



WELCOME TO THIRD WAVE FRANCHISE OPPORTUNITY

YOUR THIRD WAVE BBQ FRANCHISE INFORMATION PACK

THIRD WAVE



INTRODUCTION

**LOOKING FOR EXPERIENCED OPERATOR TO
OPEN THE FIRST VENUE IN THE UNITED STATES.**

Third Wave will provide any and all support necessary.

ABOUT THIRD WAVE

- **Iconic Australian Brand**
- **Started operating in 2010**
- **Serving American style BBQ & Burgers**
- **Create WOW moments**
- **Featured in leading Print, TV & Digital Media**

BRIEF HISTORY AND VISION

- **Franchised in 2023**
- **Currently 4 restaurants based in
Albert Park, Hawthorn, Officer
& Moorabbin VIC**
- **In 2024 we went from 1 store to 4 stores
in Melbourne, Australia**

WE CREATE **WOW MOMENTS**





OUR STORY

Third Wave BBQ has revolutionized the Melbourne dining landscape since its inception in 2010.

Third Wave BBQ started as a trendy inner Melbourne café with an aim to grow—and so we did. After 9 years, we are one of Melbourne's favorite American BBQ restaurants with a huge emphasis on slow-smoked meats and burgers.

During the day, we start out as a café, transitioning to an American BBQ and burger restaurant from lunch onwards. No expense was spared to make sure that the BBQ is always full of flavor and extremely tasty.

More than just a dining spot, Third Wave stands out as a food theatre. Beyond its reputation for delivering one of the most authentic American BBQ experiences outside of the U.S., the restaurant boasts an exceptional talent for culinary artistry. Each dish is meticulously crafted, transforming food and presentation into a mesmerizing display of creativity and drama. **At Third Wave, we believe in more than just a meal—we provide an experience that tantalizes all the senses.**

OUR FOOD & VALUES

If you know Third Wave BBQ you know it stands for

**FOOD
THEATRE**

**MASSIVE
FLAVOUR**

**BIG
MEATS**

FOOD THEATER

Third Wave BBQ strives to deliver a show-stopping experience, where the sights, sounds, and smells of BBQ mastery come together to entertain and delight. Food comes out smoking, large, and captivating. From the moment people see our food online to the moment they finish a meal, we aim for our dishes and gigantic specials to be pure theater, turning food into an event.

MASSIVE FLAVOR

Combining our love for theatre and flavor, we craft everything to be rich in taste—from our slow-smoked beef brisket to the BBQ sauce on every table. Each bite is designed to showcase the quality that sets our food apart.

BIG MEATS

Think of the biggest meal you've ever eaten—now double it. In our specials development process, "MAKE IT BIGGER" is our mantra. Our gigantic meals create a theatrical experience that inspires sharing, stands out online, and sparks the imagination. It's what we're known for worldwide.



THIRD WAVE



THE
**MORNING
SHOW**



**URBAN
:LIST**



Herald Sun



Today



TRIPLE
105.1 **MMM**



 **THE
AUSTRALIAN**



THE AGE
INDEPENDENT. ALWAYS.

News Corp Australia

MARKET OPPORTUNITY

Don't take our Word for it –
hear from our **3,041,000+**
social followers

100,000+ Customer Emails

**MONTHLY GLOBAL SOCIAL
VIEWS OF OVER
200 MILLION**

WE HAVE BEEN FEATURED IN



WHAT MAKES US UNIQUE

- Meticulously crafted
- Transforming food and presentation
- Mesmerizing display of creativity and drama.
- Best marketing in the industry.

MORE THAN JUST A DINING SPOT

**STANDS OUT AS A
GASTRONOMIC THEATER**

Delivering authentic American BBQ & Burgers but based in Australia



Now be the first
to open our first
store in America

Exceptional talent for culinary artistry.



STORE GROWTH

**IN 2024 WE
EXPANDED FROM
1 STORE TO 4 STORES
IN AUSTRALIA**

**WITH PRESSURE FROM OUR CUSTOMERS
TO EXPAND TO AT LEAST ONE IN EVERY
STATE OR MAJOR CITY IN THE WORLD,
ESPECIALLY AMERICA.**

**OVER \$2.6
MILLION
SPENT ON
MARKETING**



The financial figures presented herein are for informational purposes only and are based on historical data. They do not guarantee future performance and should not be construed as a promise or projection of earnings. Prospective Franchisees are encouraged to conduct their own independent research and seek professional financial advice before making any investment decisions.

OUR STORES

ATMOSPHERE

Third Wave BBQ offers a lively, inviting atmosphere filled with smoky aromas and bright décor. It's a vibrant spot where oversized dishes and bold flavors create a fun, social dining experience perfect for sharing.

THE MODEL

Third Wave BBQ stores are owner-operated, offering training, suppliers, and support to run independently while benefiting from the demand generated by our advertising.

THE KITCHEN

Our kitchens are fully equipped with grill burners, fryers, cool rooms, and ample bench space to support the preparation of fresh, delicious meals. Designed with safety and efficiency in mind, they enable speed and agility in serving our guests.



ENQUIRY

Information Kit, Information
Statement and NDA sent

FIRST MEETING

Send Application Form

YES

NO

END

BUSINESS EXPLORATION
Store visit / meet and
greet Franchisee

DUE DILIGENCE
Request Deposit

Franchise Agreement,
Disclose Document and Key
Fact sheet sent

14 day cooling off period
commences upon receipt of
receiving franchise documents

NO

YES

END

**SEEK PROFESSIONAL
ADVICE**

NEGOTIATION

NO

YES

END

CLOSING THE DEAL

Signing of Franchise
Agreement

OUR FRANCHISE MODEL

TOTAL INVESTMENT:

\$300K - 359K + GST includes:

- Franchise & Training Fee of \$32K + GST
- Royalty - 7% per month
- Marketing Levy - 5% per month or
\$5K whichever greater
- Store Size - 2,300 to 3,700 square feet
- 5 year term PLUS (2) Two further terms of
(5) Five years each

TRAINING AND SUPPORT

COMPREHENSIVE TRAINING AND SUPPORT

Details on the training program, ongoing support, and marketing assistance:



**1-2 WEEK
INTRODUCTORY TRAINING**

1 WEEK BACK AT YOUR STORE

**3 DAYS FOLLOW UP TRAINING AT
YOUR STORE WITHIN
4 WEEKS FROM OPENING**

**ONGOING SUPPORT FROM HQ
TO ENSURE YOUR SUCCESS**

THIRD WAVE



SNAPSHOT OF THE FINANCIAL PERFORMANCE OF A CORPORATE SITE

Financial numbers from the Albert Park venue for last financial year

23/24 Year Revenue

4,509,840

Seating Capacity – 110

Rent - 2%

COGS – 32%

Wages – 29%

Marketing Spend – 5%

**You are left with 32% for general expenses and profit,
equaling **\$1,443,200** ***

* These figures do not include franchise fees and royalties

SUCCESS STORIES

TESTIMONIALS OF HAPPY CUSTOMERS



"lovely menu, lovely presentation, awesome food.

And we're definitely going to be back. So my sons had burgers."



"I had the brisket, and it was amazing.

American style BBQ. Can't go wrong. I would recommend it to any carnivore"



"It was great. Yeah. Good food.

We had platter for four There was four of us."



"Everything just kind of melts, and it's amazing!"



"We had the dinosaur ribs! Bloody beautiful, and I shall be back again for sure."



"It was well worth every cent. I found the ribs and actually the onions. Good.

Then the cheese and macaroni and cheese. That was great. Actually, there was nothing bad on the plate."



WE ARE LOOKING FORWARD TO HEARING FROM YOU

**PLEASE CONTACT OUR
FRANCHISING TEAM:**

RORI KOKKEN

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PH: 0403 174 161

NEXT STEPS

1

COMPLETE THE EXPRESSION OF INTEREST FORM

2

COMPLETE THE NDA

3

MEET OWNER

4

PLACE FULLY REFUNDABLE DEPOSIT OF \$3.5K

5

UNDERTAKE YOUR DUE DILIGENCE

6

SEND FRANCHISE DOCUMENTS

7

**ACCEPT TO PROCEED &
FINALISE FRANCHISE AGREEMENT & PAY F'SEE FEE**

8

START TRAINING