



Sauce

FRANCHISE PROFILE



★
**YOUR
FAVORITE
AMERICAN
DINER**
★

ABOUT US

Sauce is a homegrown American Diner concept, reminiscent of the 50's classic diners in the USA. Inspired by an ever-evolving city, the concept is based on recreating familiar classics with a modern and local twist. We're bringing back all the 50's vibes to Dubai at Sauce Diner.



Serving up classic dishes is not all Sauce has to offer; vibrant colors, crazy shakes and a groovy playlist are all part of the Sauce experience. Now open at Al Habtoor City and Habtoor Grand Resort, Autograph Collection.



OUR STORY

Dubai has everything, all sorts of foods and experiences – finding what's missing is not easy in a city that has something for everyone.

Classic diners are well known across America and across the world through movies and music. Despite the prevalence of American cuisine in Dubai, American diner atmosphere and experience are not so prominent. This is where the concept began to come to fruition.

At Sauce, we bring not only classic food, but also music, ambiance, and experience – all done with a local twist!



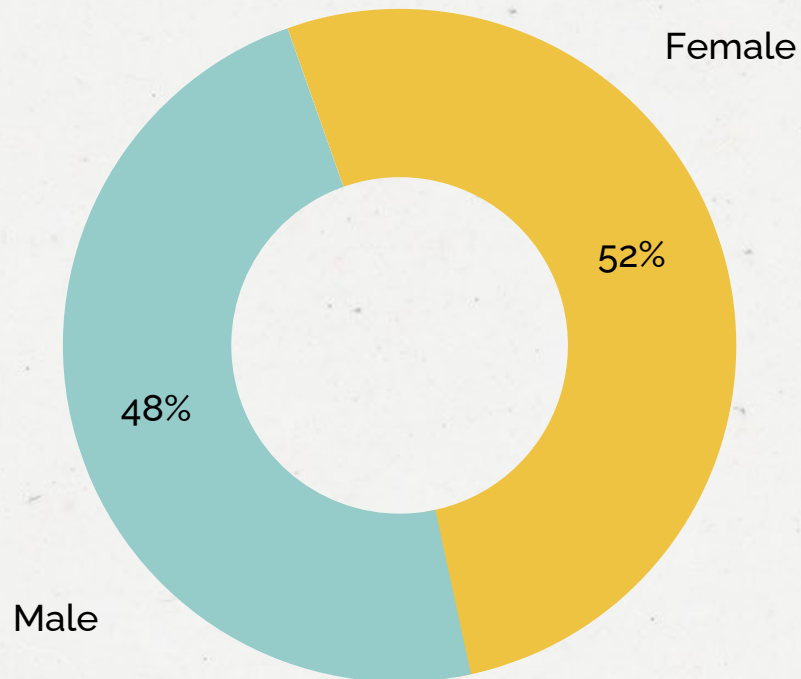
BECOME A 
FRANCHISER

TODAY!

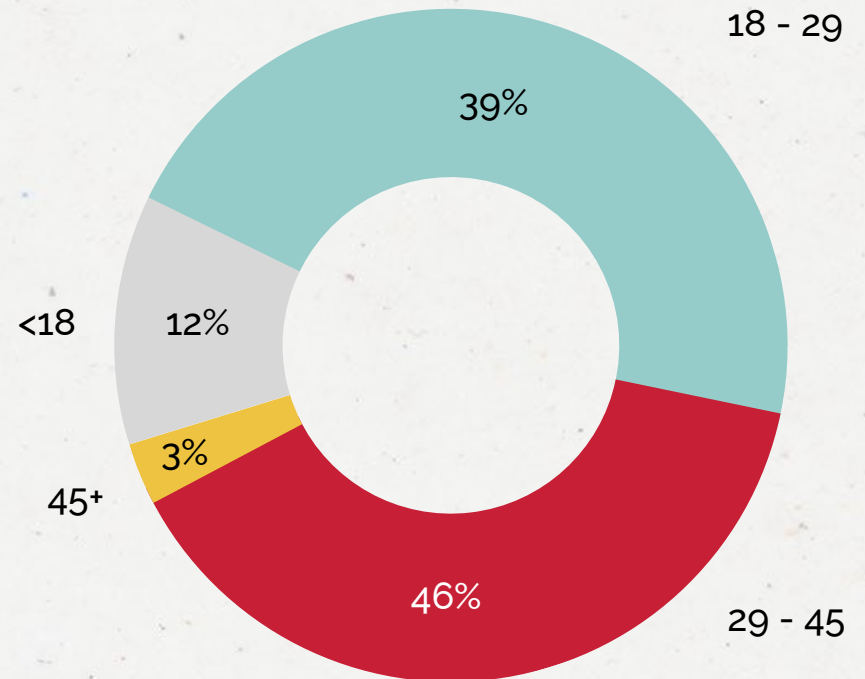


CUSTOMER PERSONA

Gender



Age Split





TYPICAL OUTLET SIZE



The size of a typical Sauce outlet is between 1,500 sq. feet and 4,000 sq. feet.



WHO WE LOOK FOR



We are seeking stakeholders that fit the following criteria

Access to Prime Location

- ★ The potential franchisee must have access to prime locations in their respective region.
- ★ The location must be unusual and fit the identity of the brand.

Business Capital

- ★ Having the necessary financial capacity for setting up the franchise unit(s).
- ★ Good credit history that can be evaluated by a third party.

Common Value System

- ★ Having a value system in accordance with the franchisor will ensure proper assimilation into the parent organizational culture.
- ★ Ability to replicate and maintain the same or similar consistency in the entire cycle of unit management as the franchisor.

Business Experience

- ★ Should have previous F&B business experience of a minimum period of 2 years.
- ★ Should have a solid foundation to understand all the legalities and fundamental skills needed to operate a franchise business.



WHAT YOU GET

By obtaining an Sauce Franchise, you will receive the following:



Trademark License



License to Operate



Operations Manual



Marketing Support



Training Program



Ongoing Support



TRAINING PROGRAM

PHASE I

Training provided at a location designated by Sauce

Sauce's management will provide franchisees with approximately Fourteen (14) to Twenty (20) days of initial training at headquarters or at a location designated by the Sauce's management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase I Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and Two (2) to Three (3) designated attendees.

PHASE II

Training provided at the franchisee's location

On-site training typically takes place when the franchisee commences operations. Experienced trainers from Sauce will provide on-site training for a period of Ten (10) to Fourteen (14) days to assist the franchisee in the commencement of operations.





SUPPORT PROGRAM

In addition to field support, members of the Sauce organisation will provide support in relation to the services listed below:

- ★ **Operational Support**
- ★ **Site Selection**
- ★ **Marketing Strategies**
- ★ **Purchasing**
- ★ **Accounting/Audit/Legal**
- ★ **Internal Support**
- ★ **Ongoing Research and Development**
- ★ **Overall Program Oversight**

NEXT STEPS

1

Franchise Evaluation Form

Complete the application included with this brochure and submit it to us. We will review the information and contact you.

2

Research & Due Diligence

Learn more about the business by meeting with us in person, visiting a location and reviewing the details of the business.

3

Join the Team

Once you have completed your research and have been approved as a franchisee, we are pleased to welcome you to the team!

4

Launch Your Business

Set your training dates and opening timeline to officially launch your business.

OFFERING FOOD AND SERVICE

AS IT SHOULD BE.



IT SHOULD TASTE GOOD.

IT SHOULD FEEL GOOD.

IT SHOULD DO GOOD FOR YOU



AND THE PEOPLE AROUND YOU.

GET IN TOUCH



info@saucedubai.ae



[SauceDubai](https://www.facebook.com/SauceDubai)



[@SauceDubai](https://www.instagram.com/SauceDubai)

Sauce