



ALL AMERICAN FOOD®



FRANCHISE INFORMATION REPORT

A black and white photograph of four women, likely A&W franchisees, standing in front of a restaurant. They are all smiling and wearing A&W uniforms. The woman on the far right is wearing a dark apron over a light-colored shirt. In the background, a sign for 'THE BUFFET' is visible.

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WHAT IS AN A&W RESTAURANT FRANCHISE?





OVER A CENTURY OF EXPERIENCE

A&W is not just an iconic root beer brand or restaurant, it's a piece of American history. Established in 1919, A&W is the oldest restaurant franchise in America. For over a century, we have been a beloved brand, creating memories for families, sports teams, car enthusiasts, and many more. Our commitment to quality and innovation is evident in our iconic frosty mug. It offers the ultimate A&W root beer taste experience, a symbol of our dedication to delivering exceptional and iconic products.

Throughout the years, A&W has grown and evolved, as a root beer brand and a franchise, becoming a leader in the fast-food industry. We have perfected our recipes, ensuring that every bite of our juicy burgers, crispy chicken tenders, and signature root beer delights our guests. With over a century of experience, we have developed a proven business model that has stood the test of time and continues to attract loyal guests.

Today, people are seeking familiar tastes and experiences that evoke a sense of nostalgia and warmth. At A&W, we have remained true to our roots while embracing the future. We don't need to manufacture nostalgia, because our brand and menu offerings have been cherished for generations. With the overwhelming majority of consumers (88%) saying that authenticity is important when deciding which brands they like and support, A&W is a stand-out brand with a long history of caring about the communities we serve while offering a genuine, delicious experience.

88%

OF CONSUMERS SAY THAT
Authenticity IS IMPORTANT*

*Stackla, [Shifts in Consumer Shopping Habits](#)



FLOURISHING IN SMALL TOWN, USA

A&W is experiencing incredible growth, with record-breaking sales numbers. One of the reasons for our progress is our ability to adapt to a variety of markets. We have discovered a special place in the hearts of communities across small towns in America. In these close-knit communities, the desire for a genuine sense of belonging and connection is even more pronounced. Our franchisees understand their guests on a personal level and become integral parts of their communities. By fostering strong relationships and delivering exceptional service, A&W franchisees create a welcoming environment that keeps guests coming back for generations.

A&W's expertise is not limited to small towns alone. We also thrive in larger, more populated markets. Our brand's popularity extends

far and wide, and we have strategically positioned ourselves to appeal to a broad customer base. The A&W franchise can be operated in nontraditional locations and end cap locations, ensuring that guests can access and enjoy our comforting food even while they're on the go. Whether it's a small town or a bustling city, A&W has the versatility to flourish in any market.

John Palumbo, Senior Director of Franchise Development, sums it up perfectly: "Some of our highest grossing restaurants are in towns of 6,000 people, 5,000 people, where we're the 'only game in town.' But that doesn't mean we don't look to develop in some larger markets. We certainly are in larger markets. What's nice about A&W is we have a flexible footprint."



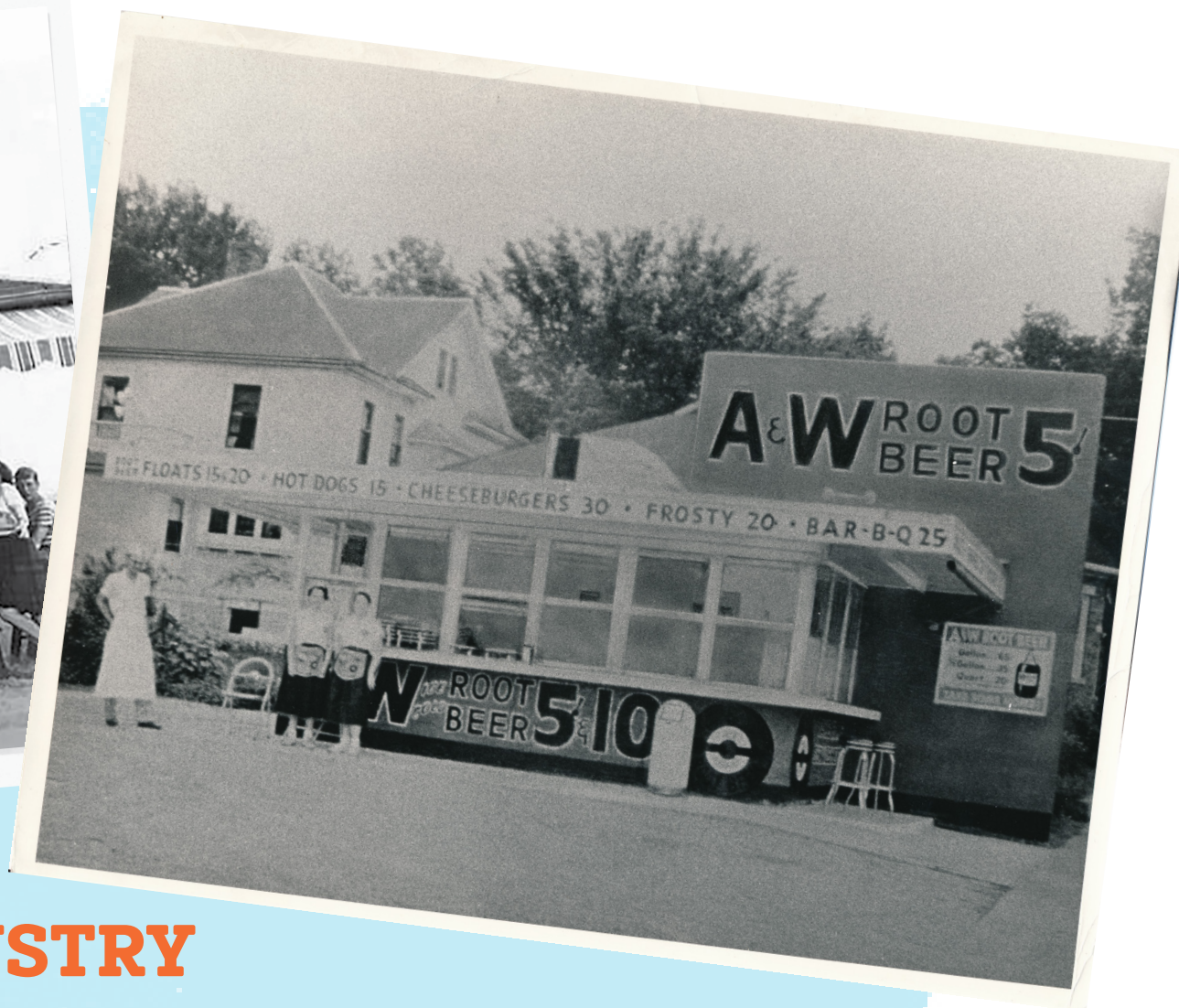
COMMITTED TO SUPPORTING FRANCHISE PARTNERS

At A&W, we believe in the power of collaboration and partnership. We value our franchise partners and prioritize their development. Out of all our restaurants, only two are company-owned, and they serve as training and testing grounds for new menu items. This means our management team's primary focus is on supporting our franchisees. We understand that our franchise partners are the backbone of our brand, and their growth is paramount to our overall growth.

Franchise partners are not mere bystanders in the decision-making process. They are actively involved in every aspect of the business. Their valuable insights and expertise help shape the direction of our brand. We believe that franchisees know their businesses better than anyone else, which is why they have control over how they want to spend their marketing dollars. We provide comprehensive support, guidance, and resources to help franchise partners thrive in their local markets while staying true to the A&W brand.

THE A&W STORY





PIONEERS IN THE INDUSTRY

At A&W, we have a rich history that actually is older than sliced bread. Established in 1919, A&W has been a pioneer in the fast-food industry. It all started when Roy W. Allen opened a roadside root beer stand in Lodi, CA. From there, Allen partnered with Frank Wright, and together they coined the name A&W, which has become synonymous with root beer ever since.

A&W began franchising in 1926, paving the way for a proven franchise system that has expanded internationally. Throughout the years, we have continued to grow while staying true to the elements that made our brand stand out in the first place. After a whole century, A&W root beer remains the most popular root beer among consumers.*

*Mashed, [13 Popular Root Beer Brands, Ranked Worst to Best](#), Unknown Brewing, [28 Most Popular Root Beer Brands](#)

ROOT BEER ORIGINATORS

"No matter how you drink A&W root beer, you can't go wrong," says a ranking from Mashed listing A&W as the best root beer on the market. "If you drink it out of a can, you'll love it. If you go to an A&W Restaurant and drink it out of a frosty mug, you'll love it. If you have a root beer float for dessert, nothing tastes as great as mixing the ice cream with A&W root beer. This beverage is a big hit in any situation and for practically any crowd."

Our iconic frosty mugs of A&W root beer are a signature offering that can only be experienced in an A&W restaurant. These frosty mugs became the first-ever restaurant merchandise, and they continue to be a beloved symbol of our brand. Not only do they enhance the customer experience, but they also serve as a reliable source of additional revenue for our franchise partners. In addition to the frosty mugs, we offer a range of merchandise that our loyal guests love, further strengthening our brand's presence.

Few others can claim to have stood the test of time the way A&W has: our brand has not only survived economic downturns like the Great Depression and COVID, we're doing better today than we ever have. A&W comes with a highly experienced support team, a lot of history, and a lot of people who are passionate about the industry itself, as well as our famous root beer, our food, and the communities we serve throughout the country.



“NO MATTER HOW
YOU DRINK A&W ROOT BEER,
YOU CAN'T GO WRONG”

FRANCHISEE COLLABORATION IS KEY

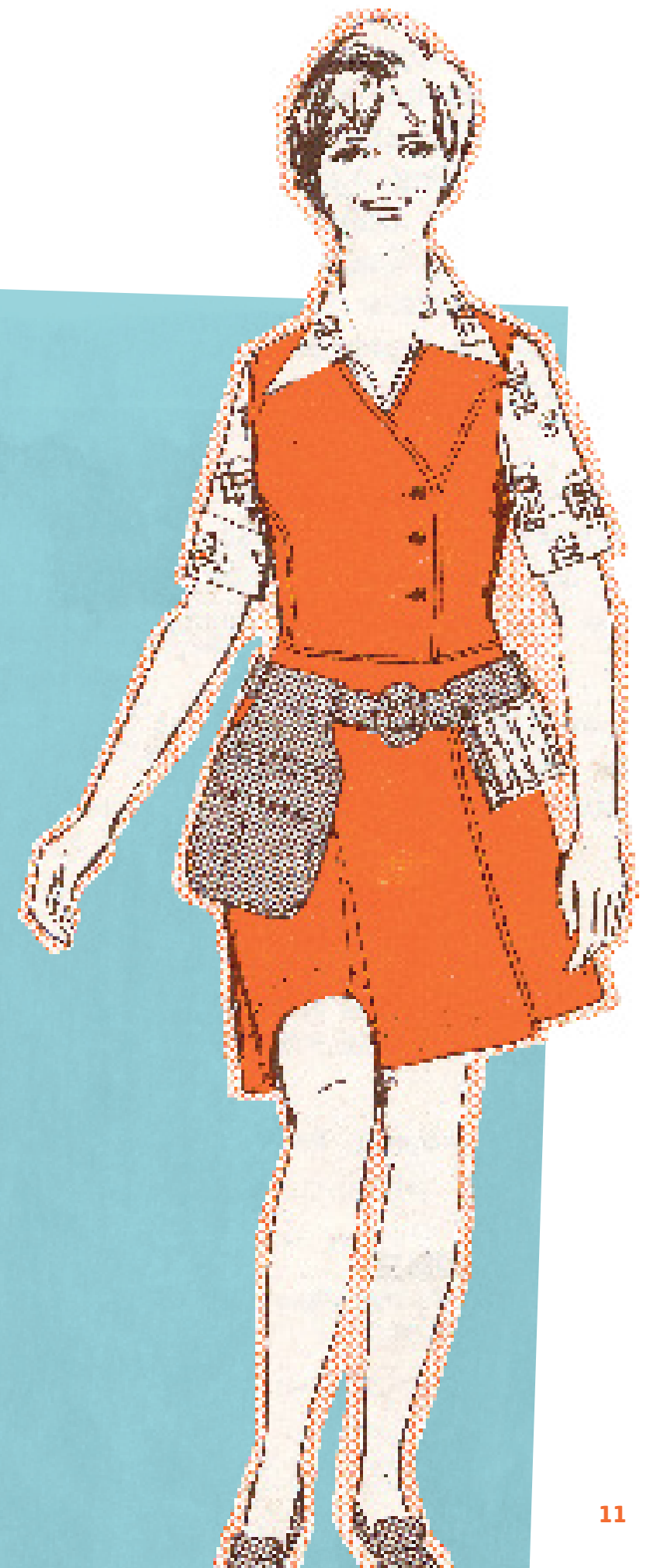


FRANCHISE PARTNERS ARE HEARD

At A&W, we take great pride in being a franchise brand that truly values the input of our franchise partners. As a testament to the collaborative and empowering culture we have fostered over the years, A&W is ranked among the top 50 franchisors for franchisee satisfaction, which is just as important to us as the satisfaction of our guests.

Unlike many other franchises where decisions are made solely by a corporate entity, we believe in giving our franchise partners a true voice in shaping the future of our company. This is made possible through our National A&W Franchise Association (NAWFA), which serves as the representative body for all franchisees. NAWFA holds a significant role within the A&W system, ensuring that these representatives for our franchisees have a say in every decision that affects their businesses.

NAWFA is not merely an advisory board; it is an integral part of our governance structure. It plays a vital role in representing the collective interests of franchisees and acts as a bridge between franchisees and the corporate management team. Through regular communication channels and meetings, franchisees have the opportunity to voice their concerns, share ideas, and actively participate in the direction of our brand.



“WE REALLY DO WORK TOGETHER ON EVERYTHING”



ONE TEAM CULTURE

Our “One Team” culture is another aspect that makes A&W truly exceptional. While most of our franchisees are single-unit operators, they are never alone in their business endeavors. We believe in the power of unity and collaboration, and this mindset permeates every aspect of our franchise system. Franchisees, Restaurant Support Center, and NAWFA work hand in hand, linking arms together to ensure that every community we serve receives the best possible A&W experience.

“Our ‘one team’ philosophy is present in everything we do,” says Amanda Potts, VP of Marketing and Innovation. “The A&W Restaurant Support Center and our franchisees work together with a one team mindset. The collaboration between our franchisees and our corporate employees is how we continue to maintain relevancy and grow.”

This strong sense of unity and shared purpose has been instrumental in the continued growth of A&W. It creates a support network where franchisees can rely on each other for guidance, share best practices, and learn from one another’s experiences. This collaborative spirit extends beyond individual restaurants and encompasses the entire A&W franchise community.



OUR COMMITMENT TO FRANCHISE PARTNERS

As a franchisor, A&W is committed to providing comprehensive support and resources to our franchise partners. We offer extensive training programs, operational guidance, marketing support, and ongoing assistance to help franchisees thrive in their local markets. We believe that the development of our franchisees is directly linked to the progress of our brand, and we are dedicated to ensuring their success.

We are excited about the future of A&W and the opportunities that lie ahead. With the collective efforts of our franchisees and the support of NAWFA, we are well-positioned for continued growth and expansion. Together, we will continue to strengthen our brand, deliver exceptional dining experiences, and make a positive impact in the communities we serve.

"What makes me most proud about working with A&W is the people," says Meredith Jones, Vice President of Franchise Development and Design of A&W. "Our franchise partners, the family culture that we have, our team members here in our corporate office, in the field — we bleed root beer. It's just one big family. And what I'm most proud of is the passion that our franchise partners and our team bring to work every day."



**A & W
CHEESEBURGER**



**A & W
CHEESEBURGER**



A & W

**UNLEASH THE POWER OF
BRAND RECOGNITION**

BENEFIT FROM A&W'S STRONG PRESENCE

When searching for a company to franchise with, investing in a brand with strong recognition and a loyal customer base is crucial to ensuring your business can grow. A&W has been delighting guests with our original root beer since 1919, making us a pioneer in the industry. Our brand has stood the test of time, becoming a beloved household name known for our delicious food and, of course, our signature root beer.

When you join the A&W franchise family, you're not just investing in a business, you're becoming a part of our ongoing legacy. Over the years, A&W has become synonymous with cherished memories and a sense of nostalgia. Guests of all ages have fond recollections of sipping our frosty mugs of freshly made root beer, enjoying our mouthwatering burgers and classic comfort foods. By becoming an A&W franchisee, you can tap into the emotional connection our brand has fostered for generations, creating an exceptional experience for your guests and benefiting from their loyalty.





EXCLUSIVE RIGHTS AND UNIQUE OFFERINGS

As an A&W franchisee, you gain exclusive rights to serve our made-fresh A&W root beer in your restaurant. This distinctive offering sets you apart from competitors and provides a compelling reason for guests to choose your establishment. With the root beer market expected to grow to \$1.25 billion by 2028*, choosing A&W is an easy decision. Our famous root beer, made fresh in our restaurants every day, is renowned for its exceptional taste and quality. When served in our signature frosty mugs, it offers a truly unparalleled experience that guests can only find at A&W.

*Market Data Forecast, [Root Beer Market Analysis](#)

BENEFITING FROM CUSTOMER LOYALTY AND MARKET DEMAND

Nostalgia and comfort foods have experienced a resurgence in popularity, and A&W is perfectly positioned to tap into this market demand. With our rich history and menu offerings that evoke fond memories, A&W represents more than just a restaurant, it's a symbol of special experiences. By franchising with A&W, you benefit from the deep customer loyalty and the widespread recognition that comes with the A&W brand. Guests seek out A&W for a taste of the past, and by delivering exceptional food and service, you can foster lasting relationships with a devoted customer base that last far into the future.



FRANCHISEE SUPPORT AND GROWTH

We're committed to providing the best support possible for our franchise partners. We understand that your growth is our growth, and we provide comprehensive support every step of the way. From initial training to ongoing assistance in operations, marketing, and management, we equip you with the tools and knowledge to thrive as an A&W franchisee. Also, as part of the A&W franchise family, you'll be connected with a network of like-minded entrepreneurs who share your passion for our brand. Together, we create a "one team" culture where franchisees support one another, ensuring that every community we serve receives the best possible experience.

"Our ownership acquired the business to protect the interest of the franchisees for the long term. For our organization, and for our shareholders, 'long term' means generational. There's no exit strategy," explains Betsy Schmandt, CEO and President. "We have created, from day one, an organization that was franchise-partner-centric. We want to help our existing franchise partners grow with an emphasis on profitable sales."



LOWER COST OF GOODS





Over half (54%) OF RESTAURATEURS CLAIM THAT **inventory** ^{IS} _{THEIR} **BIGGEST** SOURCE OF **FINANCIAL STRAIN**

A&W'S ADVANTAGEOUS SUPPLY CHAIN RELATIONSHIPS

When you join the A&W franchise family, you gain access to our long-established connections within the industry, providing you with a significant advantage in terms of cost savings. Our strong relationships with partners in the supply chain enable us to negotiate favorable pricing on goods and inventory, directly benefiting our franchisees. To put it into perspective, over half (54%) of restaurateurs claim that inventory is their biggest source of financial strain*. By leveraging our extensive network and industry knowledge, we can secure competitive prices and pass on these savings to our franchise partners so they can put their money toward further growing their business instead.

By benefiting from lower costs for goods and inventory, A&W franchisees can enjoy some peace of mind and focus more on supporting their staff and serving their communities. With the assurance of competitive pricing, franchisees can allocate their resources more effectively, whether it's investing in staff, improving customer experience, or expanding marketing efforts. This freedom enables franchisees to prioritize building strong connections with their local community, delivering exceptional service, and fostering long-lasting customer loyalty.

*Business Wire, [New "State of Restaurants" Report](#)



INSIGHTFUL FORECASTING AND STRATEGIC PLANNING

We also understand the importance of staying ahead of market trends and anticipating potential challenges. Thanks to our established connections and close collaboration with our supply chain partners, we have valuable insight into factors such as potential shortages, pricing fluctuations, and emerging industry trends. This foresight allows us to proactively plan and adjust our business strategies, ensuring that we can effectively meet the demands of our guests and provide the best possible service.

SUPPORTING FRANCHISEE GROWTH

At A&W, we are deeply committed to the development of our franchise partners' business. Our support extends beyond just providing cost savings. We offer comprehensive assistance in various aspects of franchise operations. From initial training to ongoing support in marketing, operations, and management, we equip our franchisees with the necessary tools and guidance to thrive in their businesses.

"A&W is 100% committed to the growth of our franchise partners' business," says Meredith Jones, Vice President of Franchise Development and Design of A&W. "We only have two company restaurants, one where we do all of our training for our new franchise partners, and one where we do testing. Every member of the Support Center team here is focused strictly on our franchise partners."

**HOW MUCH
DOES AN A&W
FRANCHISE COST?**



A&W IS AN AFFORDABLE, SCALABLE FRANCHISE OPPORTUNITY

For entrepreneurs looking for an exciting franchise opportunity, A&W is a standout choice. With our long legacy of over 100 years in the industry, our proven business model, and our commitment to supporting our franchise partners, you too can bring your community together to enjoy all-American food and a frosty mug of root beer. Let's review the costs and fees associated with owning and operating your own A&W Restaurant franchise.

We're looking for motivated entrepreneurs who are community-focused, and passionate about the food industry. We are not a passive restaurant brand — the A&W model works best for those who are available to both own and operate their restaurant, or otherwise work closely with their staff to reach goals. Many of our franchise partners are single-unit operators who have passed their business down from generation to generation, or are planning to do so in the future. If you share our values and are excited to join our brand, we can provide the strategy and resources you need to thrive in this competitive industry.

The cost of investment varies depending on which kind of restaurant you plan to own.



Franchise Fee:
\$30k

INITIAL FRANCHISE FEE

The initial Franchise Fee to start a new A&W Restaurant franchise is \$30,000**. This fee grants you access to the A&W brand name and well-established reputation, as well as our proven business model and strategies. This initial fee also includes our comprehensive training and ongoing support, so that you'll have all the resources you need to start your very own A&W restaurant. We will assist with site selection and lease negotiation, train on operations, and provide marketing support. By paying the initial franchise fee, you join a brand with over 100 years of experience and a team dedicated to helping you reach your business goals.



BUILDING AND EQUIPMENT COSTS

When considering an A&W franchise, it's important to take into account the building and equipment costs associated with the type of restaurant you plan to own. These costs cover professional fees, licenses and permits, site work, signs, the necessary technology and software systems, as well as furnishings, fixtures, and equipment.**

OTHER EXPENSES

Potential franchise partners who are considering A&W should also factor in the other expenses required to sustain their restaurant for the start of your business. These other expenses, include your Grand Opening promotion deposit, management training course expenses, on-site team member training expenses, miscellaneous opening costs, opening inventory, and additional funds to cover the first 3 months of operations.

**See our latest FDD for more details.



TOTAL INVESTMENT COST

The total investment cost to open an A&W Restaurant franchise varies depending on the type of restaurant location you want to own. The cost ranges between \$298,899–\$1,639,906, and covers the initial franchise fee, building and equipment costs, and other expenses.

DO YOU OFFER FINANCING?

While we do not offer direct financing, A&W works with a variety of industry experts and third parties in financing who may be able to assist. If you meet the minimum financial requirement for operating capital and net worth, let's discuss your available options and collaborate toward your entrepreneurial goals.



Total investment

Freestanding Restaurant:

\$894,434 to \$1,639,906

Inline Restaurant

(Retail space or gas station/convenience):

\$424,434 to \$1,129,183

Captive Restaurant:

\$298,899 to \$724,971

*The above costs do not include real estate (rent or land) costs.

NOS-039 DRIVE - IN 1970'S



**WHERE A&W IS THRIVING
AND GROWING**

OUR SMALL TOWN AND RURAL FOCUS

A&W has a unique and strong focus on small towns and rural areas that might otherwise be overlooked. We recognize the lasting impact that community engagement can have for both franchise owners and guests in these spaces. We believe in being more than just a restaurant. We aim to become a landmark and a gathering place for the entire community. From little league teams celebrating their big wins to car enthusiasts coming together for meetups, and even birthday parties with root beer floats, A&W is where people from all walks of life can unite and create cherished memories.

"The A&W restaurant works very well in small town America. We find that in rural markets, A&W has a tremendous rate of sales," says Meredith Jones, Vice President of Franchise Development and Design of A&W.

Our commitment to small towns has yielded remarkable results, with some of our best performing locations found in communities with populations of 5,000 to 6,000 people. By being an integral part of these smaller communities, A&W franchises become a source of pride and a symbol of unity. We understand the unique needs and dynamics of these areas, and our flexible business model allows us to adapt and thrive in these environments.





ALSO THRIVING IN LARGER CITIES

While small towns are at the heart of our business, A&W also excels in larger, more populated cities. Our flexible footprint allows for a variety of options, including standalone restaurants, end cap locations, convenience stores or malls, and travel plazas, which cannot survive in today's market without offering food services.

We recognize the growing demand for convenience and accessibility, which is why we have also established a partnership with Walmart to open A&W restaurant locations in select stores.

"We are slowly but surely accelerating our growth of new franchise restaurants in our system," says Betsy Schmandt, CEO and President. "We've never set out to open the most restaurants, we set out to build an infrastructure that allows us to successfully support a profitable new restaurant opening. We focus on quality rather than quantity. But those quantities are starting to go up, as we see our growth increasing year by year, in terms of new development."

**“WE SEE OUR
GROWTH INCREASING
YEAR BY YEAR”**

OPTIONS FOR FRESH BUILDOUTS AND CONVERSIONS

At A&W, we offer franchisees the freedom to choose between fresh buildouts and conversions of existing locations. This flexibility allows you to tailor your investment based on your resources and goals. We can even convert unconventional spaces into a functioning A&W restaurant, showcasing the expansive range of possibilities available to our franchise partners. Our experienced team will work closely with you to assess the potential of your desired location and provide guidance on the most cost-effective approach.

“We’re also looking for locations that are not only just in freestanding buildings,” says Jones. “We do good business in travel plazas, gas stations, and convenience stores with a bump-out restaurant with a drive thru. **The key today is drive thrus, more so today than ever. But in addition to that, we’re also looking at shopping centers, food courts, end caps on a strip center with the drive thru. What we’re really looking for is where our franchise partner can make money, whether it’s a new or existing franchise.** We’re in this to grow and build profitable new restaurants. So it’s really about the economics of the real estate. Conversions are a big opportunity for us.”



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BEER

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1/2 GA

1 GALLON
A & W ROOT
BEER

FOR CARDS
1 GALLON



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A & W Root Beer
Clarence Miller

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PLEASE PRESENT CARD BEFORE OR

WE'RE DEDICATED TO GROWING YOUR BUSINESS

At A&W, we understand the importance of effective marketing in driving business growth. That's why we have a dedicated marketing team committed to bringing in new guests while nurturing long-term relationships with existing ones. Our marketing experts are tuned in to the latest trends and strategies, ensuring that our franchisees have the support they need to grow in their local markets.

That support begins right away. "Every franchisee has the support of a Local Store Marketing Manager," says Amanda Potts, VP of Marketing and Innovation. "This Marketing Manager works with our franchise partners to deliver local marketing solutions to help drive brand awareness in your community. Whether you are looking to create a specific marketing campaign, or just need someone to workshop ideas with, you will have all of the marketing tools you need to succeed."

EQUIPPING FRANCHISEES IN MARKETING

We believe that our franchisees know their communities best. That's why we empower our franchisee partners to make marketing decisions that align with the specific needs and preferences of their local markets. You have full control over how you spend your marketing dollars, allowing you to implement strategies and initiatives that resonate with your guests. This localized approach ensures that your marketing efforts are targeted, effective, and in tune with the unique characteristics of your community.

ENGAGING WITH THE COMMUNITY THROUGH EVENTS

Community events play a vital role in fostering strong connections and generating brand awareness. At A&W, we encourage our franchisees to actively engage with their communities by participating in local events, such as local sports games, car shows, charity events, and more. These events not only provide an opportunity to showcase your A&W restaurant, but also create lasting memories and meaningful connections with your guests. By becoming an integral part of the community, you'll establish a loyal customer base that continues to support your business for years to come.



BRAND RECOGNITION AND MERCHANDISING SUPPORT

A&W is a brand deeply rooted in the hearts of guests across the nation. Our strong brand recognition sets us apart from the competition, making it easier for franchisees to attract and retain guests. Additionally, we offer a wide range of merchandising materials, allowing you to create an engaging and visually appealing atmosphere within your restaurant. From signage and menu boards to promotional materials and branded merchandise, our merchandising support helps you create a consistent and memorable brand experience for your guests.



“PEOPLE HAVE A REALLY STRONG ATTACHMENT TO *Rooty*”



OUR BELOVED MASCOT

Our guests have a special affinity for Rooty the Great Root Bear, A&W's beloved mascot. Rooty embodies the fun and nostalgia associated with our brand, and has become an icon that resonates with guests of all ages. We have leveraged Rooty's popularity by making him our representative on social media, engaging with our guests and creating memorable experiences online. With Rooty as your ally, you'll have a lovable mascot that adds charm and personality to your marketing efforts, further enhancing the connection between your A&W restaurant and your valued guests.

"The A&W mascot Rooty the root beer bear is just as iconic as our famous root beer," says Amanda Potts, VP of Marketing and Innovation. "People have a strong attachment to Rooty, especially on social media, where he's featured on many of our social accounts. Our franchise partners get to benefit from our whimsical mascot in local marketing efforts too."



1/2 GALLON

1 GALLON OF A&W ROOT BEER FREE
FOR CARDS TOTALING 10 GALLONS



1/2 GALL

1 GALLON OF A&W ROOT BEER FR
FOR CARDS TOTALING 10 GALL

ROBUST TRAINING AND SUPPORT

COMPREHENSIVE TRAINING FOR FRANCHISE PARTNERS

Comprehensive training is key to the growth of our franchisee's business. A&W is committed to providing the knowledge and skills you need to run a thriving A&W restaurant. As a new franchisee, you will receive training at our headquarters' training kitchen. This immersive experience will give you a deep understanding of every aspect of the business, from preparing our signature menu items to managing operations effectively.

HIGH-TOUCH SUPPORT FROM INDUSTRY EXPERTS

With over a century of experience in the industry, A&W offers high-touch support to guide you through your franchise journey. Our dedicated team of industry experts is always available to help you navigate any challenges that may arise. Whether you need assistance with operations, marketing, or staff management, our team is committed to providing you with the guidance and expertise you need to grow.

"One of the key benefits our franchise partners get is a wealth of experience from our operations, leadership, marketing, and training teams," Randy Cordray, Vice President of Operations and Training, mentions. "Before opening, they go through an in-depth A&W University course, covering everything from food preparation to local store marketing. But what really sets us apart is the ongoing support—our franchise growth leaders are available 24/7, and our training team provides refreshers long after opening to keep operations running smoothly."

ONGOING SUPPORT AND REGULAR MEETINGS

Support doesn't end after your initial training. A&W provides ongoing support to franchisees through regular meetings and communication. We believe in maintaining a strong partnership with our franchisees, which is why we schedule check-ins to address any questions or concerns you may have. These meetings serve as an opportunity to share best practices, discuss new strategies, and ensure that you have the resources necessary to thrive in your business.



FRANCHISE COMMUNITY LEGACY & CONNECTION

“At A&W, our franchise community is deeply connected and there is a long legacy of multi-generational family owner/operators. Our franchise partners take pride in the brand, and there’s a real sense of community among operators,” says Randy Cordray, Vice President of Operations and Training. “Whether it’s sharing best practices, supporting each other through challenges, or celebrating successes together, there’s a deep connection that makes this brand special. We’re all working toward the same goal, and that camaraderie is something you don’t find everywhere.”

This gathering brings together franchisees from across the country, allowing franchisees to connect with fellow entrepreneurs, share experiences, and learn from each other. A&W’s conventions are an invaluable opportunity to gain insights, receive updates on industry trends, and foster a sense of camaraderie within the A&W franchise community. You’ll leave the convention feeling inspired and energized, equipped with new ideas to drive your business forward.

STAYING CONNECTED

At A&W, we believe in staying connected with the front line of our business. Our Restaurant Support Center team regularly spends time in the restaurants, working alongside franchisees and their staff. They roll up their sleeves, build burgers, serve guests, and contribute to the daily operations. By maintaining this hands-on approach, our support team stays in touch with the realities of the business, ensuring we can provide relevant and meaningful support to franchisees.

“One of our biggest priorities is making sure franchisees feel supported, not just during the opening process but every day after,” says Randy Cordray, Vice President of Operations and Training. “Our team is hands-on, working directly with operators to help them grow profitable sales and deliver the best guest experience. We take pride in being a partner, not just a franchisor—we’re in this together.”





A&W FRANCHISE FAQS

Are you interested in bringing an A&W Restaurant franchise to your community? We're looking for motivated entrepreneurs to join our franchise family. Here are some answers to the most common questions about the A&W franchise opportunity.

WHAT IS THE A&W FRANCHISE OPPORTUNITY?

The A&W franchise opportunity offers entrepreneurs the chance to be part of a historic and authentic brand that has been serving delicious food and creating cherished memories for over a century. Known especially for our signature, freshly-made root beer, A&W stands out in the industry. Franchise partners benefit from strong brand recognition, lower costs for goods, dedicated marketing support, robust training and ongoing support, and the opportunity to tap into the growing demand for nostalgia and comfort foods.

WHAT IS A&W LOOKING FOR IN A FRANCHISE PARTNER?

A&W is seeking franchisees who are deeply rooted in their communities. The ideal franchisee is someone who understands and is actively involved in their local community. While operational experience is not a requirement, A&W looks for individuals who are willing to learn the brand, follow the system, and actively participate in the day-to-day operations of their restaurant. A hands-on approach is valued, and franchisees are expected to be available and dedicated to working in their restaurant or have an operating partner who is actively involved.

Passion, a strong work ethic, and a desire to build their own generational wealth are characteristics that A&W seeks in franchise partners. We value long-term commitment and encourage franchisees to become deeply attached to the A&W brand, actively contributing feedback to help further enhance the brand's growth and development.

HOW DO YOU SUPPORT FRANCHISE PARTNERS?

A&W provides comprehensive support to our franchise partners. Franchisees benefit from high-touch support and over a century of experience in the industry, with the Support Center team readily available to help navigate any challenges. We offer extensive training programs, including hands-on training at the headquarters' kitchen, equipping franchisees with a deep understanding of the business. Ongoing support is provided through regular meetings, restaurant visits, and a biennial convention that fosters a sense of family and community among franchise partners. A&W also maintains a strong focus on marketing, with a dedicated team that promotes the brand and supports franchisees in attracting new guests. With A&W, franchise partners can count on a robust support system that guides them towards achieving their entrepreneurial goals.

ARE THERE NON-TRADITIONAL RESTAURANT OPPORTUNITIES?

A&W also offers a flexible footprint, so we can bring our all-American menu to more communities. In addition to freestanding restaurants, inline restaurants fit into gas stations and convenience stores, as well as retail spaces, and captive restaurants, such as in airports, stadiums, arenas, or in a mall food courts. A&W also thrives in the end cap model, with drive thru options available too.

WHAT IS THE FRANCHISE FEE?

The initial Franchise Fee for a new freestanding or in-line restaurant is \$30,000.

WHAT IS THE TOTAL INVESTMENT?

The total investment to start an A&W restaurant franchise ranges from \$278,285 to \$1,594,889, depending on the type of restaurant model. A freestanding restaurant typically ranges between \$871,650 to \$1,594,889, while an inline restaurant ranges between \$401,650 to \$1,051,738, and captive restaurant models range from \$278,285 to \$700,285.

DO YOU OFFER FINANCING?

While A&W does not offer direct financing, we do however have relationships with banks and third party vendors to help get you the financing you need to make your goals of business ownership with A&W a reality. Get in touch with us today to inquire more about financing a franchise with A&W.

IS THERE A ROYALTY FEE?

The royalty fee for an A&W franchise is 5% of net sales.

DO YOU OFFER A VETERAN DISCOUNT?

A&W is proud to offer a veteran incentive program for new and existing franchisees of freestanding and inline restaurants. Qualified veterans looking to open an A&W franchise benefit from a 30% off the franchise fee. Thank you for your service.





NEXT STEP

We appreciate your interest in owning an A&W Restaurant franchise. We look forward to exploring the options available to you that will help you achieve your entrepreneurial goals.



STEP 1: CONTACT US

You've already completed the first step toward becoming an A&W franchise partner by filling out our Franchise Inquiry form. This will give us the information we need about you and your interest in our franchise opportunity. After we've received your responses, we'll carefully review your submission. We'll evaluate your qualifications, experience, and overall fit with the A&W brand. We want to make sure this will be a valuable partnership that can enable both parties to thrive.

STEP 2: LET'S DISCUSS

If your form responses meet our requirements for franchising, we'll schedule a call to discuss this opportunity in more detail. We'll ask for a bit more information about your background, your entrepreneurial goals, and what you're expecting from a franchisor. This will also provide a good chance to ask us any questions you might have about the A&W franchise opportunity. This call will also be a good opportunity for us to assess whether our values align and whether we agree that you would be a good fit to join the A&W brand.

STEP 3: DISCOVERY DAY

Once we're both in agreement that our partnership would be mutually beneficial, we'll invite you to a Discovery Day at our headquarters in Lexington, KY. There you'll have the opportunity to meet our Support Center team and learn all about how to own and operate an A&W Restaurant franchise.

STEP 4: DOCUMENT SIGNING

After you've had a chance to look over our Franchise Disclosure Document (FDD) and all other documentation, and you've had the opportunity to speak with some current franchise partners as well as our franchise team, we can both move forward with signing the Franchise Agreement. This legally binding document establishes our partnership and details the rights and responsibilities of both parties. It is crucial to review the agreement thoroughly and to seek legal counsel in order to fully understand the franchise agreement.

STEP 5: BUILDOUT

While you're going through our comprehensive training program and getting certified, we'll help with the buildout or conversion of your A&W Restaurant. From site selection to lease negotiations, to marketing your grand opening, our franchise team will support you through every step of the way.

STEP 6: TRAINING

Congratulations! You're now part of the A&W Franchise Family! We'll make sure you have all the right resources as we get your comprehensive franchise training started. Management training takes place at headquarters in Lexington, KY for two weeks, where we'll cover every aspect of operations. From there, we'll get to some hands-on training in the kitchen, where you'll learn how to run each of the stations, practice shift-leading skills, and interact with guests.

We look forward to learning more about you and hope we can welcome you to the A&W franchise family and be a good fit for your business goals.

STEP 7: GRAND OPENING AND MOVING FORWARD

When you've completed training, your restaurant is ready to go, and your staff is trained as well, it's time for your grand opening! We've had some incredible turnouts thanks to clever promotions to draw new guests into your restaurant and kick off your business the right way. A&W is committed to supporting your franchise with marketing and branding, operational guidance, and the wealth of industry knowledge that's available whenever you need it.



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