
What are Gino's Burgers & Chicken Royalties and Advertising fees?

Our royalty rate is 6% of sales. Initially, we require our franchisees to spend a minimum of 1% of sales toward advertising. We reserve the right, however, to raise advertising rate as high as 3% of sales at our discretion. A grand opening within 2 months of opening is required. This cost is included in the estimated turnkey cost.

Does Gino's Burgers & Chicken give Territorial Protection to its Franchisees?

Yes. Your territory will be determined prior to the signing of your lease, and it will be a part of your franchise agreement. Protected territories are determined primarily by population density & demographics.

How many Employees will I need to Effectively Operate and provide Service Standards as required?

The number of personnel needed is largely determined by restaurant volume. The business model provides for sufficient labor dollars to accommodate the proper service levels. You may need, in addition to yourself, (1) or (2) assistant coaches, and at least (4) to (12) hourly team members are necessary per shift.

Does Gino's Burgers & Chicken provide any Proprietary Products?

Among others, Gino's Burgers & Chicken primary proprietary products are its Gino's Giant Sauce, and its secret Chicken Seasoning.

What Additional Support does Gino's Burgers & Chicken Provide?

- Site selection assistance.
- Lease Negotiation.
- Design, Construction, and Equipment Specification Manuals, and Employee Handbook.
- Advertising and Public Relations Guidance that's neighborhood driven.
- Use of approved vendors where volume leverage in cost and service is enjoyed.
- Most importantly our training program is learning controlled which is to say it's about comprehension. We anticipate most franchise will require 6 to 8 weeks of training. A franchise operator must successfully complete the training program to open a restaurant.