

# Earl of Sandwich, Planet Hollywood and Buca di Beppo

## Brands with star power



**Brands for A1 locations, family dining and QSR**

**Country of Origin**  
USA

**Target Markets**  
Middle East, Europe, UK, South East Asia

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### EARL OF SANDWICH

Robert Earl and the current 11th Earl of Sandwich John Montagu, a direct descendent of the 4th Earl of Sandwich who is credited with inventing the sandwich in 1762, offers an excitingly targeted QSR which has now developed in over 27 locations in the US and reached into international markets with a flagship store in Disneyland Paris. St Petersburg, US showcases the new Earl of Sandwich design model.

Earl of Sandwich's ingenious branding connection to the inventor of the sandwich provides a clear differentiator for diners, styling its signature menu item as 'The World's Greatest Hot Sandwich'.

Restaurants serve a wide array of hot sandwiches served on freshly baked signature artisan bread and a variety of hand-tossed salads and wraps at an appealing and competitive price point. Additional revenue is generated through freshly baked desserts as well as a hot breakfast menu and in some locations dinner items.

### PLANET HOLLYWOOD

Planet Hollywood restaurants offer guests a glimpse into the fabulous world of film and television. Each restaurant promises a dynamic venue that provides an unmatched entertainment value, featuring classic movie memorabilia and fashionable merchandise lines.

The menu offers classic American favourites including burgers, wings and speciality cocktails as well as authentic Asian and Italian dishes. Popular with families and groups, Planet Hollywood restaurants cater for receptions, themed events, breakfast meetings, holiday parties, networking events and even product launches.

### BUCA DI BEPPO

With 103 restaurants throughout the US, a master franchise operation for 10 restaurants in the UAE with 3 restaurants already trading and a master franchise operation operating five locations in the UK, Buca di Beppo has redesigned the neighborhood Italian restaurant to fit the nationwide franchise chain model. A franchise opened in Manila, Philippines last year and this year, a franchise will open in Malta.

The brand, which is named for the cellar or 'buca' in which its first location was based, is famed for its fun and entertaining atmosphere generated by its vintage décor and eclectic, family-sized shared dining experience.

Buca di Beppo restaurants serve modern Italian cuisine favorites, such as spaghetti with meatballs, fried calamari, lasagna and italiano pizzas, in two portion sizes: small feeds up to three people, large feeds up to six.