

sausage saloon

THE WORLD'S BEST *hotdogs*



At Sausage Saloon we believe that
being in the food business should
be *simple, fun* and bring you *joy*



Once upon a *time...*

Once upon a time in the savoury kingdom of Sausage Saloon, where hotdogs reign supreme and toppings know no bounds, a tale unfolded that blurred the line between truth and legend.

It all began in the year 1997 when Sausage Saloon burst onto the scene with its award-winning hotdogs that left taste buds tingling and imaginations running wild. With a humble start, it quickly grew into a culinary empire boasting 120 outlets across the globe, from the bustling streets of the RSA to the sandy shores of the UAE, and Mauritius, with even more expansion plans simmering on the stove.

Nestled predominantly within the labyrinth of super, regional, and convenience malls, Sausage Saloon's success story took a flavourful turn with the creation of a tantalizing range of Halal and vegetarian products.

With an annual turnover that could make even the most seasoned sausage flipper's head spin at R150M, and enough sausages to circle the globe monthly (okay, maybe not quite, but close!), Sausage Saloon became not just a taste sensation but a financial force to be reckoned with, contributing a meaty R36M in rental fees annually and a mouthwatering growth spurt of over 50% year-on-year.

But beyond the sizzle and the savoury delights, Sausage Saloon prided itself on being more than just a culinary conquest. With a staff roster of over 600, it provided not just jobs, but a family-like atmosphere where extensive training programs were the secret sauce to success at every level, ensuring that every customer left not just with a full stomach, but with a smile stretching from ear to ear.

And thus, the legend of Sausage Saloon continued to grow, one juicy bite at a time.

**SAUSAGE SALOON
HAS BEEN BRINGING**

simple joy

**TO EVERYDAY MOMENTS
SINCE 1997.**



**Born in South Africa, proudly
taking the World's Best
Hotdogs
to new markets.**



**Global Presence: South Africa, UAE,
Mauritius & India**



Mission statement

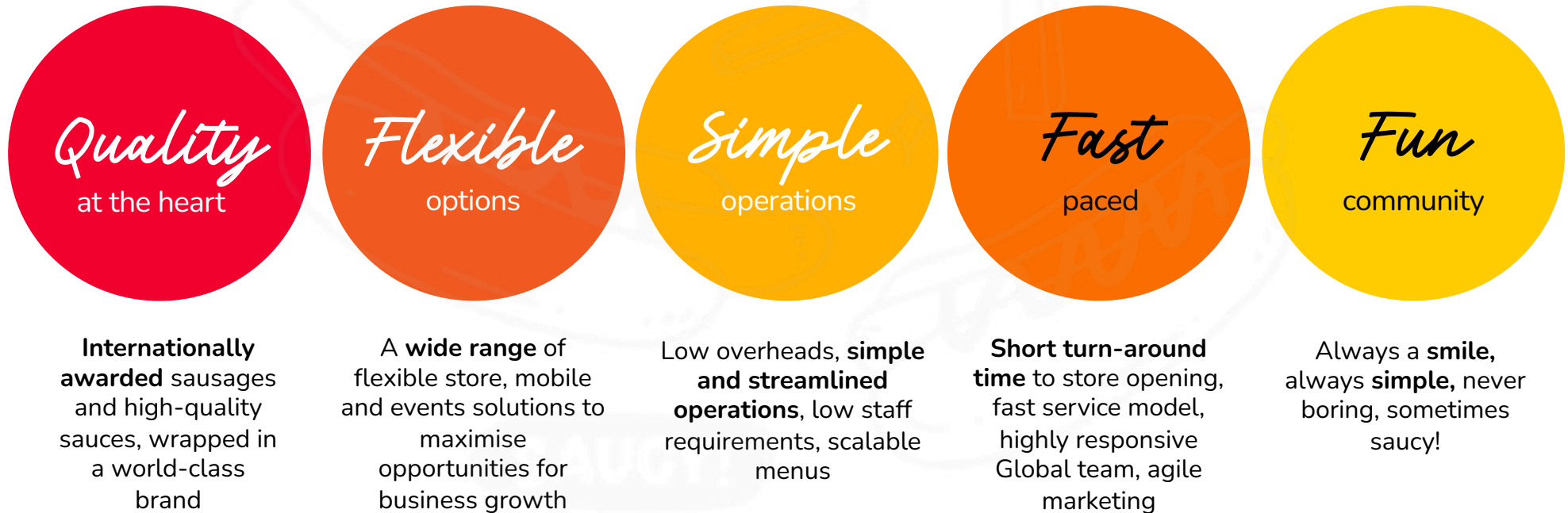
World's Best Hotdog

Our mission is to become the best gourmet hotdog brand internationally. Excite customers with award-winning tasty, quality sausages served by our passionate brand loyal proud team. To ensure high-quality products and commitment to service excellence.

SAUCY!



Redefining the *Hotdog* Experience



Supported by a strong Global team who set the standards, build the tools and enable the territories to thrive

World-Class support from the Global Brand Team

Brand and Marketing

- Global brand development
- Global marketing toolkits
- International campaigns
- Brand launch support



Supply Chain

- Vetting
- Procurement
- Quality standards



Property

- Interior design standards
- Advisory for local build teams
- Materials specifications
- Location advisory



Product solutions

- New product innovation
- Recipe development
- Menu engineering
- Localisation support

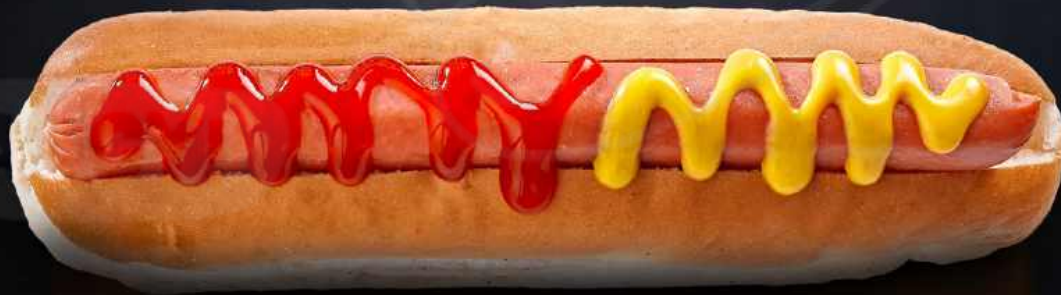


Operations

- Onboarding & training
- Service standards
- Audits & continuous improvements



The Case of the QSR *investment*



[illegible]

This growth is spurred by the return to travel and leisure activities, increasing urbanisation, a growing middle class, and broadening food preferences.

But most established QSR franchise brands have expensive, onerous and complex models.

They require large upfront investment from the franchisee.

They have complex operating and service models, which carry high overheads.



They have rigid design and infrastructure requirements.

They have long lead times from investment to generating income.

This creates high barriers to entry for partners and Franchisees.

GLOBAL QSR CATEGORY SNAPSHOT

Growth opportunities in flexible channels and new food offerings, to diversify the QSR market beyond traditional US brands –enable economic growth for new franchisees.

In a fragmented market, dominated by big American brands, leveraging new growth enablers in key to win.

- Technology and AI-based productivity tools are driving innovation, customer experience, and improving margins
- Shifting dietary needs, and consumer expectations of inclusivity, are driving menu and product innovation
- Global shifts in employment trends create challenges and opportunities for QSR franchisees
- The shift to digital ordering is a win-win, driving convenience and increasing order value: 2023 data suggests consumers are spending 1-20% more online than when buying in-store

Understanding nuances is key to successful new territory launches- but there are global trends that provide insight into universal consumer needs

Value for money and affordability are big drivers of QSR food choice

Increased convenience with greater ease of access- from online orders, to renewed demand for mobile trucks and convenience store offerings

Growing middle class post- COVID19 return to travel, and increasing globalization fuel an appetite for variety and new food options

Consumers are looking for **healthier, better quality, more sustainable** food options

sausage saloon

Flexible menu

Variety of channel options

A fresh QSR offering

High-Quality products

GLOBAL QSR CATEGORY
GROWTH ESTIMATES
(2022- 2028)

QSR Value
US\$1,6trn
2023

QSR Share
7%
CAGR to 2025

QSR Growth
8.9%*
CAGR to 2028

Transactions
+2.5%
CAGR to 2027

Transaction Value
+4.7%
CAGR to 2028

* Sources: Mordor Intelligence Market Report 2023 | GlobalData Market Report 2023 / Source for market Value and Growth: GlobalData 2023

INDIA QSR SNAPSHOT

Continued growth opportunities for QSR brands, with strong alignment between consumer needs and Sausage Saloon's value proposition.



A mature food market experiencing a growing demand for convenience

- Top 5 brands hold just 5% of QSR market share
- 2,3 million QSR outlets in 2022, with an estimated 2% CAGR to 2027
- 108% growth in QSR expenditure (2017-2024)
- Growth is fuelled by increasing affluence among young consumers in non-major cities (tier2/3)

Most important factors influencing frequent users decisions on which QSR to choose

Customers want a strong brand with proven track record of high-quality food that offers something different.

88%
Time saving

86%
Recyclable Packaging

84%
Well-known Brand

84%
Novel/ Unique Offer

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*Extremely
Fast service*

*Brand new
Packaging design*

*28 Year
track record*

*Simple Joy
of Hotdogs*

INDIA QSR GROWTH
ESTIMATES
(2022- 2027)*

QSR Value
INR3,3 T
2022

QSR Share
29%
% OF TOTAL CATEGORY

QSR Growth
11.5%
CAGR to 2027

Transactions
+6%
CAGR to 2027

Transactions Value
+4.8%
CAGR to 2027

The Sausage Saloon *customer*



Sausage Saloon- the QSR *Brand of Choice*

With over **5000** possible combinations of hotdogs, sauces, and toppings

Quality **award-winning** sausages, a brand with quality at heart

Sausage Saloon outlets are **convenient** and easy to find

Diverse menu offering for all taste preferences

Global QSR category growth estimates (2023 - 2028)

QSR Value
US\$1,6trn
2023

QSR Share
37%
% total foodservice
category

QSR Growth
8.9%*
CAGR to 2028

Transactions
+2.5%
CAGR to 2028

*Transaction
Value*
+4.7%
CAGR to 2028

Channel Option *breakdown*



Our channels are flexible and fit into any space required

DINER



FOODCOURT



KIOSK



CONTAINER



MOBILE



FOOD TRUCK



TUK TUK



Fixed Formats

BEST LOCATIONS:

High footfall locations,
Travel/business hubs, Shopping
malls

RETAIL SPACES:

Shopping malls, High Street,
Airports

SPACE REQUIRED:

15 – 55 sqm

Mobile Formats

BEST LOCATIONS:

Events, high footfall public spaces,
office parks

RETAIL SPACES:

High-impact events, stadiums,
schools, sports facilities, business
parks

SPACE REQUIRED:

variable

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Think Events
Think *Hotdogs*



Think Events – Think *Hotdogs*

Over 28 years in Events

Since 1997, when the Strange family fired up the grills, our mission has been crystal clear: deliver Hot and Ready, gourmet hotdogs faster than a cheetah chasing its lunch, all while keeping those smiles as big as our Hotdogs! We're not just a hotdog brand; we're the masters of the events universe!

Your Event, Our Playground

With over 10,000 events under our belts, from stadiums to festivals, we own the game in catering! Whether it's a major sporting stadium, a kids' birthday bash, a corporate function, or an expo, we've got the skills to make it legendary. Our Topdogs events team is the dream Grill Gang, ensuring every event is a flavor feast that leaves lasting impressions and smiles for miles.

Catering for All Tastes and Markets

We cater to every crowd, from families to corporate teams, with a menu that's as diverse as it is delicious. Our Halaal options, ensuring everyone can join the party!

Join the Fun

At Sausage Saloon, we're all about creating unforgettable experiences. Whether you're a die-hard fan or a first-time visitor, come join the flavour fun and let's make your event legendary!



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We're on a *Roll*

Food Truck Setup

Picture this: our mobile trailer setup isn't just a trailer – it's a full-blown shop on wheels, bringing all the hotdog magic straight to your event doorstep. Whether you're cheering on your team at a sports game, rocking out at a music festival, enjoying the thrills of a carnival, or schmoozing at a corporate event, our hotdog trailer is the place to be. It's not just about the food (although, let's be real, that's a big part of it). It's about creating a social hotspot where folks can gather 'round, chow down on some seriously mouthwatering goodness, and make memories that'll last a lifetime. So next time you spot our trailer rolling into town, you know it's time to grab a dog and join the party!



3M Internal Layout & Requirements

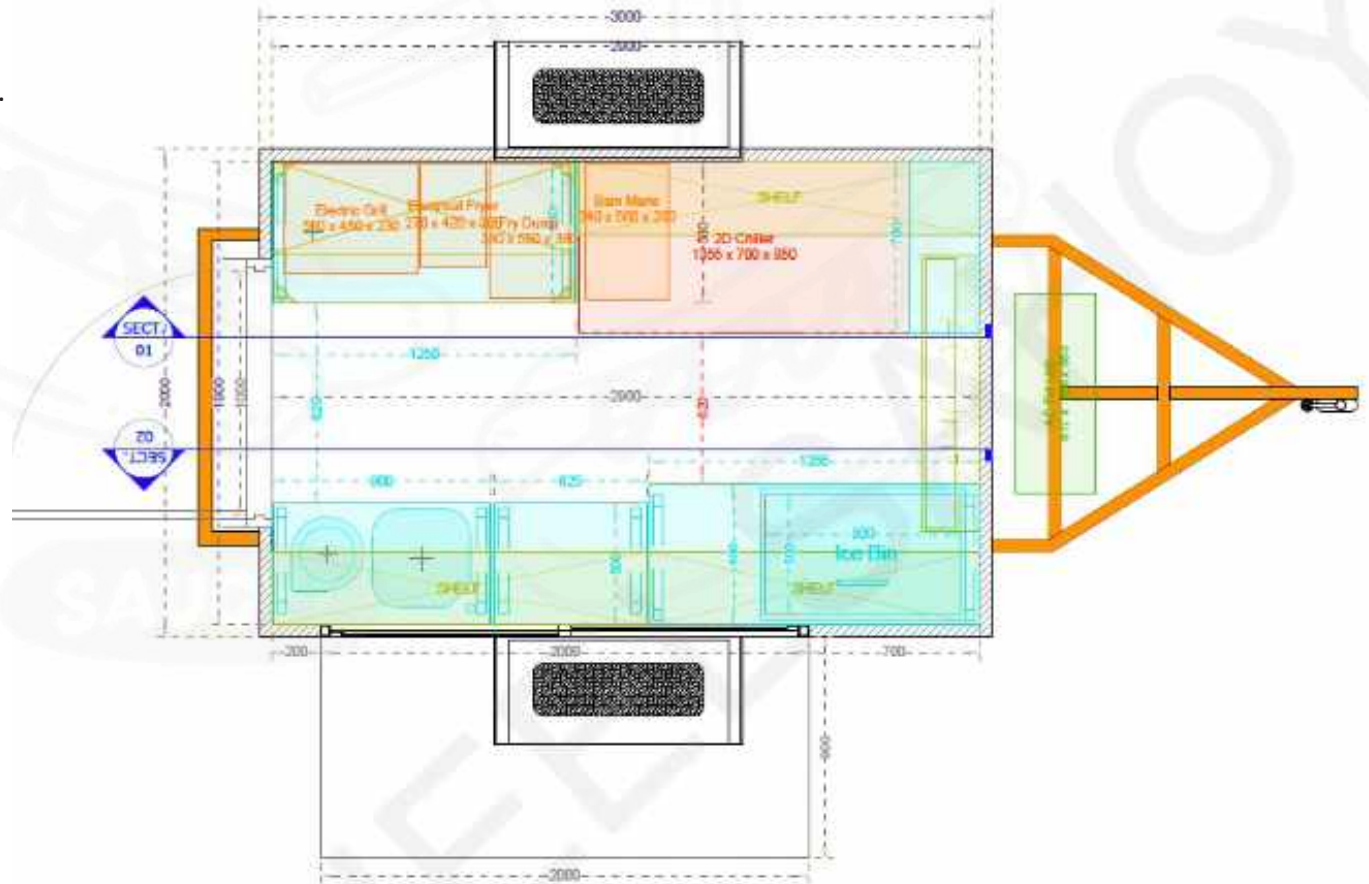
Electrical: single phase, 100 amps, female socket.

Plumbing: Minimum 15L of water per day.

Space: 3m (L) × 4m (W) × 6m (H) clearance.

Delivery: of caravan via recovery vehicle.

LAYER LEGEND	
Structure	
Under Counter Equipment	
Stand Alone Equipment	
Full Height Equipment	
Counter Top	
Counter Top Equipment	
Wall Mounted Equipment	
Ceiling Mounted Equipment	



5M Internal Layout & Requirements

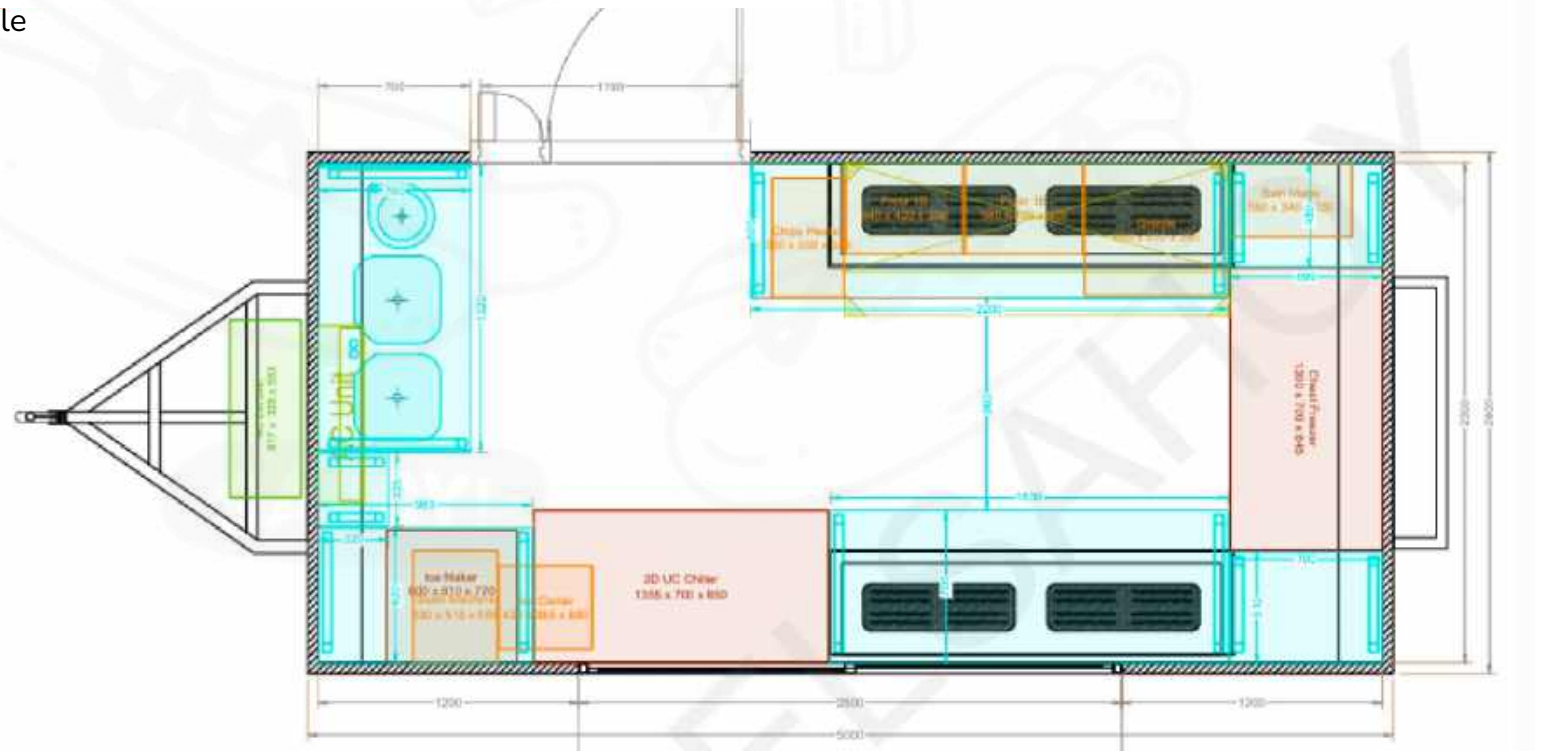
Gas: LPG system with secure installation and proper ventilation

Plumbing: Minimum 15L of water per day

Space: 10m (L) × 4m (W) × 6m (H) clearance

Safety: Equipped with gas leak detector, emergency shutoff valve, and fire extinguisher

Delivery: via recovery vehicle



LAYER LEGEND	
Structure	
Under Counter Equipment	
Stand Alone Equipment	
Full Height Equipment	
Counter Top	
Counter Top Equipment	
Wall Mounted Equipment	
Ceiling Mounted Equipment	

Steam line *menu*



OUR MENU

Our menu offers an award-winning line-up of family favorites- with Beef (Halal), Chicken, lamb and vegetarian options

Classic HOTDOGS

Classic **Manhattan**

HOTDOG	MEAL
Rs150	Rs200

Cheese **Griller**

HOTDOG	MEAL
Rs175	Rs225

Regular **Wors**

HOTDOG	COMBO
Rs195	Rs295

Serious CORNDOGS

Original Corndog

Cheesy Chicken

Cheese Griller

CORNDOGS
Rs125 each

3 FREE
Sauces and toppings

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Speciality HOTDOGS

Cheesy **Russian**

HOTDOG	MEAL
Rs195	Rs250

Chilli **Lamb**

HOTDOG	MEAL
Rs195	Rs250

Cheesy **Chicken**

HOTDOG	MEAL
Rs195	Rs250

Chicken **Rollercoaster**

HOTDOG	MEAL
Rs195	Rs250

Saloon CHIPS

SMALL	MEDIUM	LARGE
Rs80	Rs120	Rs140

KIDS' Bites

Chicken Strips & Chips

Rs165

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Wow!

When you add our incredible range of quality sauces and toppings, there are more than

**5,140 COMBINATIONS OF
HOTDOGS TO CHOOSE
FROM...**

You could eat a different hotdog, every day, for 14 years!

*SAUSAGE SALOON QUALITY: 4 Gold medals, 3 Silver medals, 2 Bronze medals at the prestigious international Quality Competition in Germany

Halal options available

World-Class *marketing*



GLOBAL MARKETING KEEPS THE BRAND FRESH AND RELEVANT

THE GLOBAL MARKETING MODEL

Sausage Saloon provides global support to MTO/Franchisee partners through a structured annual marketing plan, with quarterly content to ensure both the brand and business objectives are met.

Our award-winning global advertising and media agency develop all content and global media buying, to ensure brand consistency and optimised use of marketing resources. In-market partners support the global efforts with localised activations, events marketing, and tactical programmes to extend the reach of the global programme.

Brand

The Global Marketing team keep the brand fresh, and relevant. They are always on the look out for saucy collaborations, competitions and media that build a strong brand.



Promotions

Working within a quarterly promotions plan, the Global Marketing team provide all the tools and planning support needed to keep customers coming back for more.



OUR FANS SHARE THE JOY OF SIMPLE FOOD



★★★★★ 4.6/5 star rating

4.5/5 star rating



SAUSAGE SALOON IS WELL-RECEIVED BY THE PRESS



Sausage Saloon brings South Africa's favorite topdog experience to the UAE

Shutted in the bustling Dubai Festival City mall food court

Photo: Hakeem

South African brand Sausage Saloon launches Middle East franchise drive

So far there is now branches in the UAE and 100 in South Africa

Sausage Saloon, World's Best Hotdogs Expands to the Middle East: Now Franchising!

Sausage Saloon Provides for Leisurely Iftars At Home

Choose from an enticing selection of 10 sausage 'n' jellies, hot dogs and various meals courtesy of Sausage Saloon.



Thank-you

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