



Samantha Rincione
Founder & CEO
Crave Hot Dogs and Barbecue

our mission
is to give our
customers
a great
experience
and delicious
meal

how
CRAVE HOT DOGS AND BBQ
is storming the restaurant franchising industry

Established in 2018, by Co-Founder & CEO, Samantha Rincione and husband, Co-founder Salvatore Rincione. Crave Hot Dogs and Barbecue is one of the fastest-growing hot dog and BBQ franchises across the United States. Best known for its vast variety of BBQ sauces, meats, and menu options, Crave is known for serving mouth-watering BBQ sandwiches, sliders, and plates. With a welcoming ambiance, lounge area, ample seating, outdoor patios, and a self-serve beer wall, Crave is the best place one can go to dine in, take out, get curb side service, delivery, or cater an event from. Crave also has food trucks across the country. Crave has 20+ locations throughout the US that are open or opening in early 2021. The company also has 3 food trucks.

REDEFINING THE WAY FOOD IS SERVED

When Samantha and Salvatore decided to launch Crave, the mission was clear. They wanted to come up with something that was in demand, not a fad, would ensure happy customers and offered them a variety of tastes at the same time. Something that would appeal to everyone in every age group and also include food the whole family can enjoy together. They realized that having tasted the same kind of food for years, people were looking for something different and exciting. Hence, they decided to take the national favourite's to the next level and offer their customers an unforgettable delicious food experience.

Though people have different food choices, barbecue is something everyone resonates with across the country. Having ruled people's hearts and minds for ages, barbecue is the undisputed winner and outshines every other food option by far. The grill, the smoke, and the tender meat melting in your mouth, is a perfect recipe for happiness and success. The BBQ at Crave consists of pulled pork, pulled chicken, and smoked brisket. While some customers just go bonkers for BBQ tacos, triffecta sliders, or the southwest bowls, others get to enjoy the classic grilled all-beef hot dogs, brats, or sausages. Customers are able to make their own hot dog combos with any of the 20+ toppings available. This not only allows people to decide the taste they want to experience but also gives them the joy of customizing



their food. *“At Crave, it’s all about customer satisfaction and experience,”* says Samantha. *“Everyone has their own style and tastes and we want you to be you!”* Crave also offers some delicious favourites’ such as BBQ tacos, mac n’ brisket sandwiches, jumbo chicken wings, loaded tater tots, and more. Grilled hot dogs, sausages, and brats are also available.

The family-friendly restaurant has something for everyone. There is a self-service wall of beer for adults that offers many craft beers on tap. The concept of a self-serve beer wall is truly unique and hands its customers an option to have as much or as little they want. There is a selection of kid’s meals featuring some classics like mac n cheese, chicken fingers, hot dogs, and more. *“The menu features many allergen-friendly meals so a whole family can enjoy,”* adds Samantha. There are fun games such as corn hole, giant connect four, and board games. TVs can be found throughout the restaurant playing local sports games. Crave also hosts many events, such as tap takeovers, princess parties, trivia nights, and more. At Crave, the fun just does not end.

Not only does Crave offer excellent food, but there are also many ways to order or

visit. With most of its locations featuring a patio and some locations having drive-thrus, you can enjoy the outdoors with heaters and lighting, or easily drive up to grab your order at their window. The company also has an APP for Ios and android so guests can order curb side pickup, delivery, order ahead, get loyalty points, earn free food, and get the latest updates and promos. To make it easy for guests to enjoy some of their classic favourites’ Crave also offers options such as catering, buffet platters, party platters, family packs, and boxed lunch/dinner options. Food trucks are also able to be booked for events.

A TASTY BUSINESS OPPORTUNITY

The US food industry is projected to reach a whopping 899 billion USD mark in 2020. With a 4% increase against 2019, it is certainly a trustworthy option to start your entrepreneurial career



in. It is estimated that Americans consume over 20 billion hot dogs each year and with that being a fact, hot dog franchise have never and will never experience any slowness or any dip in the sale of hot dogs. The Center for Disease Control (CDC) reports that nearly 40 percent of American adults eat hot dogs and french fries every single day without fail. Crave takes pride in being part of the food and services vertical and in its pursuit of expansion nationally & internationally, is offering franchises to the eligible candidate. Hence if you have the entrepreneurial spirit and are looking for an opportunity to flex your muscles in the food business, then Crave is just the right option for you.

To be a part of the Crave family is indeed a privilege and has perks of its own. However, to be the chosen one takes some effort and eligibility. The potential franchisee needs to have the willingness and the attitude to have a meaningful and prosperous relation with Crave. The previous business experience might help but is not mandatory. They need to be passionate and must be inclined towards following the given business guidelines.

The moment one becomes a Crave franchisee, they start receiving business-critical assistance such as real estate, site



selection, and lease negotiation. In the initial franchisee training, the franchisees get to learn the very basics as well as the back end of the operations and reporting. Apart from the initial training, Crave also provides operational training to the staff who will work in the actual location. Weekly business assessment and planning meetings are held to enable the franchisee to understand the shortfalls and create an appropriate action plan to achieve the set business goals. *“We try to stand out by having an open and fun environment for our franchisees. We have complete oversight on the development of each store to ensure the*

quickest buildout for franchisee convenience and ease of mind,” says Samantha. *“We want to hear suggestions, recommendations, and what they have to say. We are always willing to adapt and ask their opinions, after all, they do this day to day in the locations. We also make ourselves available to them 24/7.”*

ACCELERATING AMID PANDEMIC

Having affected almost every area of human life, the coronavirus pandemic has worst hit the business world. However, even in these times when most businesses were forced to remain closed or shut down permanently,

Crave with its resilient business plan was able to achieve the desired growth. Crave had launched food trucks early this year before the pandemic started. Moreover, COVID-19 has only motivated Crave to think big and allowed it to increase its sales for the food trucks to franchisees. Today, Crave boldly expects to have 100+ brick and mortar locations units over the next 3 years and about 35-40 trucks on the road.

