

WE'RE ALWAYS OPEN

ALWAYS SERVING YOUR FAVORITES

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 Curação PUERTO RICO GUATEMALA

EI SALVADOR JAPAN

About Denny's uae

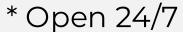
Locations

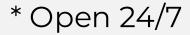
- Al Ghurair Centre
- Sheikh Zayed
- Abu Dhabi Mall
- Deira City Centre
- Festival Plaza

- * Open 24/7

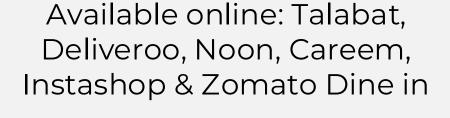
- * Open until 10 pm







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DIGITAL FOOTPRINT

- INSTAGRAM
- @Dennysdinerme
- FACEBOOK
- @Dennysdinerme
- TIK TOK
- @Dennysdinerme
- Website

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 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.



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.

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

STRATEGIC = = = PRIORITIES

Create leading-edge solutions with technology & innovation.

Robust new restaurant growth as the franchisor of choice.

Assemble best-in-class people and teams through culture, tools & systems.

Validate & optimize the business model to maximize restaurant margins.

Elevate profitable traffic through the guest experience and uniquely crave-able food.



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

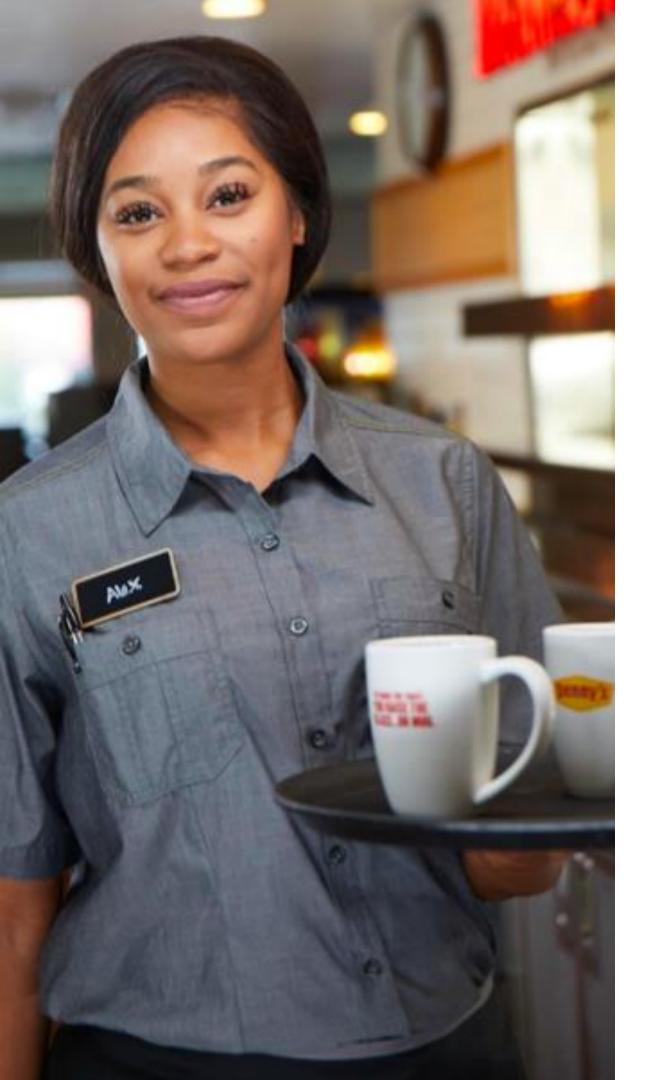
WE LOVE TO FEED PEOPLE

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.







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.

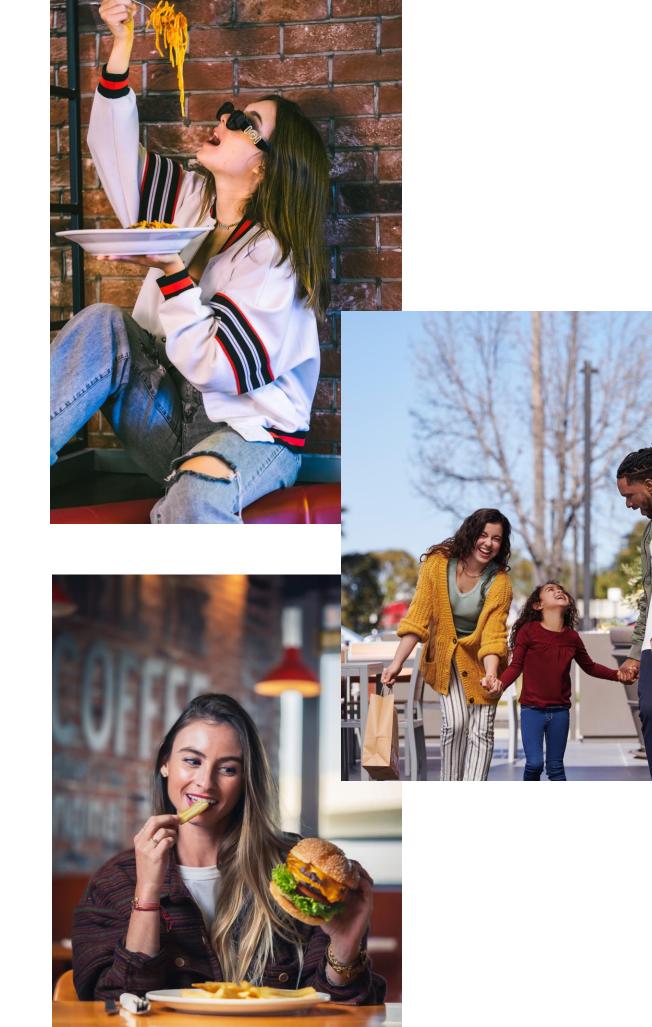
Enjoy pancakes for dinner or burgers for breakfast. You are always welcome at America's Diner, where we are open for anything.



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.











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



LOCALISATION

Flexible menu development to suit local tastes and Preferences.



ORIGINAL GRAND SLAMS®

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



BUILD YOUR OWN BURGER

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



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.



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.







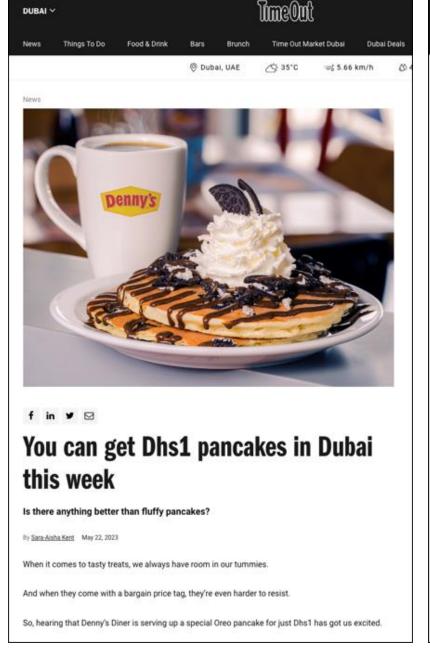


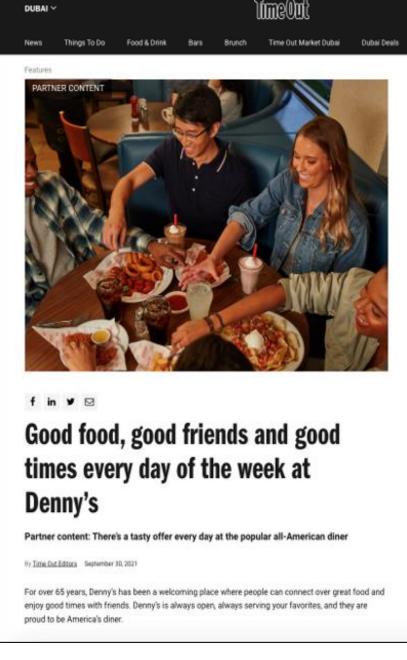






Media Coverage







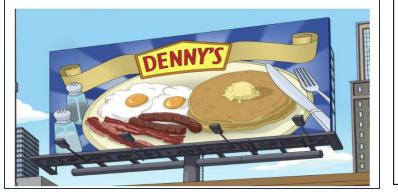
Denny's Restaurant Sign in Breaking Bad Season 5 Episode 1: Live Free or Die (2012)

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



Denny's Table Service Dinerstyle 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.

Development

Site Selection and built

- o 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.
- o 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



Years in Franchising

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



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.



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.

- o Strong, marketing-oriented company, involved in food-related businesses
- Access to excellent real estate locations
- o Prior or current retail and/or hospitality development experience
- o 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
- o 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
- o Denny's® supply chain and vendor quality assurance program
- Site selection program and guidance in building the store
- o 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

International brand with global recognition and strong brand equity 02

Continuous innovation to stay relevant with integrated marketing calendars and crossplatform marketing campaigns

03

Reduced risk associated with starting new business 04

End-to-end business support with access to industry expertise 05

Becoming a part of international entrepreneurial group

NEXT = = S 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.

