

**Denny's**



WE'RE ALWAYS OPEN

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ALWAYS SERVING YOUR FAVORITES

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IT'S GOTTA BE DENNY'S! ■ ■ ■



# Brand



# INTRO

Denny's is widely known as America's Diner. For more 70 years, this classic restaurant chain has served as a local gathering spot in the community. Offering a warm, comfortable, and friendly environment, Denny's is always open and ready to bring guests together over a great meal at a reasonable price - whether in the diner booth or at home with Denny's on Demand.

With its iconic yellow signs dotting America's highways, cities and towns, Denny's greets its guests with the consistent promise of variety, comfort and hospitality. It does so with a wink and a smile and a friendly wisecrack over a never-empty cup of coffee.

Best known for its all-day signature items, such as the Original Grand Slam®, Moons Over My Hammy®, Sizzlin' Skillets, hand-dipped milk shakes and 100 percent beef burgers, Denny's offers guests a place to sit back, relax and enjoy classic American comfort food and everyday value, 24 hours a day, 365 days a year.

Today, Denny's has over 1,600 restaurants in 15 countries, of which 165 are international units and 1479 are domestic, serving 33 million guests per month.

Where you can find us ■ ■ ■

**UNITED ARAB EMIRATES**

**UNITED STATES OF AMERICA**

**CANADA CHILE HONDURAS**

**GUAM COSTA RICA CHILE**

**NEW ZEALAND MEXICO**

**UNITED KINGDOM Philippines**

**Indonesia Curaçao**

**PUERTO RICO GUATEMALA**

**EI SALVADOR JAPAN**

# About Denny's uae



## Locations

- Al Ghurair Centre \* Open 24/7
- Sheikh Zayed \* Open 24/7
- Abu Dhabi Mall \* Open 24/7
- Deira City Centre \* Open until 10 pm
- Festival Plaza \* Open until 10 pm



Available online: Talabat, Deliveroo, Noon, Careem, Instashop & Zomato Dine in

## DIGITAL FOOTPRINT

- **INSTAGRAM**

@Dennysdinerme

- **FACEBOOK**

@Dennysdinerme

- **TIKTOK**

@Dennysdinerme

- **Website**

[www.dennysdinerme.ae](http://www.dennysdinerme.ae)



To provide our customers with great food, service, and hospitality in a clean and inviting restaurant 24 hours a day.

# OUR MISSION.

# OUR VISION.

Our vision is simple in concept, yet a great challenge for restaurants such as ours that never close.

The vision recognizes each customer has certain reasonable expectations that must always be met.

# OUR ■■■ PILLARS

Provide **COMFORT** across all dayparts by focusing on menu and Indulgence.

Position **VALUE** by evolving our value approach to meet the needs of our different segments.

Drive brand **CONNECTIONS** with more activations that appeal to Gen Z & Millennials.

**CONVENIENCE** through personalized guest experiences and delivery channels.

Drive awareness around **QUALITY** by promoting the provenance of product & innovation.



# STRATEGIC PRIORITIES

**C**reate leading-edge solutions with technology & innovation.

**R**obust new restaurant growth as the franchisor of choice.

**A**ssemble best-in-class people and teams through culture, tools & systems.

**V**alidate & optimize the business model to maximize restaurant margins.

**E**levate profitable traffic through the guest experience and uniquely crave-able food.





# Brand PURPOSE

Denny's is America's Diner, a place shaped by a simple philosophy:

## **WE LOVE TO FEED PEOPLE**

This is our purpose, what drives us, and it serves as the resounding rallying cry throughout the Denny's organization—from team members in-restaurant to those working in our corporate office.

Denny's isn't just a place to feed people's appetites— we feed our guests' lives by providing a place to share great conversations, a chance to get together with family and friends and a place that feeds the body and spirit of anyone who comes through our front doors.







# Brand POSITION

At Denny's, we are **OPEN FOR ANYTHING.**

We are the place that is always open for you to be who you want, with the people you want, over the food you want...whenever you want. We celebrate the inherent creativity of our food and the uniqueness of all people. So, come as you are.

Enjoy pancakes for dinner or burgers for breakfast. You are always welcome at America's Diner, where we are open for anything.



# Customer DEMOGRAPHICS



**Families:** We are known for having a family-friendly atmosphere, and many of our locations are open 24/7, making it a convenient choice for families looking for breakfast, lunch, or dinner options.

**Late-Night Diners:** Due to our 24/7 operation, we attract customers looking for a meal during late-night hours, including students, night-shift workers, and people seeking a place to eat after socializing or events.

**Budget-Conscious Consumers:** Our menu often features affordable options, making it attractive to individuals and families on a budget.





Denny's

BREAKFAST - LUNCH - DINNER - LATE NITE

Your Diner, Your Place.

WELCOME TO Denny's

A DINER IS A RESTAURANT  
UNTUCKED SHIRT  
WAKE UP &  
SMELL THE  
COFFEE  
A diner is the  
original  
social network  
YOU'RE NEVER EATING  
AT THE DINER  
EDS A  
WHEN  
DINER

WHO NEEDS A CORNER  
OFFICE WHEN YOU'VE  
GOT A CORNER BOOTH?  
A GOOD DINER  
IS OPEN ARMED &  
OPEN HEARTED  
WHEN YOU'RE  
NEVER EATING  
AT THE DINER  
EDS A  
WHEN  
DINER

Denny's  
GOOD FOOD GOOD FRIENDS GOOD TIMES

ROYAL RESTAURANT MANAGEMENT LLC



Denny's

Your Diner, Your Place

**Denny's**  
دينيز

ALWAYS OPEN

**Denny's**





Your Dining,  
Your Place

eat  
drink  
let  
every  
voice  
catch  
the  
moment

# Denny's

BREAKFAST-LUNCH-DINNER-LATE NITE

Denny's

إدارة المطاعم  
ADVANCE RESTAURANT MANAGEMENT, LLC

Denny's  
GOOD FOOD GOOD FRIENDS GOOD TIMES

WE  
De



# Our MENU

The Denny's menu aims to showcase the culinary prowess of our in-house culinary team. We are constantly creating new and exciting limited-time offers for our customers, taking advantage of trends, creating a sense of FOMO, and encouraging repeat visits.

Our team is always cooking up the next big thing, striving for perfection and pushing the boundaries of what's possible. Our diverse menu caters to every need and occasion.



## **Breakfast**

Signature Slams, Premium Pancakes & Savoury Omelettes

## **Shareable Starters**

Denny's Sampler, Zesty Nachos, Quesadillas & Boneless Chicken Wings

## **Melts & Handhelds**

Brisk-it-all Melt, Hot Buffalo Chicken Melt & Cali Club Sandwich

## **100% Angus Beef Burgers**

Spicy Jalapeño Burger, American Diner Double & Bacon Avocado Cheeseburger

## **Comfort Dinners**

Shrimp Skillet, Grilled Salmon, Creamy Spinach Pasta & Mac 'N Brisket Sizzlin' Skillet

## **Desserts**

Oreo Pancake Treat, Warm Chocolate Brownie & New York Style Cheesecake

## **Drinks and Shakes**

Oreo, Lotus and classic flavored milkshakes, Signature Diner Coffee & Smoothies

# Our MENU



## **ORIGINAL GRAND SLAMS®**

Focus on providing quality, variety and everyday value with abundant portions.

## **LOCALISATION**

Flexible menu development to suit local tastes and Preferences.



## **BUILD YOUR OWN BURGER**

Continuously refining our menu to stay relevant to customer tastes and trends.





# Get SOCIAL

**Social Media Interaction:** We understand the significance of engaging with our audience on social media. Maintaining brand loyalty is at the core of our strategy, and we achieve this by fostering a sense of connection through our playful tone and lifestyle content.

Our customers resonate with our personality, making Denny's more than just a restaurant—it's an experience.



# Campaign Overview

We take pride in consistently delivering fresh and engaging content to our audiences. With a primary focus on showcasing the heart and soul of Denny's through visually stunning photos and videos, we strive to keep our customers excited and connected to our brand.

**Content Creation:** Our dedicated Studio team works tirelessly to create compelling campaigns tailored for both digital and print platforms. Placing our delicious food at the forefront, we ensure a continuous stream of high-quality visuals that capture the essence of Denny's. Whether it's through captivating images or thoughtfully crafted videos, we aim to showcase the best of Denny's to our diverse customer base.

**Multichannel Distribution:** All our creative material is strategically distributed across Denny's engaged social media platforms and our extensive network of traditional media sources. Our campaigns are supported at a multichannel level to guarantee broad coverage, utilizing both photo and video content to captivate our audience's attention.





# Media Coverage



## Denny's Table Service Diner-style Restaurant in Platonic S01E01 "Pilot" (2023)

May 24, 2023 / Sergey / TV Show



## COSMOPOLITAN

If you're a breakfast person, then Denny's Diner is the place to be this September. Their excellent breakfast offers will ensure that you'll start your day right!

Available only to the first 2,000 lucky diners who register on the [Denny's ME website](#) on September 26, a fulfilling limited-time Oreo Pancakes offer for only Dhs5 is promised. Additionally, Denny's is relaunching their Endless Breakfast package which includes unlimited breakfast dishes for only Dhs59.

For more wallet-friendly deals, check out Denny's Diner's [website](#).

## Denny's Restaurant Sign in Breaking Bad Season 5 Episode 1: Live Free or Die (2012)

November 19, 2018 / Sergey / TV Show



## Denny's Restaurant in Family Guy S19E20 "Tales of Former Sports Glory" (2021)

May 17, 2021 / Sergey / TV Show



**TimeOut** DUBAI

News Things To Do Food & Drink Bars Brunch Time Out Market Dubai Dubai Deals

Dubai, UAE 35°C 5.66 km/h

**You can get Dhs1 pancakes in Dubai this week**

Is there anything better than fluffy pancakes?

By Sara-Ansha Kent May 22, 2023

When it comes to tasty treats, we always have room in our tummies.

And when they come with a bargain price tag, they're even harder to resist.

So, hearing that Denny's Diner is serving up a special Oreo pancake for just Dhs1 has got us excited.

**TimeOut** DUBAI

News Things To Do Food & Drink Bars Brunch Time Out Market Dubai Dubai Deals

**Good food, good friends and good times every day of the week at Denny's**

Partner content: There's a tasty offer every day at the popular all-American diner

By TimeOut Editors September 30, 2021

For over 65 years, Denny's has been a welcoming place where people can connect over great food and enjoy good times with friends. Denny's is always open, always serving your favorites, and they are proud to be America's diner.

# Development



## Site Selection and built

- Identify ideal sites & obtain corporate site approval.
- Build out site and adhere to Denny's image standards & operational requirements.

## Menu development and supply chain

- Denny's core menu development and support on localization.
- Supply chain creation, APSL implementation.

## Training

- Customized new restaurant opening training program
- Ongoing learning and development

## Marketing & PR

- Grand Opening campaign & local store marketing. Menu source files and ongoing support.



# FRANCHISING EXPERTISE



60+

## Years in Franchising

By leveraging our established business model, we give franchisees the proven tools to grow their business and confidently lead.



220+

## Dedicated Franchisees

We stay true to the restaurant experiences and renowned legacy that got us here – but that doesn't mean we can't build on it. Our franchisee family's strength, talent and resilience propels us to new heights every day.



96%

## Restaurants Franchised

As our brand and global footprint evolve, there has never been a better time to join Denny's. Our stable leadership team and brand longevity support franchisees around the world.

# Licensee Requirements



- Strong, marketing-oriented company, involved in food-related businesses
- Access to excellent real estate locations
- Prior or current retail and/or hospitality development experience
- Understand the value of branded concepts with a proven business system
- Willingness to take on a venture requiring a dedicated personnel focus on restaurant development, marketing and operations
- Access to US\$5,000,000 capital for new investments
- Must possess a thorough knowledge of the local marketplace, be well placed in the community and have the ability to staff with the expertise to ensure a smooth transfer of the Denny's systems to be successful
- Experience as a western brand restaurant developer and/or operator preferred
- Knowledge of and/or access to supply chain resources

# Licensee Benefits

- Use of the Denny's® name, marks, brand standards for operating the franchise and other intellectual property
- Start-up training program
- Start-up in-country staff training and access to the Denny's Train The Trainer program, with ongoing learning and development
- Denny's® supply chain and vendor quality assurance program
- Site selection program and guidance in building the store
- Denny's® Marketing package with seasonal campaigns, menus and other materials
- Access to the Denny's® proprietary Intranet site with online training, support, manuals, marketing resources and best practices
- Dedicated new restaurant opening support
- On-going in-country support visits

# Reasons To become a franchisee



01

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International brand with global recognition and strong brand equity

02

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Continuous innovation to stay relevant with integrated marketing calendars and cross-platform marketing campaigns

03

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Reduced risk associated with starting new business

04

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End-to-end business support with access to industry expertise

05

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Becoming a part of international entrepreneurial group

# NEXT STEPS

- Initial Assessment  
Complete the confidentiality agreement & candidate information form.
- Receive detailed information about the Denny's Brand.
- Exchange of questions.
- Attend discovery day meetings to connect with the Executive Leadership team.
- Sign area license paperwork.
- Complete Business Planning Process.
- Start training, choose and build out the first location.





## contact us

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