



Beef A Roo Restaurants

Business Summary

Information in this Summary Subject to Change



**FAMOUSLY
DELICIOUS**



A BIT OF HOMEGROWN HISTORY

- ◆ Beef A Roo was founded in 1967. It started out with a Wild West theme, hence Beef A Roo. The menu mainstay was freshly sliced to order hot beef sandwiches, but a lot has changed in the last 50 years. The restaurant brand now has an extensive menu with standout salads, healthy choices, crispy fries and onion rings, their very famous cheese fries, and of course their signature roast beef. Beef A Roo also offers catering services as well as merchandise. The business platform is established, a seasoned staff is in place with a reputable brand, and there are areas for growth.





Organizational Chart



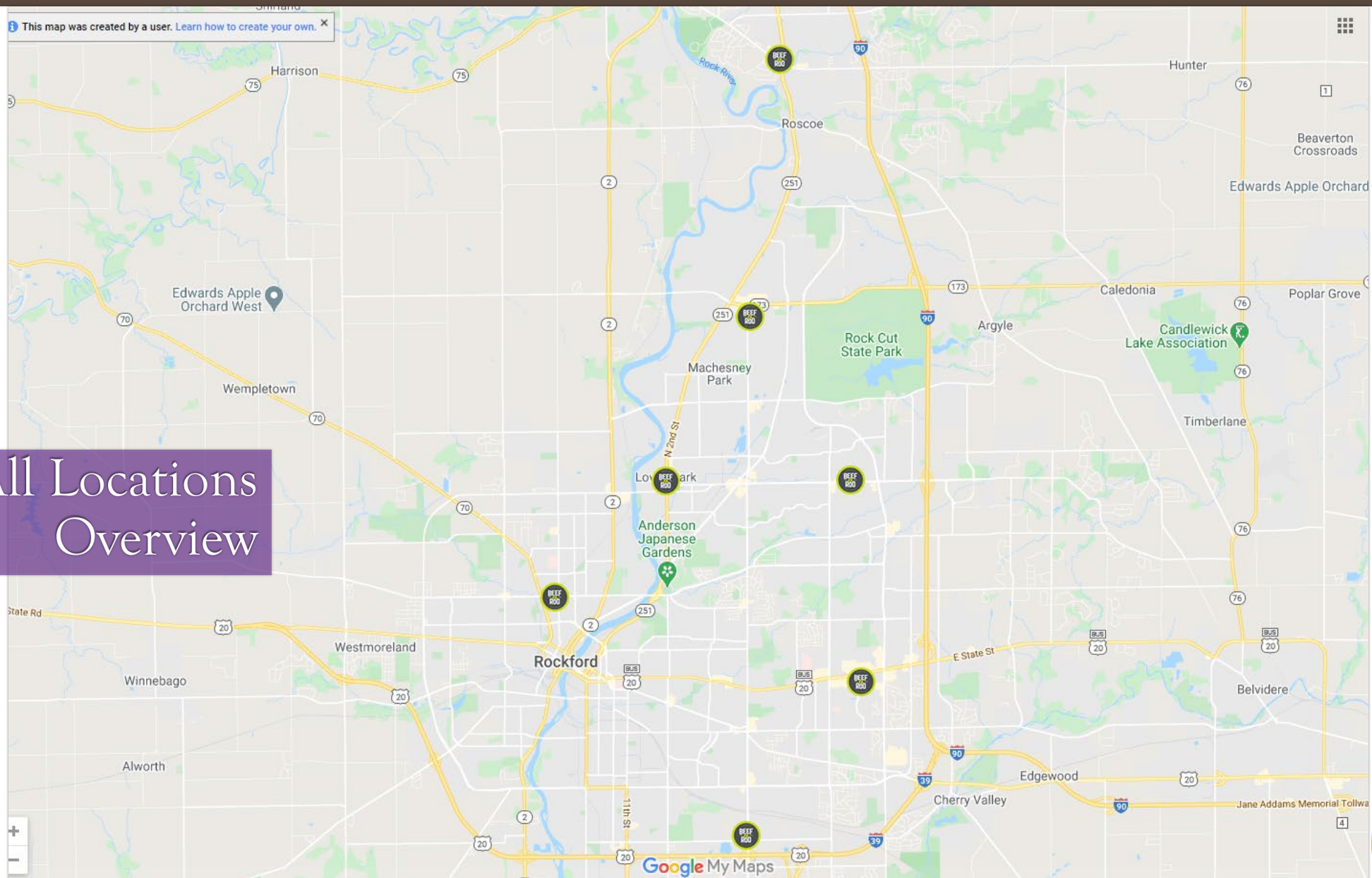


Locations

1. Roscoe
 - ◇ 5109 Rock Rose Ct.,
Roscoe, IL
2. North Alpine
 - ◇ 4601 Adamson Ln.,
Machesney Park, IL 61115
3. South Alpine
 - ◇ 3401 South Alpine,
Rockford, IL 61109
4. North Second
 - ◇ 6116 North Second Street,
Loves Park, IL 61111
5. Lexus
 - ◇ 6593 Lexus Dr., Rockford,
IL
6. Riverside
 - ◇ 6380 E. Riverside Blvd.,
Loves Park, IL 61111
7. Auburn
 - ◇ 2538 Auburn Street,
Rockford, IL 61101



All Locations Overview



Menu





The Beef-A-Roo Menu offers a variety of options from burgers and famous cheese fries, to wraps, gourmet salads, healthy choices, and more. With a diverse menu Beef-A-Roo offers a unique fast casual experience that is unlike most fast food brands.



Catering Trays

Group meals may be a necessity in your workplace or event. Beefaroo takes the responsibility for preparing your bulk items very seriously. All sandwiches and wraps are individually wrapped and labeled. All salad/fruit/veggie bowls come in single use containers with tongs to minimize contact.

SANDWICH & WRAP TRAY

This can be all sandwiches, all wraps, or a combination of both. Priced per piece. (See Sandwich Box Lunch Menu for choices)
Sandwiches: \$4.99 each, Wraps: \$5.49 each

PREMIUM SALAD BOWLS

Each bowl serves 10-12 guests.
Choose any of our salads for \$35.00.
The addition of chicken is \$10 per bowl.
Each bowl includes the coordinating dressing.

FRESH FRUIT TRAY

Serves up to 20 people \$45.00
Tray includes a variety of fresh fruit and homemade marshmallow dip.

FRESH VEGGIE TRAY

A variety of fresh veggies on a platter with creamy hummus to dip.
Serves up to 15 people - \$30.00

BEEFAROO'S HOT SLICED ROAST BEEF

Classic roast beef served with assorted buns and cheeses on side.
Everything you need for your guests.
\$13.99/lb. One pound serves up to 4 people.

CHICKEN STRIP TRAY

Beefaroo's signature chicken strips, served with a variety of dipping sauces.
Includes 45-50 pieces.
Serves 15-20 people \$55.00

CHEEZY HASHBROWN CASSEROLE

Cheezy potatoes served hot and ready to go for your next gathering.
Serves 15-20 people. \$35.00

DESSERT TRAY

A variety of fresh baked cookies.
\$13.99/dozen

Catering during Covid:

As we learn more during this uncertain time, we are following the directives of health leaders and taking action to set the industry standard of safety for our loyal customers and family of employees. Our team is ready and committed to serving you in the best possible ways. As trying and stressful as these times are for all of us, we welcome the opportunity to serve you and provide normalcy and comfort.

We are ready to cater and deliver your order. You now have the option of no-contact delivery as a best health practice.

To accommodate those that need to work on-site, we offer convenient and safe menu options like Boxed Lunches.

We are closely monitoring the developing situation by watching the communications and following recommendations of the Centers for Disease Control (CDC), the World Health Organization (WHO), government agencies and medical professionals. Thank you for your business and for trusting Beefaroo as your catering choice.

Presentation:

All condiments, napkins, and utensils will be provided.

Delivery:

Delivery is FREE on orders of \$75.00 or more in the Rockford, Loves Park, and Roscoe area. Deliveries outside of area above will be charged a \$15.00 delivery fee. Please schedule your delivery at least 15 minutes prior to the time you would like your meal served. Delivery available 1-7 days a week.

*We can assure you that our staff will deliver your items in clean vans, using all recommended procedures such as regular sanitation, glove and mask wearing, and keeping as contactless as possible.



Catering Menu

For All of Your Catering Needs!

Ordering:

Ph: (815) 229-6600 • Catering@beefaroo.com • www.Beefaroo.com

A 24 hour notice is appreciated.



www.Beefaroo.com

CATERING

Beef A Roo offers a wide variety of catering options. All of their selections can be customized to the size of the customer's party.

- **High-Quality Presentation-** Unless otherwise arranged, all orders are presented in a high-quality disposable box. Condiments, napkins, and utensils are provided. Each lunch also receives their signature chocolate mint!
- **Free Delivery-** With a minimum of ten lunches, delivery is free!
- **No Fees or Cancellations-** There is no charge for canceling any order within 24 hours of mealtime!
- **Acceptable Billing-** They accept Visa, Mastercard, and AMEX as well as business checks.
- **Catering Trays-** In addition to lunch boxes, catering trays are also provided.

Sandwich or Wrap Box:

\$11.00, includes 1 side & 1 dessert

All sandwiches served on a wheat bakery bun, honey wheat wrap or a GF bun (please specify this request).

WILD WEST BEEF WRAP

A wheat wrap filled with sliced beef, cheese, bacon, onion rings, BBQ & chipotle sauce.

SOUTHWEST CHICKEN WRAP

A wheat wrap filled with grilled chicken, lettuce, pico, black beans, corn, and southwest ranch dressing.
*We made as above with shredded cheddar instead of chicken.

CHICKEN CAESAR WRAP

A wheat wrap filled with grilled chicken, lettuce, tomato, Parmesan cheese, and creamy Caesar dressing.

BUFFALO CHICKEN WRAP

A wheat wrap filled with chicken, lettuce, tomato, bleu cheese dressing and buffalo hot sauce.

TURKEY CLUB

Turkey with Swiss cheese, mayo, lettuce & tomato.

TURKEY AVOCADO JACKET

Grilled turkey with Pepperjack cheese, lettuce, cream cheese, chipotle sauce, fresh avocado, and tortilla chips.

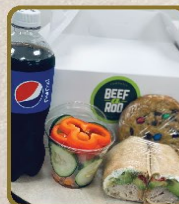
BLT-A

BLT with a generous topping of fresh avocado and a touch of mayo.

DELUXE VEGGIE CLUB

Piled high with lettuce, tomato, avocado, cucumbers, red peppers, mayo and Swiss cheese.

Any sandwich may be made gluten free.



Salad Box Lunches:

\$12.00, includes a dessert

CHOPPED SALAD

Chopped greens topped with crispy chicken, bacon, tortellini, grape tomatoes and Gorgonzola.
Served with Balsamic Vinaigrette.

SANTA FE CHICKEN SALAD

Mixed lettuce topped with tomatoes, red peppers, corn, black beans, cheddar cheese, and sliced grilled chicken. Served with side of Southwest Ranch dressing, sour cream, Pico de Gallo, and tortilla chips.

GRILLED CHICKEN CAESAR SALAD

Chopped greens topped with shredded Parmesan cheese, grilled chicken, tomatoes and homemade croutons, served with creamy Caesar dressing.

GRILLED OR CRISPY CHICKEN SALAD

Mixed lettuce topped with tomatoes, red peppers, broccoli, cucumbers, cheddar cheese, choice of grilled or crispy chicken breast, and your choice of dressing.

SUPER KALE SALAD

Kale with grilled chicken, red peppers, dates, tomatoes, sunflower seeds, avocado and kalamata olives.
Served with Balsamic Vinaigrette.

SUMMERBERRY SALAD

Mixed lettuce with feta cheese, fresh strawberries, blueberries, and blackberries, pomegranate seeds and sliced grilled chicken breast. Served with side of raspberry vinaigrette dressing.

HARVEST CHICKEN SALAD

Mixed lettuce topped with fresh apple slices, feta cheese, Craisins, pomegranate seeds, and sliced grilled chicken breast. Served with a side of apple cider vinaigrette.

GREEN MONSTER SALAD

Mixed greens, peas, cucumbers, avocado, green apples and pistachios. Topped with avocado ranch dressing.

DRESSING CHOICES:

Ranch, Southwest Ranch, Light French, Bleu Cheese, Caesar, Balsamic Vinaigrette, Fat Free Raspberry Vinaigrette.

Sides & Sweets:

All items are individually wrapped for safety.

SIDE CHOICES (choose one):

- On the Border chips
- Seasonal fruit
- Fruit & yogurt parfait

DESSERT CHOICES (choose one):

- Chocolate chip OR M&M's cookie
- Gluten-free cookie
- Ask about our seasonal dessert

BEVERAGES:

We proudly serve Pepsi products.
Choose from Pepsi, Diet Pepsi, Sierra Mist, or bottled water.
All beverages are \$1.00.





School Fundraising Night

Community Minded

As a long-standing business in the Rockford community, Beef-A-Roo feels compelled to give back. Prior to COVID-19 they offered school fundraising nights and have continued to give-back during the pandemic.

It's Fun + Easy!

The School Program is available to Non-Profit Public and Private Elementary Schools with 75 or more students. The program offers these schools an evening at Beef-A-Roo to receive:

- ✓ A 10% donation.
- ✓ Faculty involvement if teachers volunteer to deliver food to student's tables.
- ✓ A donation to the participating school.

Core Values:

The Beef A Roo Family is a group of individuals that as a unit can accomplish not only personal and company goals, but give back to local communities throughout the year by giving our time and support.



Expansion Plan





Philosophy

We make sure to provide high quality food with a high quality experience for our customers. It's the attention to detail that sets us apart from our competition. Chocolate mints on each tray for our customers, offering a paper straw or a plastic straw to each customer; these are just a few examples of our attention to detail that differentiates us from the competition. We strive and achieve excellence everyday through perseverance, support, and teamwork - providing our customers the ultimate dining experience each and every visit.





Keys to Successful Expansion

We feel the success of Beef-A-Roo is a result of many things, including:

- Quality food
- Exceptional employees
- A diverse menu
- Fair prices

However, the fact that Beef A Roo has been in the Rockford region for over 50 years is a huge factor. Our brand is well-known, locals have grown up with us, and people know what to expect when they visit our restaurants.





Marketing

Beef-A-Roo is not like any other fast-food operation. The company has several unique characteristics about who they are and the overall brand image that has been created. Each of the 7 locations is unique - they all give the customers a fresh vibe every time they visit a Beef-A-Roo restaurant.

The following are just a few highlights that set Beef-A-Roo apart from the rest of the competition...

- All 7 locations are unique
- High quality customer service is embedded within the staff & labor force
- Original recipes
- Strong merchandising game
- Fresh food
- Strong social media presence





LINKEDIN



FACEBOOK



INSTAGRAM



TINDER

Current Marketing Efforts

Currently, the business utilizes many marketing tactics, such as:

- Digital billboards
- Instagram
- Facebook
- Twitter
- Local cable ads
- Live TV
- Local newspaper
- Text club- over 20,000 customers in database
- Email newsletters- over 4,500 subscribers
- Website





Growth Opportunity

EXPAND GEOGRAPHICALLY

- Continue to grow organically by adding additional locations. While there are 7 locations, they are all in close proximity to one another and beginning to expand geographically is an option to apply the already successful blueprint to the next location.



Growth Opportunity

FRANCHISE

- Currently, Beef-A-Roo is not a franchise. However, the business is positioned perfectly to begin offering franchise opportunities to new locations. All 7 current locations are properly managed and profitable. Now is a great time to duplicate the efforts of the 7 locations and offer it to other entrepreneurs who want to own their own Beef-A-Roo restaurant!





Growth Opportunity

More Emphasis on Catering:

- While catering is offered, there has not been a huge emphasis on this aspect of the business. Not only would catering generate additional revenue, it's a great marketing tool to get the name out to many people and continue to build on brand awareness.



Growth Opportunity

ADD BREAKFAST

- Currently, no breakfast items are offered, but customers have asked! Expanding the menu to add breakfast items is a growth

ALCOHOL LICENSE

- Obtaining an alcohol license has been considered; even a class B where beer and wine only would be served. Ownership believes this is still a strong opportunity to consider.



Beef-A-Roo Today + Tomorrow

- ◆ Store #1 | Auburn | 2538 Auburn Street, Rockford, IL 61101- **Concept Rebranding (DATE)**
- ◆ Store #2 | Lexus | 6593 Lexus Drive, Rockford, IL 61108-
2nd Gen Freestanding Building (DATE)
- ◆ Store #3 | Riverside | 6380 E Riverside Blvd, Loves Park, IL 61111 –
2nd Gen Freestanding Building Expanded Menu (DATE)
- ◆ Store #4 | North Second | 6116 N. Second Street, Loves Park, IL 61111-
2nd Gen Freestanding Building
- ◆ Store #5 | South Alpine | 3401 South Alpine, Rockford, IL 61109-
2nd Gen Freestanding Building
- ◆ Store #6 | North Alpine | 4601 Adamson Ln, Machesney Park, IL 61115-
2nd Gen Freestanding Building
- ◆ Store #7 | Roscoe | 5109 Rock Rose Ct, Roscoe, IL-**2nd Gen Freestanding Building**
- ◆ Store #8 | W. Dundee | 820 Main St, West Dundee, IL 60118-
Under Construction 2nd Gen, Freestanding Building
- ◆ Store #9 | TBD | Sites Under Review for purchase-
2nd Gen Freestanding Building (DATE)
- ◆ Store #10 | TBD | Sites Under Review for purchase-
2nd Gen Freestanding Building Expanded Menu (DATE)
- ◆ Store #11 | TBD | Sites Under Review for purchase- **2nd Gen Freestanding Building**
- ◆ Store #12 | TBD | Sites Under Review for purchase- **2nd Gen Freestanding Building**
- ◆ Store #13 | TBD | Sites Under Review for purchase- **2nd Gen Freestanding Building**



Site Criteria

- ◊ Freestanding Bldg. 4,000-6,000 sq. ft.
- ◊ Along major freeways and retail corridors
- ◊ Multiple signage with excellent visibility
- ◊ Parking Spaces 50+
- ◊ Patio Area Tables 8+

Trade Area Characteristics

- ◊ Total population 150k+
- ◊ Daytime population 25k-50k+
- ◊ Average household income 70k+
- ◊ Target customers ages 25-65
- ◊ Good visibility, highway preferred
- ◊ High traffic business mix



Financial Projections



Financial Projections

Beef-A-Roo Projections					
	Year	Sales	Gross Profit	Net Income	Locations
Actual/Projected	2020	\$19.1m	\$12.3m	\$1.6m	7
Projected	2021	\$23M	\$14.5m	\$2.1m	10
Projected	2022	\$29m	\$18.5m	\$2.8m	12

