

GINO'S KEY PHILOSOPHY, CULTURE, AND VALUES



Our Business & Franchising Philosophy is to build the brand by utilizing the key characteristics and values that were a part of Gino's culture:

1. Great food and attentive, courteous service in a clean inviting environment.
2. Respectful of each other, our franchisees and our guests.
3. Pioneer efficient and effective operating innovations.
4. Identify and respond to consumer trends.
5. Hire and develop a professional staff.
6. Invest in the development and training of its employees and operators.
7. Support civil and neighborhood causes.
8. Be Honest, truthful & Integrious.
9. Seek to understand & communicate clearly.
10. Be open minded & transparent.

Further, as franchisors, we know the success of the brand is only as strong as its weakest link, which is contingent upon the strength of the unit economics and the franchise operator's ability to actualize the results desired.

Therefore, the Gino's Burgers & Chicken support staff and the approved vendors will exist to serve the franchise operators. The staff's sole existence is to assist the franchisee to maximize sales and control cost.

To that end, every decision large and small will be made to accomplish the mission:

"Maximize the Profitability of the Franchisees"

You, as a Gino's Burgers & Chicken Franchisee, can rest assured that you have our total commitment, at every level in the organization, to ensure that together we will be a dominant leader in the restaurant Industry.