

台灣小吃

士林



Shihlin Taiwan Street Snacks ® has brought smiles to thousands who have tried and enjoyed our snacks from the alleys of Taiwan's night markets



Prepared just the way they do over in Taiwan, we now have many repeat customers who come back for our authentic snacks such as...





# WEN



超大雞排  
XXL Crispy Chicken



蚵仔麵線  
Handmade Oyster Mee Sua



開心便當  
Happy! Ricebox



甘梅地瓜  
Sweet Plum Potato Fries



甜不辣  
Seafood Tempura



肉鬆蛋餅  
Crispy Floss Egg Crepe



熱狗起士蛋餅  
Sausage Cheese Egg Crepe



蘑菇起士蛋餅  
Mushroom Cheese Egg Crepe



**士林 200**

**WHITE TRUFFLE CRISPY MUSHROOM**  
白松露香脆金針菇

best eaten while hot

**\$7.50 SET**  
\$5.50 ALA CARTE

MAMMA MIA! Truffle Flavoured Goodness

鹹蛋黃大雞排  
salted egg yolk  
crispy chicken

SET \$7.80 (with a drink) ALA CARTE \$5.80

COMBO SET \$10.90 (white truffle crispy mushroom and salted egg yolk crispy chicken)

**士林 200**

**CRISPY CHICKEN CRACKLINGS** 酥脆脆雞皮

Premium Chicken Skin

**\$6.80 COMBO** (includes lemon ai-yu jelly with honey) | **\$4.80 ALA CARTE**

SOUR CREAM

Keto Friendly

TOM YUM

Addictive

Low in Carbs

Rich in Collagen

Scan to watch video

**士林 200**

**Imperial Osmanthus Tea** 御皇桂花茶

Aromatic and refreshing floral tea  
芬芳清潤的花茶

**\$2.80**

Scan to watch video

**士林 200**

**BOBA DRINK SERIES**

BROWN SUGAR FRESH MILK BOBA 黑糖鮮奶波霸 SET RM11.80 ALA CARTE RM7.80

HONEY FRESH GREEN TEA 蜂蜜鮮綠茶 SET RM10.80 ALA CARTE RM6.80

1983 BOBA MILK TEA 1983 波霸奶茶 SET RM11.30 ALA CARTE RM7.30

Sweet Plum Potato Fries (M)

Scan to watch how our BOBA DRINK SERIES ARE PREPARED!

**士林 200**

**XXL Chilli Crab Chicken** 超大辣椒蟹醬雞排

**\$5.80** | SET \$9.00 (includes Sweet Plum Potato Fries (M) and Homemade Sweet Plum Sauce)

Scan to watch video

**1 December 2021 - 2 January 2022**

**Merry Christmas Platter** 聖誕香脆拼盤

Seafod Tempura Crispy Oyi-Shi Mushroom  
XXL Crispy Chicken Sweet Plum Potato Fries (L)  
4x Freshmade Drinks

**\$24.90**

**士林 200**

**CRISPY OYSTER MUSHROOM** 香脆雙菇

BACK BY POPULAR DEMAND

**\$5.50**

VALUE SET **\$12.80**  
Handmade Oyster Mee Sua + Drink

**士林 200**

**HAPPIEE! CHICKY POPCORN** HAPPY! 爆米雞丁

Trans Fat Free Low in Sugar Made from Soy No Added Preservatives

**\$5.50**

VALUE SET **\$12.50**  
HAPPY! 爆米雞丁 + 飲品

PLANT BASED HAPPINESS

**WRAP 'n Go**

Chicky 雞包 \$6.50  
Salad 沙拉 \$1.90  
Wrap 捲 \$10.90

Maxi 吃能 \$6.80  
Wrap 到 \$10.20



# COUNTRY / AREA MASTER FRANCHISE



You will be granted the right to develop multiple Shihlin Taiwan Street Snacks ® outlets in one country / area.

You will also be granted the right to award Single Unit Franchises within the country / area.

# PROCEDURE?



# Step 1

Submission of  
Franchise  
Application Form

Evaluation of  
Application

Discussion  
Session

# Step 2

Signing of  
Letter of  
Intent

*Refundable  
Deposit*

Submission of  
Franchise  
Development  
Plan

# Step 3

Acceptance  
of Franchise  
Development  
Plan

Signing of  
Franchise  
Agreement

Payment of  
Franchise  
Fee

**Training**

**Setting Up of  
Infrastructure**

**Your very own  
Shihlin Taiwan  
Street Snacks ®  
outlet!**

# On-going Support



Evaluation of Monthly Sales Report

Group Promotions and Advertisements

Customer Service Support

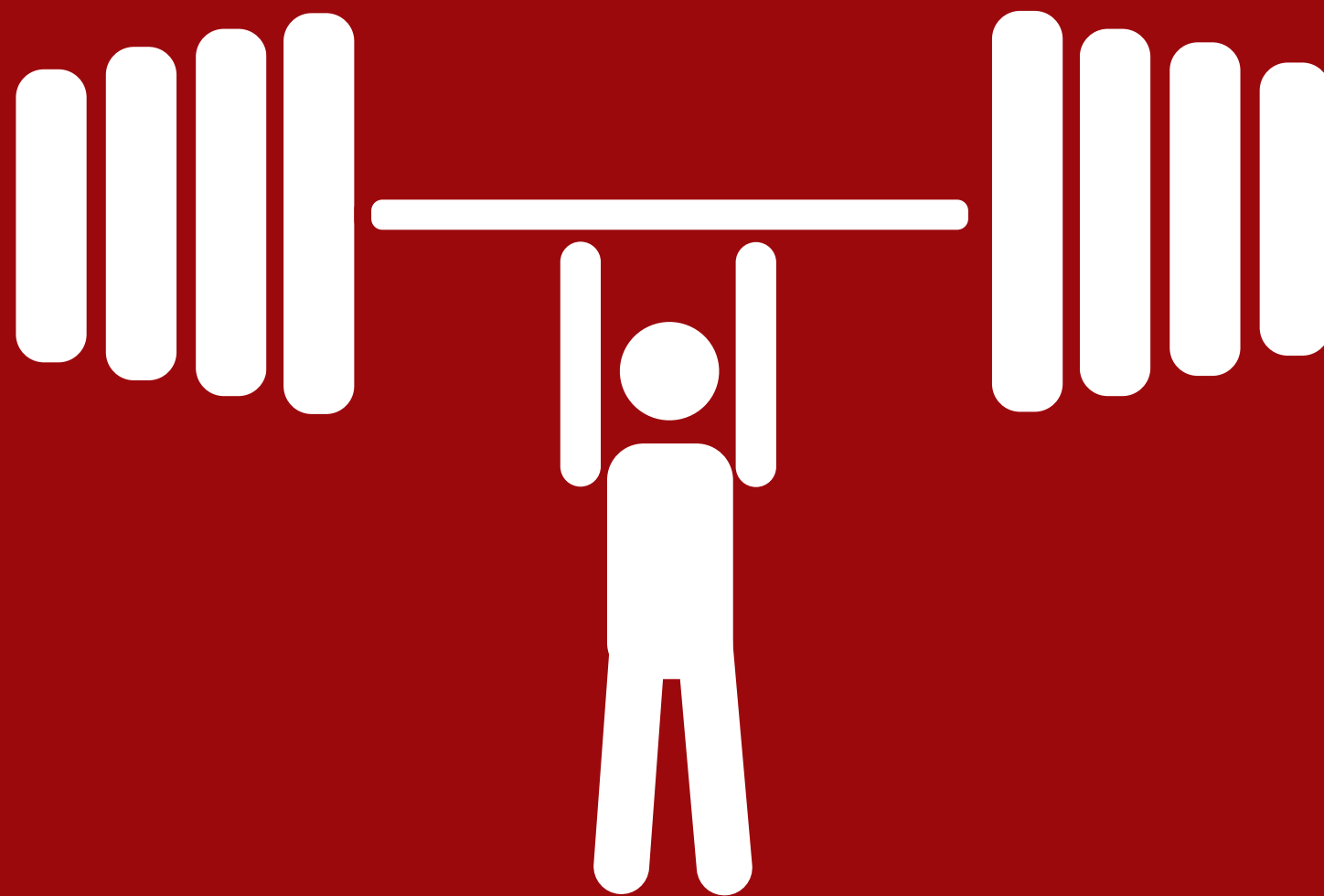
Regular Business Circulars

Human Resource Management Guidelines

Inventory Management Guidelines



You will also undergo an **integrated training program** comprising:



# Training Program



# 2 - 4 Weeks

Training will take approximately 2 - 4 weeks and will include hands-on training at our corporate store in Singapore



A support team from the Franchisor will also visit your country (at your expense) to render onsite assistance for up to 2 weeks prior and 1 week after the official opening



# Advertising Initiatives



**Royal Cheese Potato**  
皇龍馬家士餘薯

Includes: chicken bacon, mayonaisse, cheese, shokid chicken breast, egg, corn, spring onion.

**套餐 Set**  
comes with a limited Air Yu Jelly (with Honey!)  
**\$6.90**  
單售 A-la-carte \$5.50

**KOU KOU**  
www.shihlinSnacks.com.tw

Purchase Royal Cheese Potato Set or any Value Set and get a Limited Edition Dreamworks KOUKOU Luggage Tag for just **\$1.50**

Period: 14 DEC 2017 - 5 NOV 2017  
5 NOV 2017 - 26 NOV 2017  
27 NOV 2017 - 17 DEC 2017  
18 DEC 2017 - 7 JAN 2018

**CRISPY BEAR TASTIC MUSHROOM**  
香金脆菇

comes in 3 flavours to choose from  
Highly addictive!  
Ice Bear approved!

Available for a LIMITED TIME ONLY!

**WE BARE BEARS**  
A CARTOON NETWORK ORIGINAL

Period: 28 MAY 2018 - 31 JULY 2018

Spend the required amount and get a LIMITED EDITION We Bare Bears Tote Bag for FREE!

Terms and conditions: The minimum spend requirement must be made in a single receipt. While stocks last.

**咸蛋超雞排**  
salted egg yolk CRISPY CHICKEN

creamy!  
rich!

**SET \$7.80** (with a drink)  
ALA CARTE \$5.80

Spend \$15 and get a Limited Edition We Bare Bears Canvas Bag for FREE!

Period: 1-15 May 2017  
16-31 May 2017

**tokidoki x 士林**

Period: 28 December 2019 - 24 January 2020  
促銷日期: 2019年12月28日 至 2020年1月24日

Spend a minimum of \$30 to get a complete tokidoki set of Limited Edition Hong Bao and Orange Carrier (worth \$28).  
凡消費 \$30 便獲取整套 tokidoki 限量版紅包和新年袋子!(價值 \$28)

Spend a minimum of \$12 to receive a pack of Limited Edition tokidoki Hong Bao (worth \$8).  
凡消費 \$12 便獲取一包 tokidoki 限量版紅包!(價值 \$8)

**A SURPRISE LIGHT UP WITH SHIH LIN**

Period: 21 Sep - 1 Oct 2020

**FREE** Limited Edition tokidoki LED Lantern (worth \$3.90) with minimum spend of \$10 in a single receipt

While stocks last!

**HAPPY MID-AUTUMN FESTIVAL**

LET'S CELEBRATE TOGETHER!

Take a photo carrying our tokidoki LED Lantern this Mid-Autumn

Hashtag #LightUpWithShihlin and tag us @ShihlinSnacks to be featured!

**A Shihlin x tokidoki Xmas**

Spend a min \$12 and get Limited Edition tokidoki Xmas Cushion at only \$7.90 (XXL Card Members: \$6.90)! U.P. \$24.90.

Collect this pair of exclusive Christmas cushions!!

Top up \$30 to get Limited Edition tokidoki Xmas Shihlin XXL Card (Existing Member: Top up \$20)

Period: 23 Nov - 9 Dec 2020  
10 - 31 Dec 2020

**MARCH HOLIDAYS with Shihlin**

SPEND MIN \$8 AND STAND A CHANCE TO WIN A PAIR OF TICKETS TO AIRZONE!

SCAN TO WIN

**AIR ZONE**

Period: 1 MAR 2020 - 31 MAR 2020

**#Red & Crispy**

Buy XXL Crispy Chicken + XXL Chili Crab Chicken and receive a FREE notebook **\$11.00**

FREE notebook

**SHIH LIN XXL CARD**

SIGN UP AT OUR MEMBER WEBSITE

https://XXL.ShihlinSnacks.com.tw

Purchase in-store NOW and sign up to enjoy XXL BENEFITS!

- welcome reward: 1 FOR 1 freshmade drink
- birthday reward: 1 FOR 1 ala carte snack
- special reward: promotion & event
- free upsize: ala carte

DOWNLOAD SHIH LIN XXL CARD APP ON App Store Google Play

check card balance pay and top up view card transactions redeem member rewards receive exclusive promotions



# Event



# Grand Opening





# PR Effort

