



WINGSTOPFRANCHISE.COM



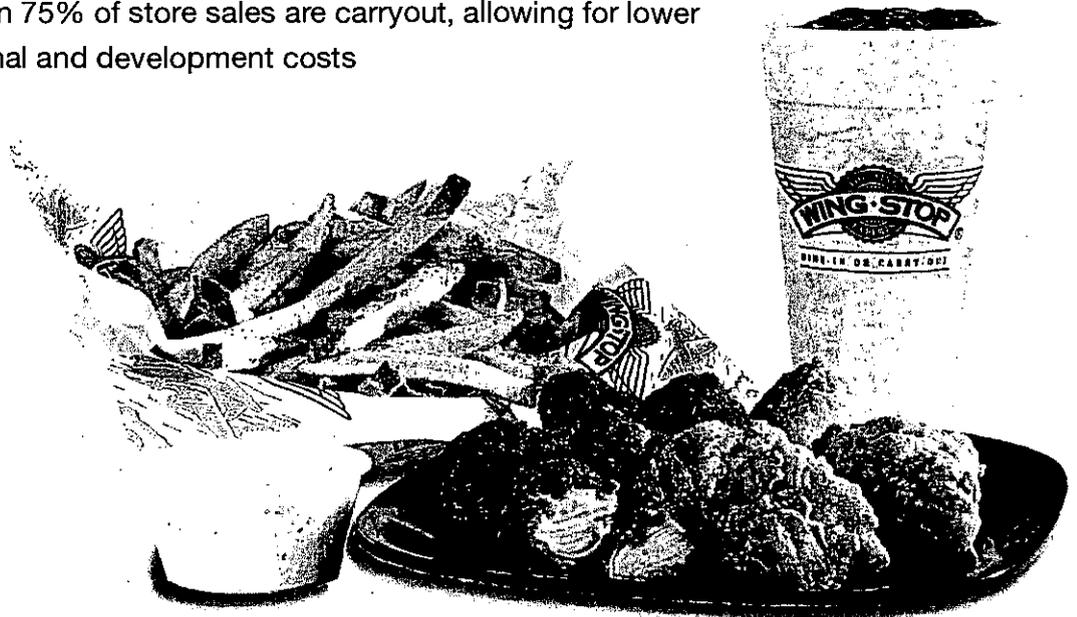
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WELCOME TO WINGSTOP

With more than 8 straight years of same store sales increases and over 500 locations nationwide, it's obvious why Wingstop has become one of the fastest-growing franchises for both multi-unit and single-unit operators.

Wingstop offers a highly craveable menu item in a franchise format that appeals to experienced restaurateurs and entrepreneurs with the drive and passion to own their own business. Wingstop keeps the sole focus on fresh, cooked-to-order wings, boneless strips and chicken sandwiches and it's that simple operating platform that sets us apart.

- Focused, high-quality menu
- Fun family concept that requires only 8-10 employees
- Typical site of 1,350-1,600 sq. ft.
- More than 75% of store sales are carryout, allowing for lower operational and development costs



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THE WING EXPERTS

From national taste tests to industry rankings, Wingstop continues to win rave reviews. Recognized by Technomic as one of the 10 fastest-growing concepts in the United States, we are The Wing Experts. Our wings have earned the brand "best of" accolades in outlets and festivals across the country, including the National Buffalo Wing Festival.

Each year restaurant and franchise trade publications rank Wingstop among the leading concepts.

- 10 Best Franchise Deals – *QSR Magazine*
- 10 Best Franchise Bets – *CNN Money*
- Named to Zagat's National Chain Restaurants Survey
- Top 25 Chain Innovators – *Foodservice Equipment & Supplies*
- Franchise 500 – *Entrepreneur Magazine*
- AllStar Franchise – *AllBusiness*
- Top 40 Franchises for African Americans – *Black Enterprise*



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OUR HISTORY

Wingstop landed on the scene in 1994 with the idea of serving the ultimate buffalo-style chicken wings and providing quality products with a superior guest experience at an exceptional value, every day.

The restaurant was an immediate hit and in 1997 we began offering franchises in response to the growing interest from entrepreneurs wanting to open their own location. Today we have over 500 restaurants open in 30+ states and continue to add new stores across the U.S. and Mexico.

As we continue to expand, we hold true to the original concept, and our fresh, made-to-order chicken products remain the only center of the plate item on the menu.



OVER
500
STORES

Wingstop is one of the fastest growing
restaurants in the United States!



F-5434

TASTEBUDS REJOICE

OUR MENU

With a sole focus on cooked-to-order chicken, the Wingstop menu features traditional and boneless wings, strips and Glider sandwiches, all sauced and tossed in one of nine proprietary flavors including:

Original Hot

Lemon Pepper

Garlic Parmesan

Hickory Smoked BBQ

Mild

Cajun

Atomic

Teriyaki

Hawaiian

We also offer a variety of homemade side dishes including seasoned fries, cut fresh daily from Idaho potatoes, bourbon baked beans, potato salad, cole slaw, crisp veggie sticks, creamy ranch, bleu cheese and honey mustard dressings and fresh-baked rolls.

Our food is always made-to-order – no heat lamps or microwaves – and served piping hot.



READY FOR FLIGHT

FRANCHISE INFORMATION



- QSR MAGAZINE 2011

The Wingstop Franchise Program offers opportunities for both single unit and multi-unit developers in markets across the U.S.

Single-unit operators must live in the market they seek to develop and have a minimum net worth of \$400,000 of which \$200,000 must be liquid capital.

Multi-unit developers must have liquidity totaling \$200,000 per store to be developed and must have restaurant operations or development experience.

Our franchise fee is \$30,000 and we offer a discounted franchise fee of \$22,500 for subsequent stores in a multi-unit development agreement.



Wingstop franchisees pay a royalty of 5% of sales and contribute an additional 2% of sales to the national advertising fund.

Franchise agreements are for 10 years with an option to renew for 10 years.



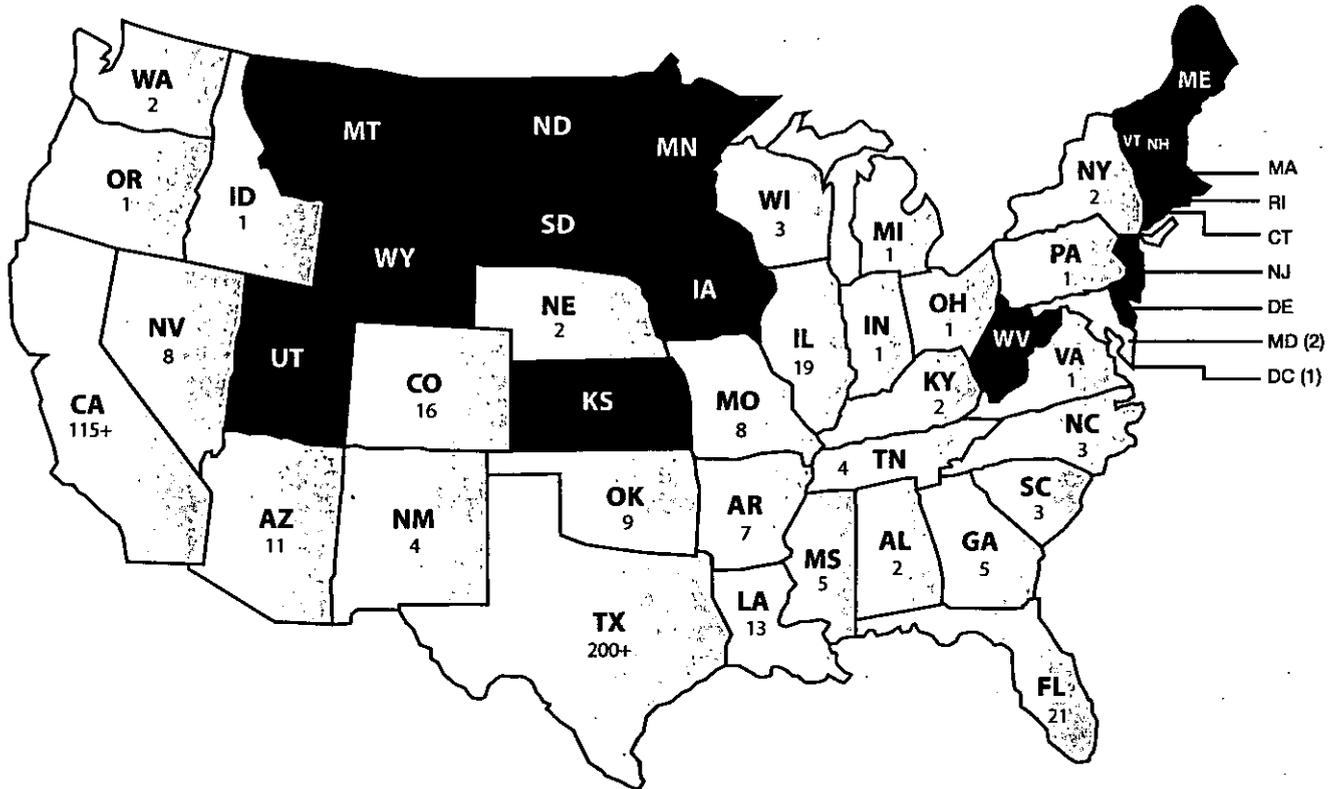
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WELL GROUNDED

OUR LOCATIONS

OVER
2 BILLION
WINGS
SOLD

**WINGSTOP HAS OVER 500
LOCATIONS IN 30+ STATES**



 EXISTING STORES
 DEVELOPING MARKETS



F-54301

GREAT FLIGHT PLAN

PROFESSIONAL SUPPORT

TRAINING

As a Wingstop franchisee you and your General Manager will participate in an intensive four-week orientation at the Wingstop corporate offices in Dallas. In addition to a simulation in which you run a store as if it were your own, you receive hands-on training in the following areas:

- | | |
|-----------------------|----------------------------------|
| Restaurant Operations | Sanitation |
| Hospitality | Employee Relations and Retention |
| Labor Management | Interviewing and Hiring |
| Administration | Marketing |
| Food Preparation | Advertising |
| Customer Relations | |



REAL ESTATE

All prospective locations are evaluated by our experienced real estate team against demographic and psychographic criteria designed to give your restaurant the best opportunity to succeed.



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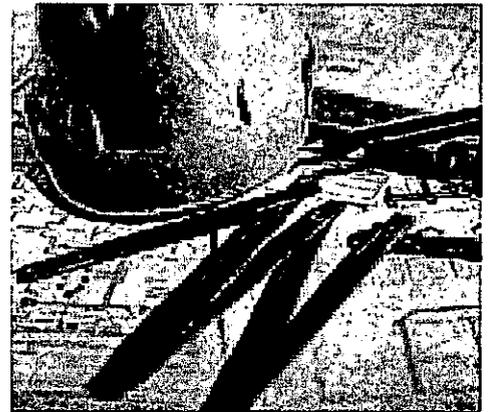
GREAT FLIGHT PLAN

PROFESSIONAL SUPPORT

DESIGN AND CONSTRUCTION

Wingstop offers professional architectural, design and engineering services on a fee basis. Our in-house team of architects has planned and designed the majority of Wingstop restaurants currently open. Our design and construction team will assist you in the selection of a general contractor and will help manage the construction process, including permitting.

Wingstop designs and installs the décor package for every store as well as supplies a preferred list of vendors detailing the furniture, fixtures and equipment needed to complete your restaurant.



PRE-OPENING

The Training Department will send an Opening Team to your restaurant to spend time with you and your staff up to 6 days prior to and during your opening.

DAILY SUPPORT

As a Wingstop Brand Partner you have direct access to your Franchise Business Consultants who are experienced in all aspects of restaurant operations. In addition, our intranet provides ongoing updates and information important to your operations. Our annual convention offers networking opportunities and advanced training programs.



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EXCELLENT LANDING

RESTAURANTS AND FLOOR PLANS

OUR RESTAURANTS

Wingstop restaurants are designed to create a fun, comfortable atmosphere for our customers and for ease of operations by the franchisee.

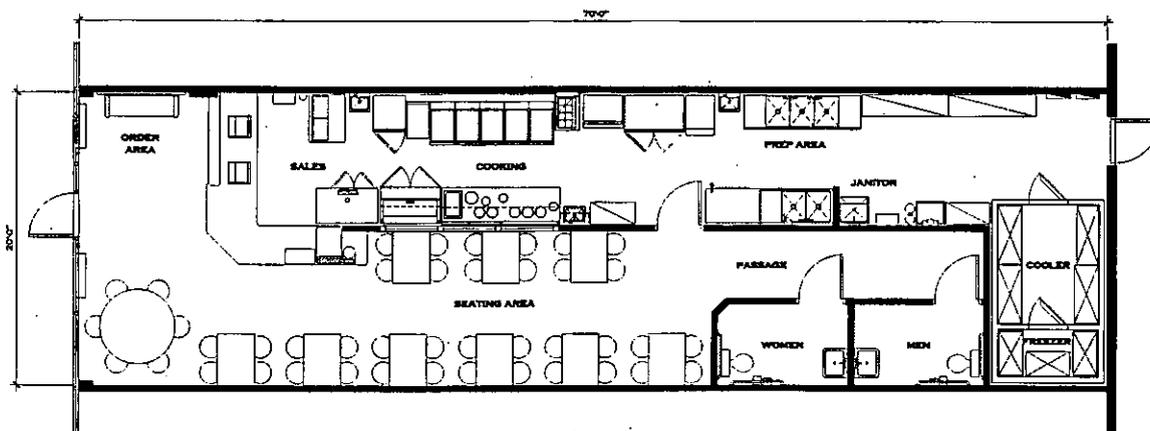
All of our stores are outfitted with 1930s - 1940s, pre-jet engine aviation décor and artifacts. The entire family will feel welcome in our comfortable and inviting surroundings.



FLOOR PLAN

Typical Wingstop Requirements:

- 1,350 to 1,600 SF
- 20 SF of store front preferred
- 50,000 – 70,000 population within 3 miles



BRAND PARTNERS

A BURNING DESIRE TO BUILD A SUCCESSFUL BUSINESS

As a Wingstop franchisee you become our Brand Partner. Brand Partners come from a variety of backgrounds but all share a single trait – a burning desire to build a successful business.



LADONNA TOLIVER - OAKLAND, CA

With a background in operating non-profit community programs, LaDonna Toliver opened one of the first locations in the Bay Area. Today, she and her husband own 5 Wingstop locations, including one of the highest grossing restaurants in the system.

CHARLES LOFLIN - SAN ANTONIO, TX

Charles left the hotel industry to purchase a Wingstop and run a business on his own terms. Today, Charles is a multi-unit operator with over 25 locations.



DEBORAH BROWN - TALLAHASSEE, FL

After spending years in the fast food industry working for others, Deborah opted to open her own Wingstop. She credits her success to the simplicity of the concept of serving great wings and fries.

ROD STOKES, MIAMI, FL

Rod joined Wingstop after a 12-year career in the Army and today credits his success to the Wingstop training and support system.



DANNY SONENSHINE, SOUTHERN CALIFORNIA

Before Wingstop, Danny was a corporate attorney, but wanted a job that would allow for more independence. Danny joined Wingstop just as the brand was taking off in California and today operates close to 20 restaurants.



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RANKINGS & AWARDS

8+ YEARS SAME STORE SALES INCREASES

TOP 10 FASTEST GROWING CONCEPT

- Technomic

FRANCHISE 500 LIST - #71

- Entrepreneur Magazine

10 BEST FRANCHISE DEALS

- QSR Magazine

BEST CHICKEN CHAIN

- Consumers' Choice in Chains,
Restaurants & Institutions Silver Winner

10 BEST FRANCHISE BETS

- CNN Money

NATIONAL CHAIN RESTAURANTS SURVEY

- Zagat

TOP 40 FRANCHISES FOR AFRICAN AMERICANS, 2010

- Black Enterprise

Voted "BEST CHICKEN WINGS" by readers in Dallas-Fort Worth,
Orange County, Denver, Cleveland, San Antonio, Tallahassee and more



WINGSTOP RESTAURANTS, INC.

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Richardson, TX 75081

972.686.6500 | Fax: 972.686.6502

wingstop.com | wingstopfranchise.com

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WINGSTOP CELEBRATES 500th RESTAURANT
 WINGSTOP OPENS 500th LOCATION IN BROOKLYN, NY.

Wingstop celebrates the opening of its 500th restaurant - located at 289 Livingston Street in Brooklyn, NY - on Monday, Dec. 19.



"Opening our 500th restaurant is a huge milestone for our brand," said Jim Flynn, Wingstop president and CEO. "Wingstop guests are the most loyal, enthusiastic fans around and it's because of them we've grown from a single location in Garland, Texas, to 500 locations coast to coast."



WINGSTOP CEO ON FOX BUSINESS

Wingstop CEO & President Jim Flynn was featured on Fox Business in talk about the company's 500th opening, international and domestic expansion and more.

WINGSTOP NOW OFFERING FINANCING!
 WINGSTOP LINES UP \$15 MILLION FOR FRANCHISE LENDING PROGRAM

Wingstop is excited to announce a new program designed to provide financing for franchisees. The financing will be provided through Franchise America Finance (FAF), and The Bancorp Bank, a wholly owned subsidiary of The Bancorp, Inc. (NASDAQ: TBBK).

Under the terms of the partnership Wingstop has \$15 million available to assist with financing franchisees in the development of new restaurants.

"This collaboration allows us to provide national funding for our current brand partners and new franchise candidates," said Dave Vernon, senior vice president of development for Wingstop. "Wingstop is adding new stores on a regular basis and will open 60 locations this year. This funding will give us even more momentum as we grow the brand in new markets and expand within our core markets."

BANNER 2011 FOR WINGSTOP

Wingstop celebrated a groundbreaking year in 2011 - opening 34 new restaurants, including its 400th location in Brooklyn, NY, and reaching more than eight years of consecutive same store sales increases.

Additionally, Wingstop same store sales for the fourth quarter were up 9 percent over the same quarter last year, and 5.8 percent for the year-to-date.

"Last year was perhaps the most momentous in our 17-year history," said Jim Flynn, Wingstop president and CEO. "I'd like to thank our franchise brand partners, vendors and team for

our corporate and restaurant staff. Wingstop has more than 8,500 team members in 500 restaurants across the U.S. and Mexico, and it's due to their hard work and dedication that we continue to grow and will open 60 new locations in 2012."



WINGS ACROSS THE BORDER

Based on the success of its stores in Mexico City, Wingstop will add 120 restaurants across Mexico over the next seven years, thanks to a master franchise agreement with WIS Mexico S.A. de C.V.



Franchise owners Antonio Ortiz Dominguez, Jose Francisco Cortes Quintan and Jose Luis Soriano Villalobos opened 10 Wingstop locations in Mexico City over the last two years as

part of an original multi-unit franchise agreement. Now, with the master license, the group plans to expand Wingstop throughout the country through their own development and sub-licensing.

"We have found the perfect franchise partners in WIS Mexico," said Dave Vernon, senior vice president of development for Wingstop. "They've proven to be one of the strongest operating groups in the Wingstop system and have opened 10 successful stores in just two years. With this master agreement we expect to open an additional 14 to 17 locations in 2012."

LOOK BACK AT 2011

Wingstop celebrated many achievements in 2011, here's a quick look:

- Opening 500th restaurant
- More than 8 straight years of positive comp store sales.
- Ranking in a Top 10 Best Franchise Deal and CRN Money 10 Great Franchise Deals.
- Launching the Wingstop phone app, available now on iPhone and Android.
- Opening Wingstop Sports - a sports bar on the Wingstop concept, now open in Baytowne, Texas.
- Introducing Ciders, now a permanent part of the Wingstop menu including the new Wingstop flavor - Louisiana Irish, which has quickly become a fan favorite.



SPREADING OUR WINGS!

In 2011 the Wingstop franchise development team signed agreements to open 130 new restaurants in the U.S.

- New markets include:
- New York
 - Baltimore
 - Atlanta
 - San Diego
 - Seattle
 - Milwaukee
 - Memphis
 - and many more!



WINGSTOP SIGNS NBA'S DREW GOODEN

Milwaukee Bucks forward Drew Gooden has signed a multi-year franchise agreement to open four restaurants in Orlando.

"I've been a big fan of Wingstop for years, so this is a perfect fit," said Gooden, whose first restaurant is scheduled to open in mid-2012.

Drew Gooden is the latest of several professional athletes and entertainers that have joined the Wingstop brand. Recording artist Rick Ross opened his

first Wingstop in Memphis last year, and company spokesman and Fox Sports analyst Troy Altman sits on the Wingstop board of directors.



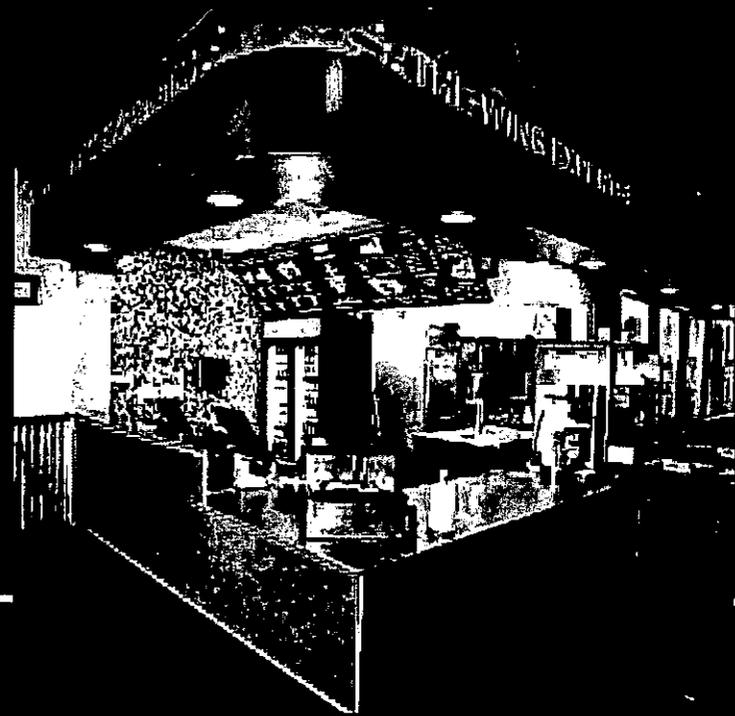
FOR MORE INFORMATION ON WINGSTOP FRANCHISING, CONTACT:
 DAVE VERNON | 972-686-6800 | DVERNON@WINGSTOP.COM



HIGHEST RATED FRANCHISE 2012 | 150 | RICHARDSON, TX 75081 | 972-686-6800

F-54134

NON-TRADITIONAL VENUE OPTIONS



WINGSTOP SALES & MARKETING

Founded in 1994, Wingstop is a top-ranked national fast casual chicken wing chain. Now Wingstop is making the move into non-traditional venues. With an easily executed, craveable menu for all dayparts, simple operations and attractive unit economics, Wingstop offers a flexible footprint to accommodate any venue.

IN THIS BOOKLET:

Platform Options | Food Court | In-Line | Sports Theme | Menu | Decor Package

#1 SYSTEMWIDE SALES GROWTH
- Nation's Restaurant News Second 100 list



PLATFORM FOOD COURT



The Food Court platform features our most concise floorplan and menu, ideal for venues with a common seating area and perfect for travelers on-the-go.

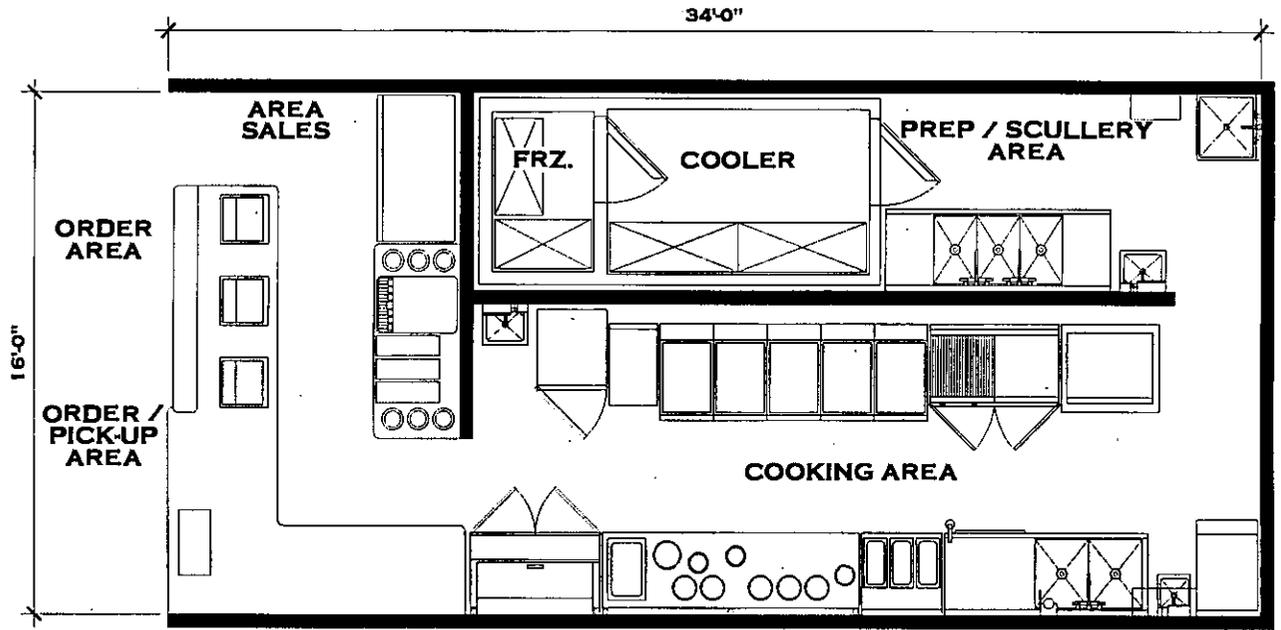
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NON-TRADITIONAL VENUE OPTIONS



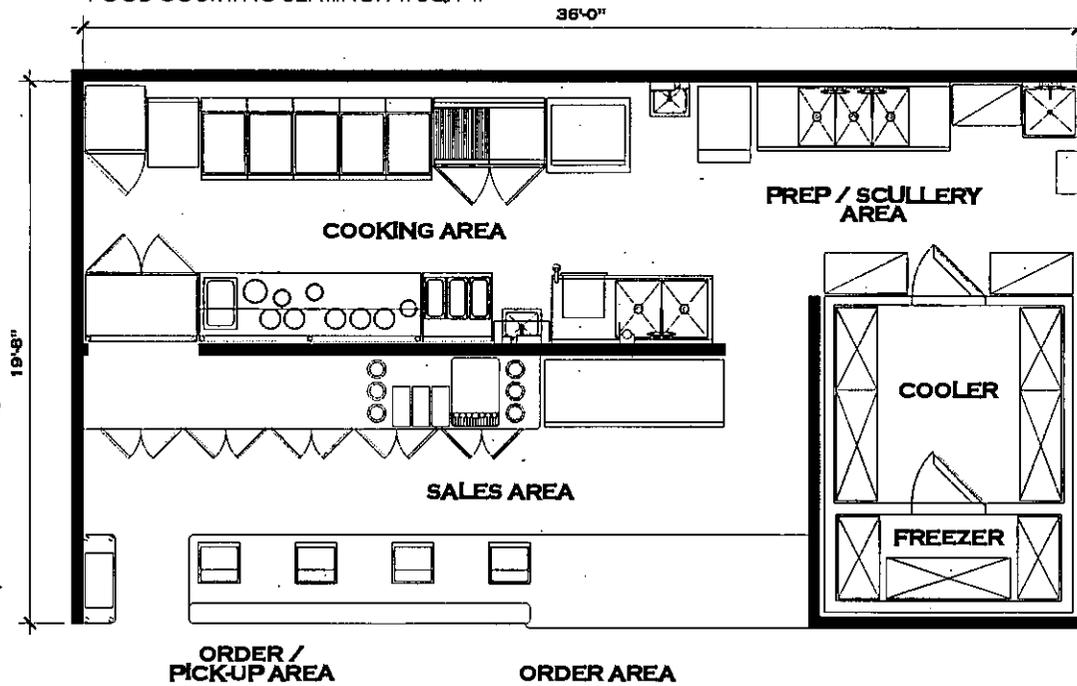
PLATFORM FOOD COURT

Flexible floor plans range from 550 to 800 square feet.



FOOD COURT, NO SEATING: 711 SQ. FT.

CONCOURSE: NO SEATING: 544 SQ. FT.



ORDER / PICK-UP AREA

ORDER AREA

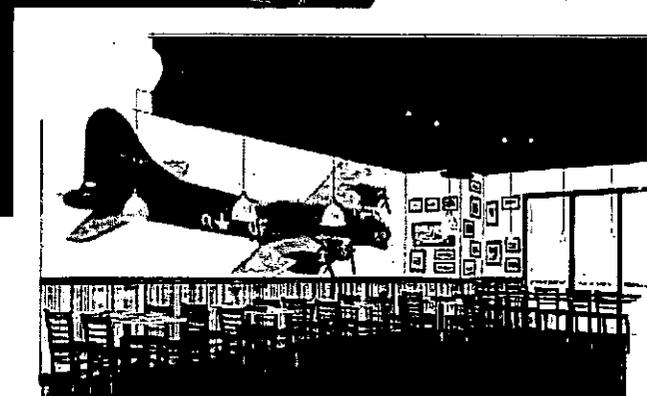


PLATFORM IN-LINE



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The In-line concept includes a seating area and extended menu offerings - ideal for dine-in or to-go orders.

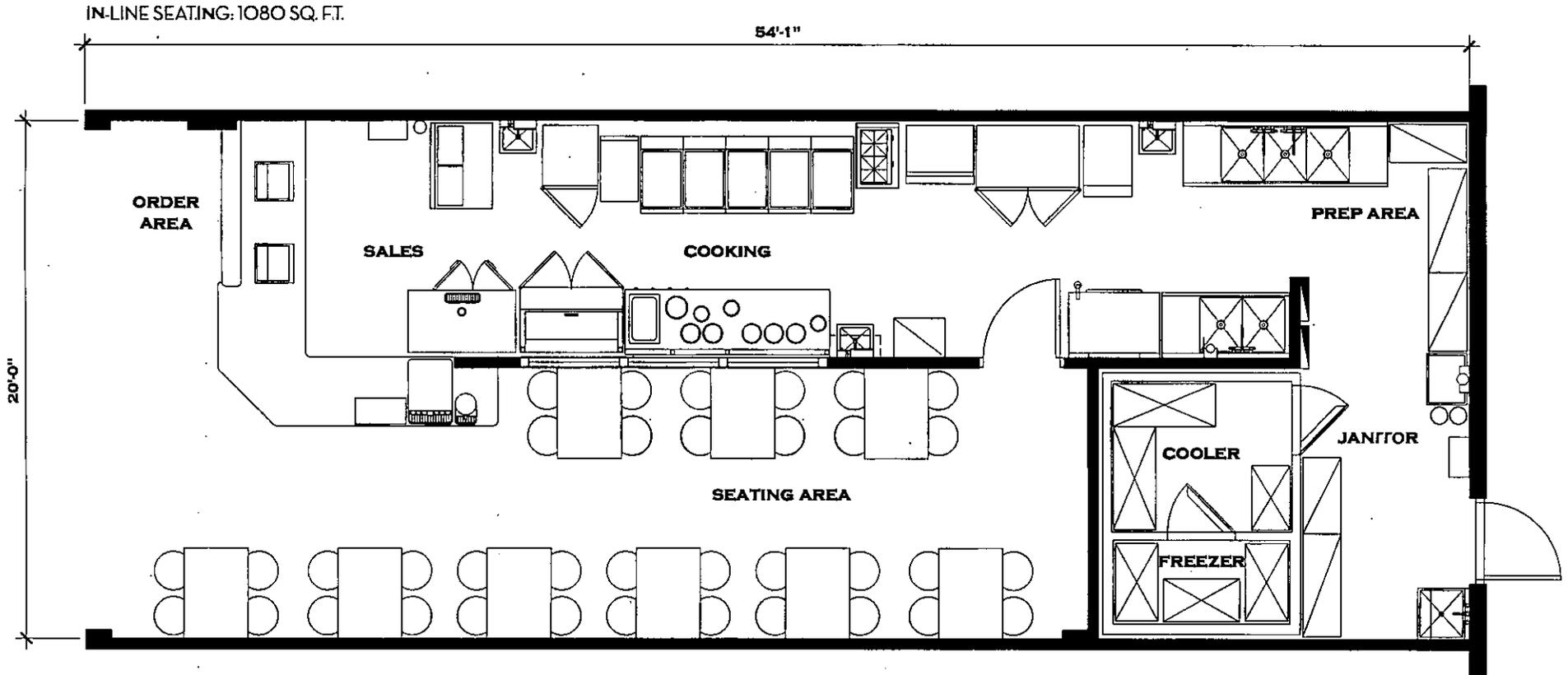


NON-TRADITIONAL VENUE OPTIONS



PLATFORM IN-LINE

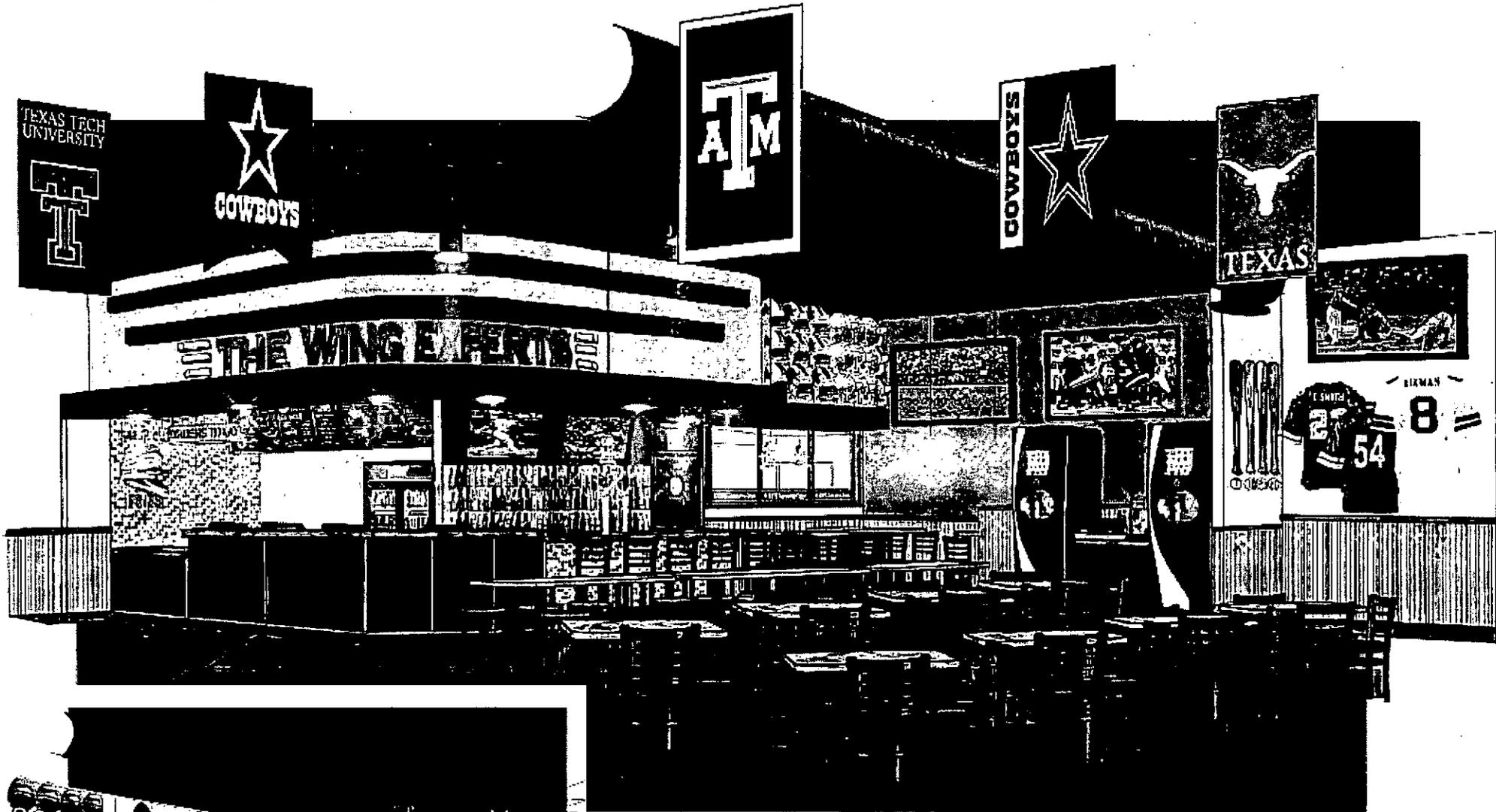
Flexible floor plans range from
800 to 1100 square feet.



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PLATFORM SPORTS THEME



The Sports Theme concept includes a sit-down bar and extended menu. Perfect fit for venues with a larger footprint for casual dining with a sports twist. This concept features multiple flat screen televisions, full menu and extended line of beer and wine.

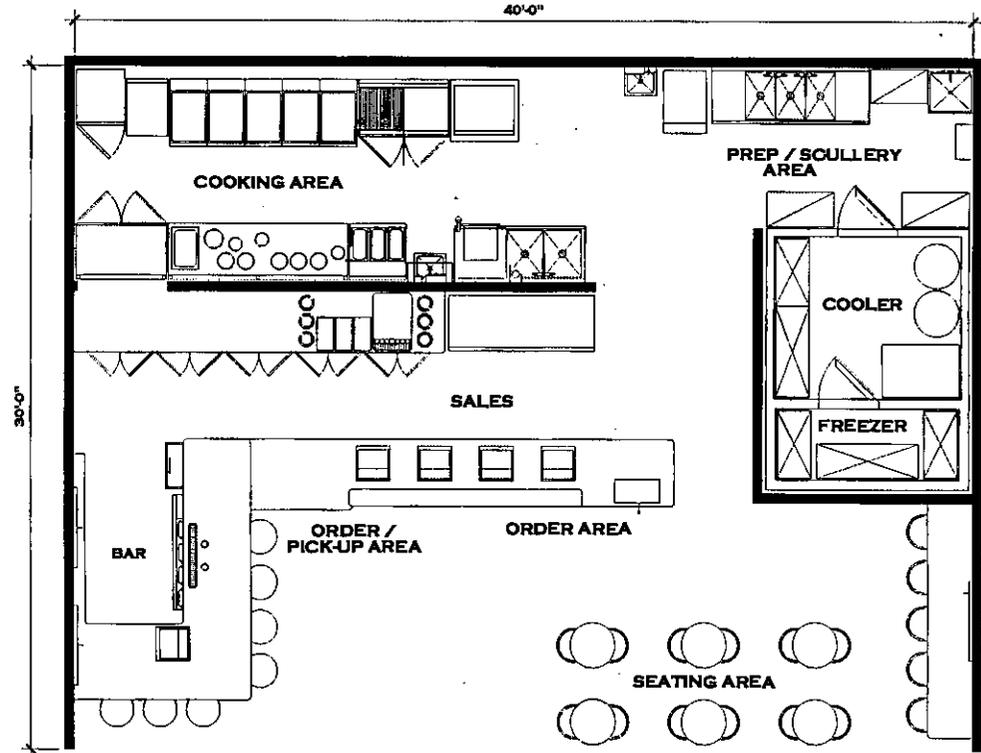
*Team pennants customized to represent the professional and college sports teams in your market.



NON-TRADITIONAL VENUE OPTIONS

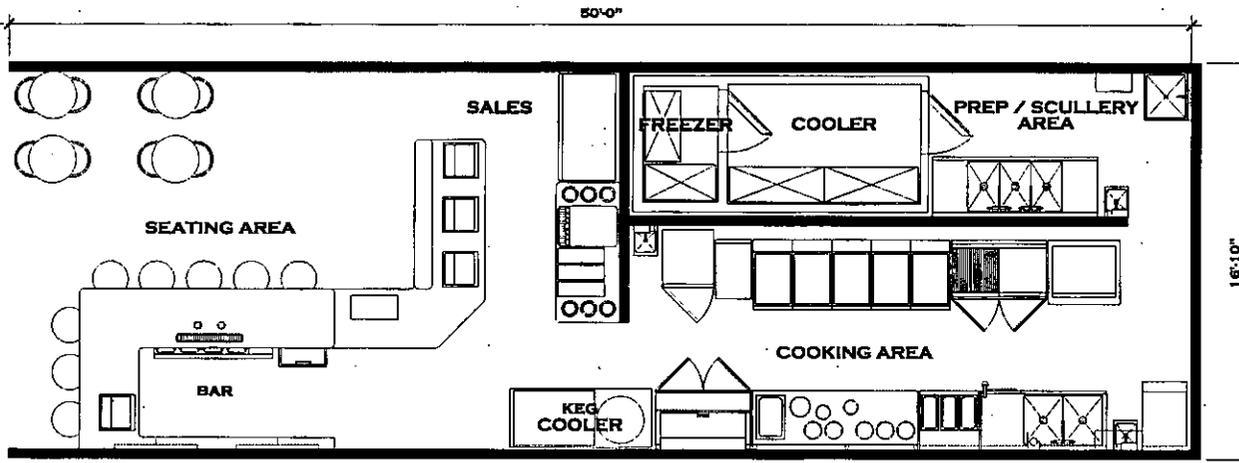
PLATFORM SPORTS THEME

Flexible floor plans range from 800 to 1200 square feet.



SPORTS THEME: SEATING: APPROX 1200 SQ. FT.

SPORTS THEME: SEATING: APPROX 800 SQ. FT



R-51131



MENU

ALL PLATFORMS FEATURE:

Breakfast, Lunch, Dinner

Wingstop's proprietary sauces

Signature fresh-cut, seasoned fries

FOOD COURT:

Traditional wings, boneless wings and strips

Glider sandwiches

Side dishes

Beverage station

IN-LINE:

Extended line of flavors

Additional side dishes

Desserts

Beer and wine optional

SPORTS THEME:

Full menu

Wraps, salads

Appetizers

Extended line of beer and wine



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NON-TRADITIONAL VENUE OPTIONS



MENU

NON-TRADITIONAL MENU

Wing Combos

Your Choice of Regular or Boneless Wings

5 Wing Combo \$7.99
Regular Fries or Veggie Sticks, Soft Drink or Tea, 1 Flavor & 1 Dip

8 Wing Combo \$9.99
Regular Fries or Veggie Sticks, Soft Drink or Tea, Up to 2 Flavors & 1 Dip

Sauced and Tossed in Your Favorite Wing Flavor

Glider Combo

Breads: Dilled on a Fresh Baked Yeast Roll!

2 Glider Combo \$8.99
Regular Fries or Veggie Sticks, Soft Drink or Tea, 1 Flavor & 1 Dip

A La Carte Menu

5 Regular Wings (1 Flavor)	4.99
8 Regular Wings (Up to 2 Flavors)	6.99
5 Boneless Wings (1 Flavor)	4.99
8 Boneless Wings (Up to 2 Flavors)	6.99
2 Glider Flyers	5.99
4 Glider Flyers	10.99




Wing Flavors

CAJUN
ORIGINAL HOT
MILD
HICKORY SMOKED BBQ
LEMON PEPPER
GARLIC PARMESAN

Seasoned Fries

Regular Fries 1.99

Fresh Veggies

Fresh Lottery and Carrot Sticks .99

Freshly Prepared Dips

Ranch, Blue Cheese, or Honey Mustard .79
Hot Cheddar Cheese Sauce .79

Beverages

Soft Drink/Tea 1.99
Bottle Water 2.19

Breakfast Combos

Served with Crispy Tater Rounds & Coffee

Chicken & Egg Glider Combo 3.89
Sausage & Egg Glider Combo 3.89

A La Carte Breakfast

Chicken & Egg Glider 2.99
Sausage & Egg Glider 2.99
Taterbox Glider 2.39
Sausage Glider 2.39
Crazy Tater Rounds 1.49

Breakfast Beverages

Coffee 1.99
Milk or Orange Juice 1.79



Regular & Boneless Wing Combos

Regular Wings or Boneless Wings -- Mix & Match

6 Wings \$6.99
Reg Fries, 20oz Soft Drink/Tea, 1 Flavor & 1 Dip

10 Wings \$8.99
Reg Fries, 20oz Soft Drink/Tea, 2 Flavors & 1 Dip

15 Wings \$15.99
Lg Fries, Two 20oz Soft Drinks/Tea, 2 Flavors & 2 Dips

Boneless Strip Combos

Sauced and Tossed in Your Favorite Wing Flavor

3 Strips \$5.99
Reg Fries, 20oz Soft Drink/Tea, 1 Flavor & 1 Dip

5 Strips \$7.99
Reg Fries, 20oz Soft Drink/Tea, 1 Flavor & 1 Dip

10 Strips \$15.99
Lg Fries, Two 20oz Soft Drinks/Tea, 2 Flavors & 2 Dips



WING FLAVORS

ATOMIC
CAJUN
ORIGINAL HOT
MILD
HICKORY SMOKED BBQ
LEMON PEPPER
GARLIC PARMESAN
HAWAIIAN
TERIYAKI

Our Wings are ALWAYS COOKED TO ORDER

Order Online @ wingstop.com

Regular & Boneless Wing Family Packs

Regular Wings or Boneless Wings -- Mix & Match

35 Wings \$25.99
Lg Fries, Veggie Sticks, 3 Flavors & 3 Dips

50 Wings \$38.99
Lg Fries, Lg Side, 2 Orders Veggie Sticks, 4 Flavors & 4 Dips

30 Pc Trays \$25.99
10 Reg Wings, 10 Boneless Wings, 10 Boneless Strips, Lg Fries, 2 Orders Veggie Sticks, 3 Flavors & 3 Dips

100% Boneless Wing Family Packs

25 Boneless Wings \$19.99
Lg Fries, Veggie Sticks, 3 Flavors, 3 Dips, 3 Fresh Yeast Rolls

40 Boneless Wings \$29.99
Lg Fries, Lg Side, 2 Orders Veggie Sticks, 4 Flavors & 4 Dips, 6 Fresh Yeast Rolls

Regular & Boneless Wings

Regular or Boneless Wings -- Mix & Match

10 Pc (Up to 2 Flavors)	6.39
20 Pc (Up to 2 Flavors)	12.69
35 Pc (Up to 3 Flavors)	21.99
50 Pc (Up to 4 Flavors)	30.99
75 Pc (Up to 4 Flavors)	44.99
100 Pc (Up to 4 Flavors)	57.49

Boneless Strips

4 Pc (1 Flavor)	4.99
7 Pc (Up to 2 Flavors)	7.99
16 Pc (Up to 3 Flavors)	12.59
24 Pc (Up to 4 Flavors)	25.59
32 Pc (Up to 4 Flavors)	32.59

Homemade Sides

Cole Slaw, Potato Salad & Bourbon Baked Beans
Reg. 1.69 Lg. 2.99

Veggie Sticks .79

Ranch, Blue Cheese, or Honey Mustard Reg. .59 Lg. 2.99

Hot Cheddar Cheese Sauce Reg. .69 Mid 1.69 Lg. 2.99

Fresh Baked Yeast Rolls

ea. .39 1/2 Doz 1.99 Doz 2.99

Fresh Cut Seasoned Fries

Reg. 1.69 Lg. 2.99

Beverages

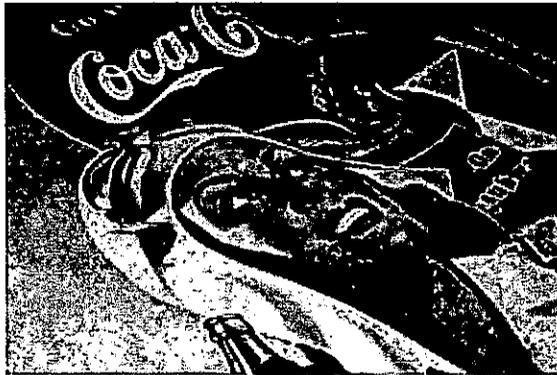
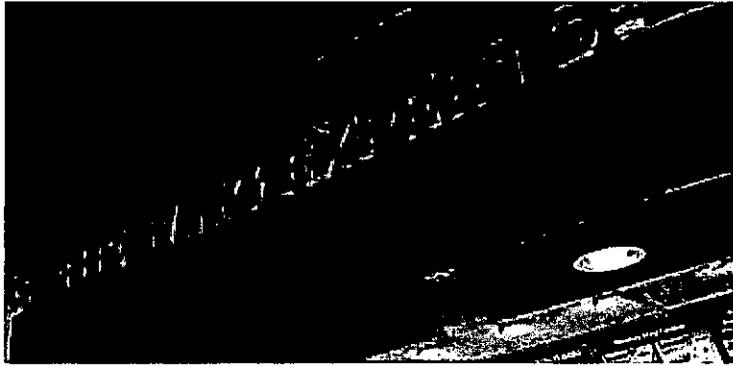
Soft Drink/Tea	20 oz 1.69	32 oz 1.99
Domestic Beer	2.75	Premium 1.00
Draft Beer	2.75	Bottled 1.00

TRADITIONAL MENU

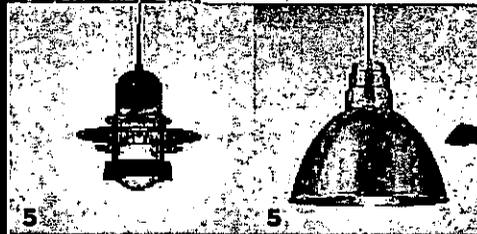
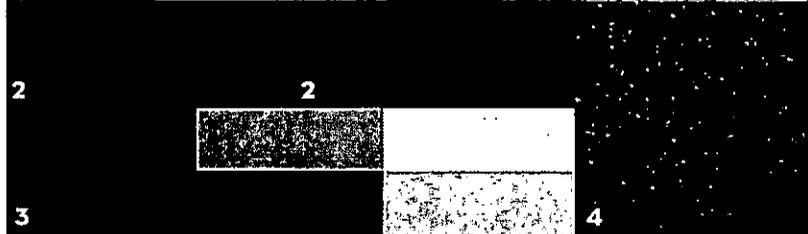
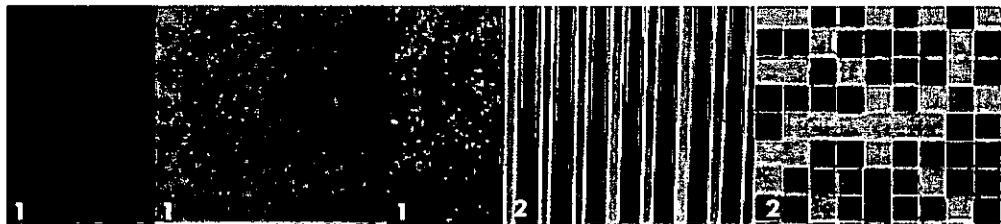
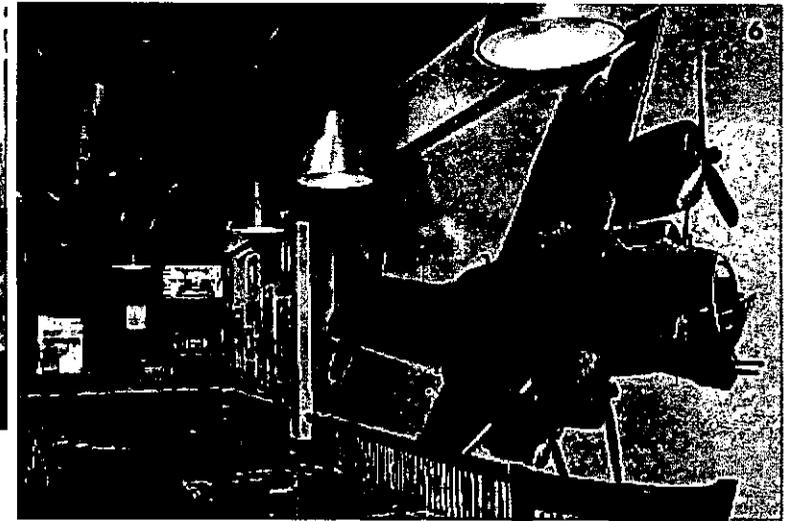
NON-TRADITIONAL WINGSTOP OPTIONS



DECOR



Wall mural features a black and white pre-jet airplane



1 Flooring Tile & Stained Concrete 2 Wall Treatments 3 Paint Colors 4 Granite Countertop 5 Lighting 6 Mural 7 Tables & Chairs

E-S434

NON-TRADITIONAL VENUE OPTIONS



NON-TRADITIONAL VENUE OPTIONS

**TO BRING WINGSTOP
TO YOUR VENUE, OR FOR MORE
INFORMATION CONTACT:**



WINGSTOP.COM | WINGSTOPFRANCHISE.COM



BECOME A WING EXPERT

48%
OF RESTAURANTS ARE MINORITY-OWNED

500+
RESTAURANTS IN U.S. AND MEXICO

8+ YEARS
SAME STORE SALES INCREASES

Wingstop Brand Partner Johnny Collins and his family own and operate three Wingstop locations in the Rio Grande Valley. For almost two decades Wingstop owners like Johnny have been saucing and tossing fresh, made-to-order chicken wings.



WE ARE THE WING EXPERTS.

FOR MORE INFORMATION CONTACT:

1101 E. Arapaho Road, Suite 150 | Richardson, TX 75081

WingstopFranchise.com | areadevelopment@wingstop.com | 972-686-6500

F-5434



WE'RE LANDING IN OHIO!

WINGSTOP WILL BE IN OHIO
TUESDAY, APRIL 3 AND
WEDNESDAY, APRIL 4

CONTACT US TO RESERVE A TIME TO MEET ONE-ON-ONE
AND LEARN ABOUT FRANCHISE OPPORTUNITIES IN
CLEVELAND, CINCINNATI & COLUMBUS



TO SCHEDULE A MEETING, PLEASE CONTACT:
Bev Rich | bev@wingstop.com | 972-331-8487

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16301 Quorum Drive, Ste. 150
Addison, TX 75001

500+
RESTAURANTS IN
U.S. AND MEXICO

8+ YEARS
SAME STORE SALES
INCREASES

5+%
OVERALL SALES
INCREASE IN 2011

TOP 10
QSR BEST
FRANCHISE DEALS

W-5434



TOP 10 FASTEST-GROWING CHAIN

Technomic lists Wingstop as one of fastest-growing chains with sales over \$200 million.

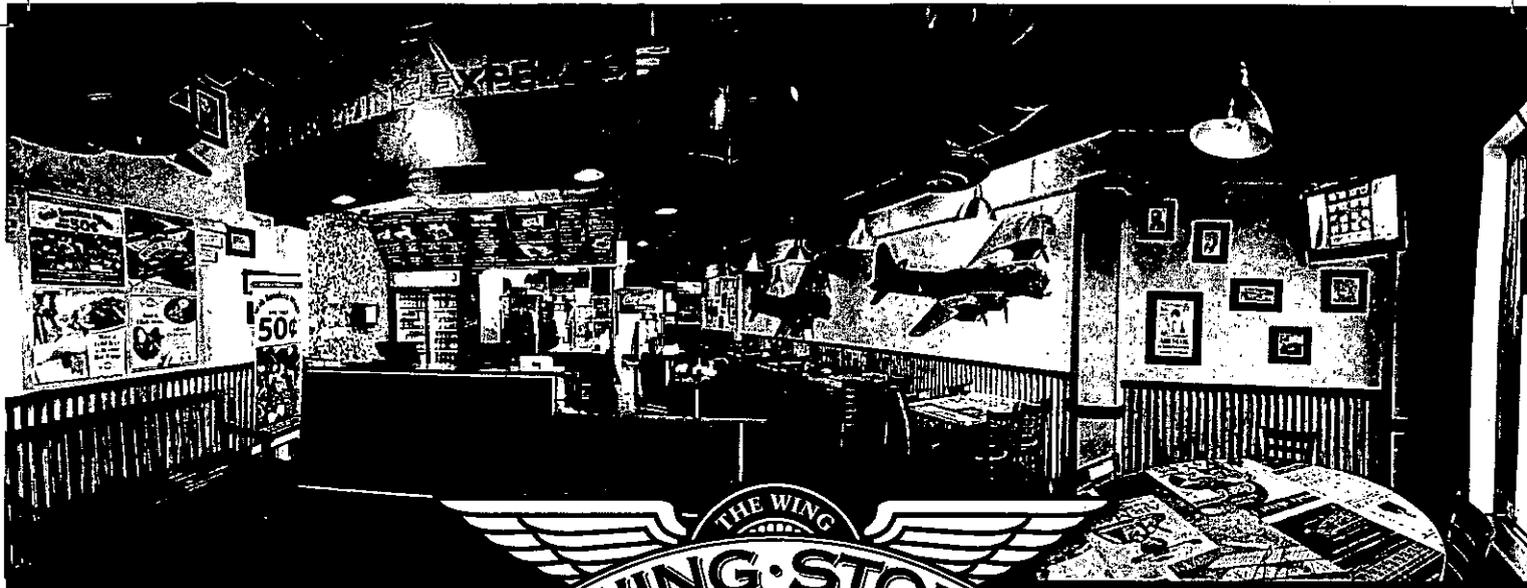
[CLICK HERE TO READ MORE.](#)



INTERESTED IN DEVELOPMENT? CONTACT US TO LEARN MORE:

WingstopFranchise.com | 972-686-6500 | areadevelopment@wingstop.com

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500+
RESTAURANTS IN U.S. AND MEXICO

8+ YEARS
SAME STORE SALES INCREASES

5+%
OVERALL SALES INCREASE IN 2011

For almost two decades, Wingstop has been saucing and tossing fresh, made-to-order chicken wings. We Are The Wing Experts.

BECOME A WING EXPERT

F-5434

JUST A FEW REASONS QSR MAGAZINE NAMED US A TOP 10 BEST FRANCHISE DEAL!

- Focused, high-quality, craveable menu
- Fun, family concept that only requires 8 - 10 employees
- Our 10 proprietary wing flavors - like Lemon Pepper and Garlic Parmesan - appeal to fans of all ages
- We only serve fresh, cooked-to-order chicken wings, strips, boneless wings and Glider sandwiches
- 75% of sales are carryout - which means less square footage, lower operations and development costs for you



BECOME A WING EXPERT

FOR MORE INFORMATION:

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WingstopFranchise.com | areadevelopment@wingstop.com

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• 500+ LOCATIONS AND GROWING

• 8+ YEARS SAME STORE SALES INCREASES

• 5+% OVERALL SALES INCREASE IN 2011

• OPERATIONALLY EFFICIENT CONCEPT THAT REQUIRES 8-10 EMPLOYEES

• FOCUSED MENU OF WINGS, STRIPS AND SANDWICHES, ALL SAUCED AND TOSSED IN ONE OF 10 PROPRIETARY FLAVORS



Wingstop celebrated a groundbreaking year in 2011, opening 34 new restaurants, including our 500th location – now open in Brooklyn, N.Y. – and reaching more than 8 years of consecutive same store sales increases.

With plans to open 60 new locations in 2012, we are currently focusing on expansion in the Northeast, Midwest and Southeast. I am reaching out to business professionals like you to discuss multi-unit development opportunities.

In addition to opening our 500th store, Wingstop celebrated many achievements in 2011, including:

- Ranking as a QSR Top 10 Best Franchise Deal.
- Launching the Wingstop phone app, available now on iPhone and Android.
- Signing franchise agreements to result in 130 new locations.
- Introducing Gliders, now a permanent item on the Wingstop menu.
- Debuting the 10th Wingstop flavor – Louisiana Rub, which has quickly become a fan favorite.

I've included a copy of our franchise development newsletter in this packet for more information. You can also visit our website at wingstopfranchise.com or wingstop.com.

Our development team would welcome an opportunity to meet with you and discuss strategies regarding expansion in your market. My information is below - feel free to contact me with questions, to schedule a meeting, or for more details.

Best regards,

David Vernon
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