



★ ICONIC ★

California
QUICK-SERVICE RESTAURANT BURGER BRAND
EXPANDING RAPIDLY IN EUROPE



AT A GLANCE

Sector: Quick-service burger

Established: 1941, Los Angeles,
California

Number of units: 3,900+

Sales: US\$4.5 billion

Int'l growth: 14.7% (10 yr CARG)

Average size: 75 – 250 m²

Parent company: CKE Restaurants Holdings Inc.

- Carl's Jr. in 29 countries
- Hardee's in 15 countries



**CARL'S JR. HAS BEEN A
DESTINATION FOR ITS HANDMADE
AMERICAN CLASSIC MENU ITEMS
FOR OVER 75 YEARS.**



CKE, the parent company of Carl's Jr. and Hardee's, has become a global powerhouse in burgers, with almost 4,000 restaurants around the globe. Our brands are accelerating growth by emphasizing our core values and attributes: **QUALITY FOOD** and **GREAT SERVICE** with the **VALUE** and the **CONVENIENCE** of a QSR.



TOULON IN FRANCE

SEEKING MULTI-SITE DEVELOPERS IN THE UK, GERMANY, POLAND AND EASTERN EUROPE

- Nearing 1,000 international restaurants system-wide with a major focus on developing in Western / Eastern and Central Europe. Building on our success in Denmark, Russia, Spain, and France.
- We are committed to growing in Europe - our European GM is based in the UK and our team is established throughout Europe.
- Rapidly expanding in existing markets in Mexico, and South America, the Middle East, Asia, and Australia.
- Carl's Jr. in France is our #1 restaurant in sales worldwide!
- Carl's Jr. Spain is the fastest growing market system-wide in 2019!

OUR COMMITMENT TO FRANCHISEES

- We are dedicated to helping you build growing restaurant operations that are sustainable for the long term.
- We employ state-of-the-art marketing, advertising, and public relations to help you stay culturally relevant in your market.
- We provide you with best-in-class product development, a contemporary facility design with dedicated FF&E vendors, EU-based supply chain, and a tested operating platform backed by an experienced international team.

INTERNATIONAL REQUIREMENTS

- Seeking Equity partners with up to \$20 million to invest and ideally with operational expertise.
- Candidates must have an existing infrastructure and staffing resources to facilitate the launch of a multi-unit operation.
- Prospective franchisees must commit to a 10 -20 units + minimum area development schedule.
- Passionate partners who are prepared to understand our brand and operating a master franchise business.