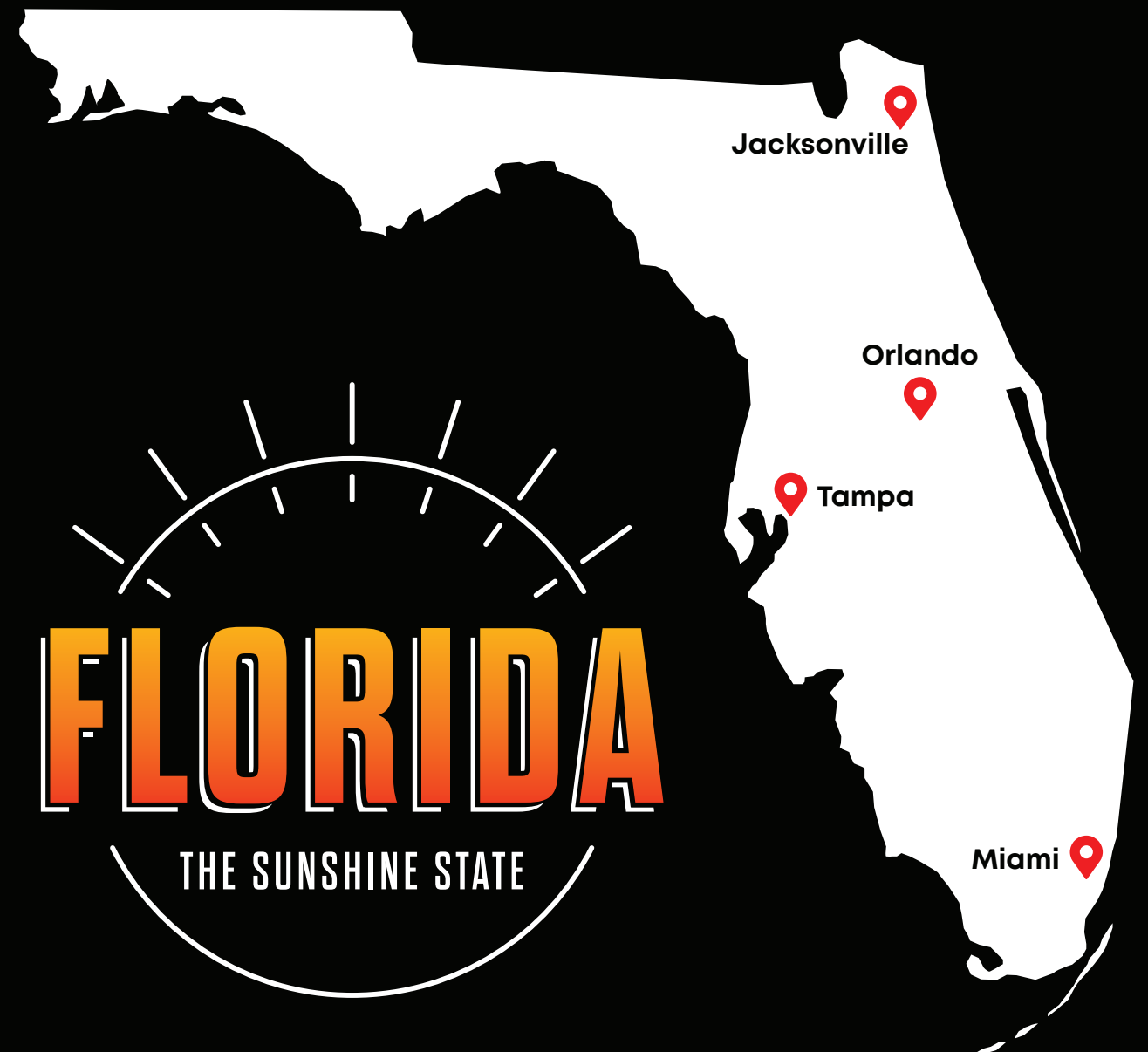
PRINT ADVERTISING



TRAINING & OPERATIONS



- A Methodical 3-part training program that includes visiting head office, in-restaurant hands-on training, as well as online videos with quizzes.
- Dedicated support team & franchisee portal.
- 1-on-1 meetings, in-person or group video call.
- Minimum 3 weeks of training and 2 weeks of on-site opening support.



CORE VALUES



Welcoming Create an environment where every employee, franchisee, and guest feel like they belong



Innovative Stay ahead of the curve implementing new and creative strategies and objectives



Thorough Focus on all the details from the quality of our food to the excellence of our service



Passionate Take ownership of everything that we do



Our mission is to provide all of our guests with a truly fresh and satisfying comfort food experience

Everyday we provide the best quality food and service to turn each guest into a loyal enthusiast



How can I learn more about investing in WingsUp!?

Visit our website www.wingsupfranchise.com or contact us directly via phone or email (see last page for details) to get in touch with our franchise development team. We are looking forward to working with you. Together we can determine if WingsUp! is the right franchise for you.

What are the minimum requirements to own a WingsUp!?

You should have a minimum of \$150,000 - \$250,000 in unencumbered liquid funds.

Does WingsUp! provide financing?

While WingsUp! doesn't provide financing directly, we have a good relationship with major financial lender institutions.

What are your royalty and marketing fees?

Royalties are 6% and brand marketing is 4%

Does WingsUp! provide training and support?

Yes, with WingsUp! you will have 4 - 6 weeks of comprehensive training, and on going support from our dedicated operational team.

What is WingsUp! looking for in a franchise partner?

To own a WingsUp! franchise, you should be a dedicated member of your community, driven by a passion for delivering exceptional food and exemplary service. This opportunity suits someone who thrives on hard work, values building strong customer relationships, and has an entrepreneurial spirit.

We are excited about the potential to grow with passionate and dedicated individuals. If you are interested in learning more about available opportunities and becoming part of the WingsUp! network, please reach out to us. Together, we can achieve great success and bringing the joy of gourmet chicken wings to more communities.





FRANCHISE READINESS QUIZ

TAKE THIS QUIZ TO SEE IF YOU'RE READY TO BECOME A FRANCHISEE

1. What is your overall net worth?

A) \$0-\$25,000 B) \$25,000-\$50,000 C) \$50,000-\$100,000
D) \$100,000-\$250,000 E) \$250,000+

2. What amount of capital do you have to invest in the business?

A) \$0-\$25,000 B) \$25,000-\$50,000 C) \$50,000-\$100,000
D) \$100,000-\$250,000 E) \$250,000+

3. How healthy is your credit score according to Canadian standards (Equifax or Transunion)?

A) Excellent (780+) B) Very Good (720-779)
C) Good (680-719) D) Average (620-679)
E) Poor (580-619)

4. What is your preferred time to work?

A) Morning shifts B) Afternoons C) Evenings
D) Any time

5. How many weekends are you willing to work per month?

A) 1 weekend B) 2 weekends C) 3 weekends
D) Every weekend

6. How many years of food industry experience do you have?

A) No experience B) Under 1 year C) 1-3 years
D) 3-5 years E) 5+ years

7. How many years of management experience do you have?

A) No experience B) Under 1 year C) 1-3 years
D) 3-5 years E) 5+ years

8. How long would you be willing and able to invest your own capital until you are profitable?

A) 0-3 months B) 3-6 months C) 6-9 months
D) 12-18 months E) 18+ months

9. How many days of training do you feel you would need to be up and running confidently on your own?

A) 30 days B) 50 days C) 70 days D) 90 days E) 110 days

10. Do you honestly and truly share the same core values and mission as WingsUp!?

A) Yes absolutely! B) Some of them C) Very few
D) None at all
- TIER 1**

Franchise Ready (24-40 points) You are ready to embark on the exciting journey of becoming a WingsUp! franchisee! Flip the page to see our step-by-step process that we use to get you up and running smoothly.
- TIER 2**

Franchise Curious (11-23 points) You are almost ready to embark on the journey of becoming a franchisee at WingsUp!, however we recommend you take more time to research, plan and save capital.
- TIER 3**

Franchise Flaky (2-10 points) You are not ready to be a franchisee at WingsUp!. We recommend doing research into other options that will align more with your core values and ambitions.

SCORING CRITERIA (FLIP UPSIDE DOWN TO SEE HOW MANY POINTS YOU EARNED)

2: A-0 B-1 C-2 D-3 E-4	10: A-4 B-2 C-1 D-0	8: A-0 B-1 C-2 D-3 E-4	6: A-0 B-1 C-2 D-3 E-4	4: A-1 B-2 C-3 D-4	2: A-0 B-1 C-2 D-3 E-4
1: A-0 B-1 C-2 D-3 E-4	9: A-4 B-3 C-2 D-1 E-0	7: A-0 B-1 C-2 D-3 E-4	5: A-1 B-2 C-3 D-4	3: A-4 B-3 C-2 D-1 E-0	

OUR STEP-BY-STEP PROCESS

1

INTRODUCTION

After submitting the application, the next step is an introductory call with the Franchise Development Team. During this call, prospective franchise partners will receive an overview of the WingsUp! business model, the investment requirements, and expectations. It also allows for initial questions to be answered and for both parties to determine if there is a good fit.

2

APPLICATION

The WingsUp! onboarding begins with the completion of a formal application, where prospective franchise partners provide personal, financial, and business background information. This step helps us to assess the candidate's suitability, commitment, and readiness to move forward with the franchise opportunity.

3

DISCLOSURE

Once initial discussions indicate a strong potential match, the prospective franchisee will receive the Franchise Disclosure Document (FDD). This legally required document provides detailed information about the franchise, including fees, obligations, and support systems. Candidates are encouraged to review the FDD with legal and financial advisors to fully understand the terms.

4

PERFORM DUE DILIGENCE

After reviewing the FDD, prospective franchise partner will perform their due diligence, which includes further research, consulting advisors, and understanding market conditions. This process helps ensure that you are fully informed about the financial, operational, and legal aspects of becoming a WingsUp! franchise partner.

5

DISCOVERY

Candidates who are serious about joining the WingsUp! brand are invited to attend a Discovery Day. This is an opportunity to visit the company's headquarters, meet the executive team, and experience the brand's culture firsthand. It also allows for an in-depth understanding of operational support and expectations.

6

FRANCHISE AGREEMENT

If both parties agree to move forward after Discovery Day, the prospective franchise partner executes the Franchise Agreement. This legally binding document formalizes the partnership and grants the approved franchise partner the rights to operate under the WingsUp! brand. The initial franchise fee is typically paid at this stage.

7

SITE SELECTION

Once the agreement is signed, the real estate process begins. The franchise partner collaborates with the corporate team to identify suitable locations that meet brand and market criteria. Preliminary site selections focus on factors such as demographics, traffic, and local competition.

8

FINANCING

At this stage you will be in contact with your Financial Advisor to secure your financing.

9

SUBMIT PACKAGE FOR APPROVAL

Once a preliminary site has been identified, the franchise partner works with the corporate real estate team to finalize the site selection. A comprehensive package is submitted for corporate approvals, including lease terms, market analysis, and site plans. This ensures the location aligns with the WingsUp! brand and operational standards.

10

CONSTRUCTION & BUILD-OUT

After approvals, the build-out process begins. The franchise partner collaborates with contractors and designers to bring the location to life, following the brand's specific design and layout guidelines. The franchisor provides support to ensure consistency and quality across the build-out process, managing timelines and ensuring a smooth transition.

11

TRAINING

Before opening, franchise partners attend a comprehensive three-week training program. This training covers every aspect of running a WingsUp! restaurant, from operations and management to marketing and customer service. It includes hands-on training at an existing location and ensures the franchise partner is well-prepared for the launch.

12

OPENING

Once the build-out and training are complete, the restaurant is ready for its grand opening. With support from the franchisor, the franchise partner launches their restaurant to the public, utilizing marketing and operational strategies designed to ensure a successful start. The franchisor continues to provide ongoing support to optimize the restaurant's performance.

FRANCHISEE TESTIMONIALS

"At just 25 years old, I have embarked on an exciting new chapter in my career by opening my first WingsUp! franchise. Looking back, my journey has been defined by determination, resilience, and a deep passion for the food service industry. I am committed to fostering a workplace culture that prioritizes teamwork, community engagement, and operational excellence. I chose WingsUp! because I believe that with the right mindset, we can create a thriving restaurant that not only serves delicious wings but also brings people together"

— **Matt Potvin**, Owner / Operator, Welland, ON



"I have been working in the restaurant business sector for a long time and always dreamed to have a business of my own. That dream came true with WingsUp! in which I saw great potential. WingsUp! has a decent geographic spread when it comes to locations. The best thing about it is the quality that WingsUp! promises with fresh, never frozen chicken that is rare to see these days. With its focused menu items which also come with great deal of diversity in terms of choice"

— **Taniya Shah**, Owner / Operator, Woodstock, ON

"The team at WingsUp! has truly been instrumental in setting me up for success as a franchisee. The team goes above and beyond to ensure that I have all the tools and resources I need to thrive in my business. Whether it's assistance with operations, marketing strategies, or any other aspect of running a franchise, they're always there to offer their expertise and support. What sets WingsUp! apart is the freshness of the food, and the commitment to provide a quality product/service to the customers. All these factors result in not only a happy customer, but also a successful franchisee which helps fuel growth!"

— **Faraz Tung**, Owner / Operator, Mississauga, ON



**INTERESTED?
CONTACT US**

✉ FRANCHISEINFO@WINGSUP.COM
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FOR FRANCHISING INFORMATION
WWW.WINGSUPFRANCHISE.COM

TO VIEW OUR MAIN SITE
WWW.WINGSUP.COM



**100% FRESH
NEVER FROZEN
CHICKEN
HAND BREADED
DELICIOUS**

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