

# INTERNATIONAL DEVELOPMENT



ALL AMERICAN FOOD®

# MISSION

**Provide the Best Franchise Support and  
Most Loved Quick Service Restaurant  
Experience in the Industry**

**GOOD FOOD,  
GOOD TIMES.**



# A&W® RESTAURANTS, INC.

**1919**

A&W® Restaurants, Inc. is a 97 year old company founded by **Roy Allen** who opened his first Root Beer stand in California.



**1922**

Allen partnered with **Frank Wright** giving the Root Beer the famous **A&W®** name.



**1925**

A&W® Restaurants, Inc. began Franchising



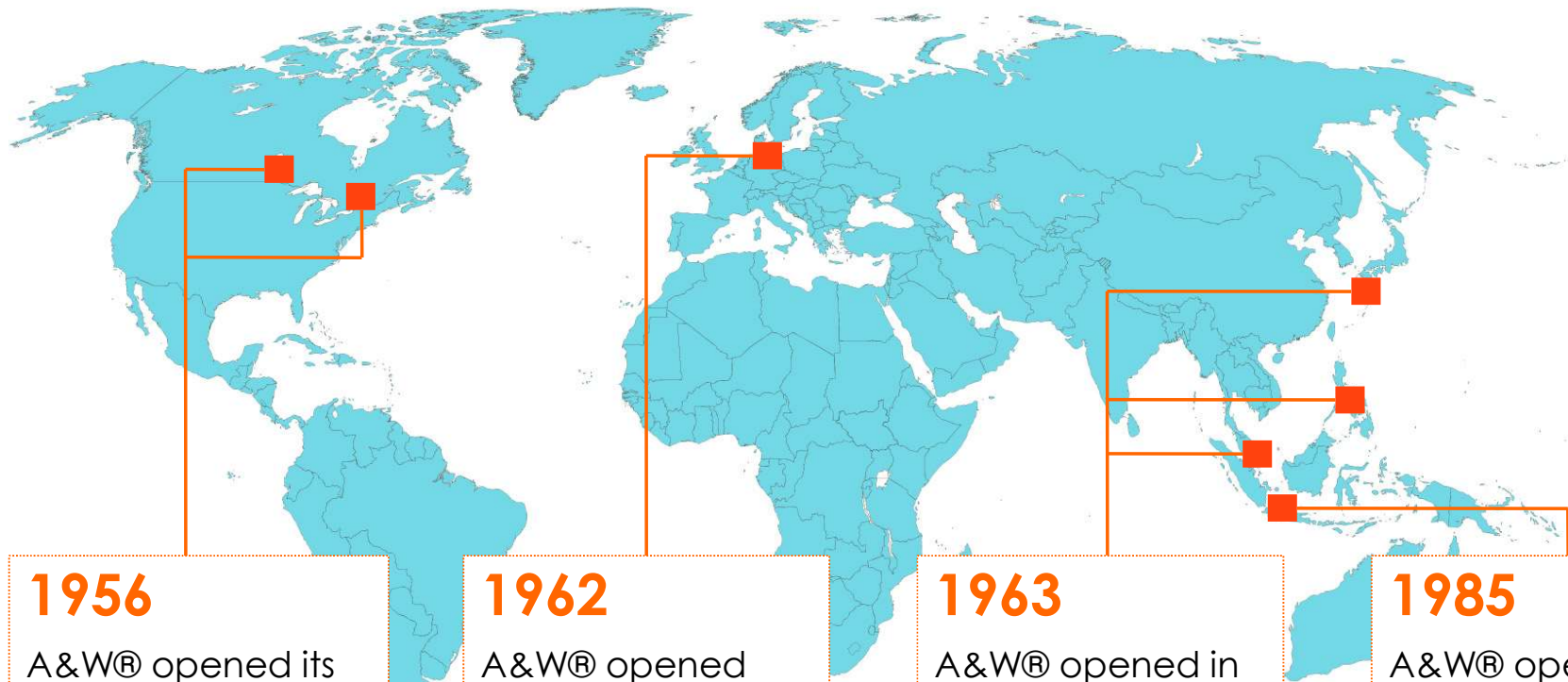
**1927**

Future hotel magnate, J Willard Marriot started out with a single A&W® Root Beer stand in Washington D.C. and food was added to the menu.





# A&W® RESTAURANTS, INC. GOES INTERNATIONAL



**1956**

A&W® opened its first restaurants in Winnipeg and Montreal, Canada.

**1962**

A&W® opened in Mannheim, Germany.

**1963**

A&W® opened in the Philippines, Okinawa and Malaysia.

**1985**

A&W® opened in Jakarta, Indonesia.



# A&W® ACQUIRED BY A GREAT AMERICAN BRAND

Since December 2011, A&W® Restaurants, Inc. is acquired by A Great American Brand, LLC – a partnership between the U.S. and International Franchise Partners. A&W® sets its sight on becoming a world-class franchise organization.



# WHAT DOES A&W® STAND FOR?



**A&W®** stands for **Allen & Wright** - the founders of an iconic American brand.

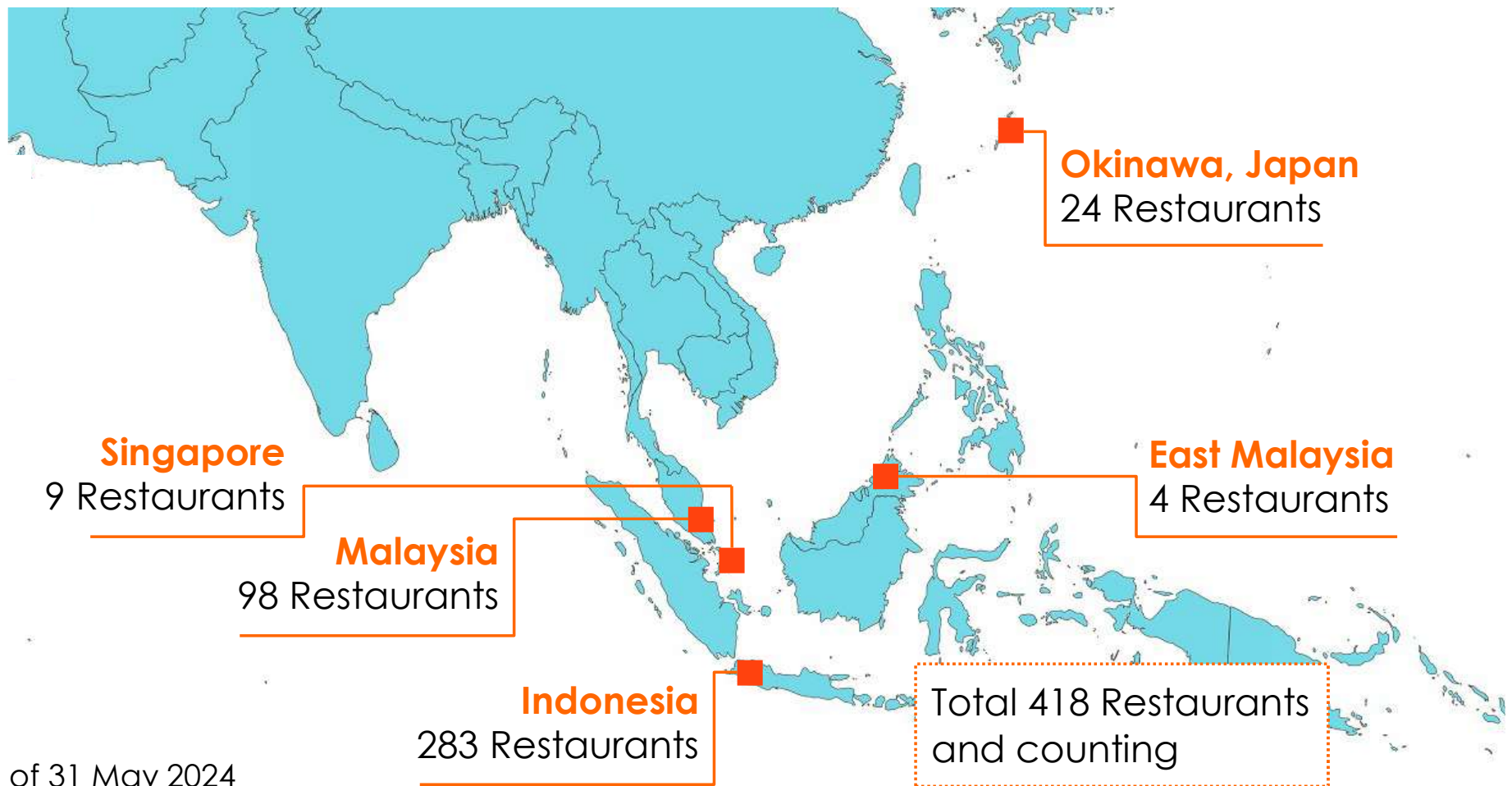
It also stands for **A&W®** Root Beer, Chicken and Burgers, Waffles, Coney Dog, Please & Thank you, Good Food & Good Times.

It's a legendary past meeting a bright future over a hot meal and a cold, frosty mug of genuine draft A&W® Root Beer.

An **Original** experience centered around distinctive taste and uncommon hospitality.



# INTERNATIONAL RESTAURANTS COUNT



\*As of 31 May 2024



# BRAND POSITIONING



ALL AMERICAN FOOD®

# A&W® IS “HIP NOSTALGIA”



## What's “Hip Nostalgia?”

**Hip Nostalgia** is the intersection of **culture** and **design** from the past presented in a way that is **new** and **contemporary**. It captures the **spirit** and **attitude** of America at its greatest. It's **simple** and **practical**, yet **cool**. It evokes a vague nostalgic familiarity, but remains **timeless**. It's **bold**. It's inspired by past innovations and techniques. It's **honest**. It says "**Quality**." It's Unique and differentiating. It's Not "Themed" or "Vintage."

It's **A&W®**

# BRAND POSITIONING

## Target:

QSR Users who want better food and an authentic, enjoyable "hometown" experience.

## Benefit / Point of Difference:

A&W® is the Original Quick Service Restaurant that makes quality food fresh just for you with engaging service in a hip nostalgic place that sells high quality cooked-to-order food from fresh ingredients (i.e. burgers, hot dogs, chicken and more), and craveable drinks & treats with Interactive service.



## Reason to Believe:

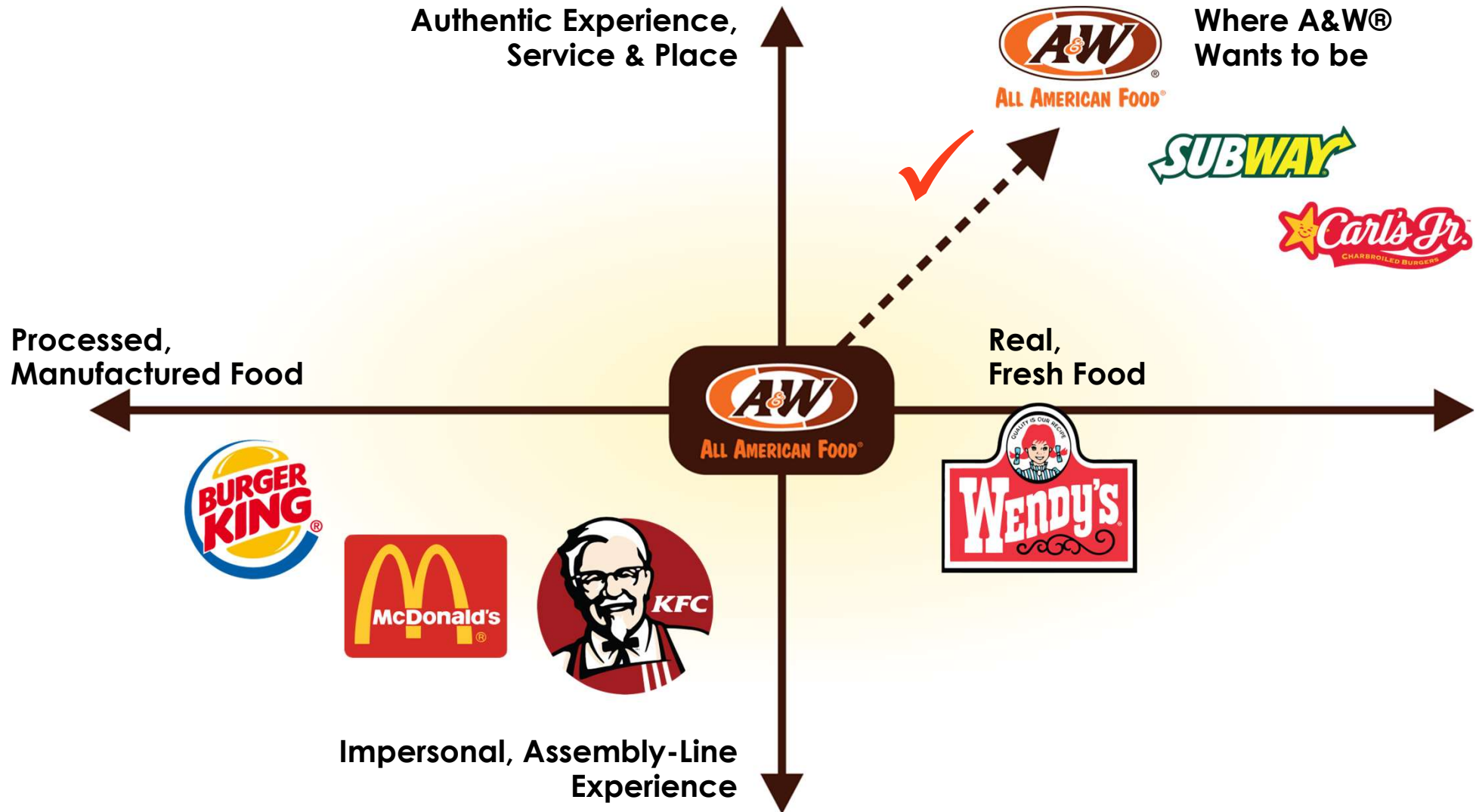
Because we are your neighbors who care that you feel Content, Happy & "Simply Good" every time you visit A&W®.

## People Seeking:

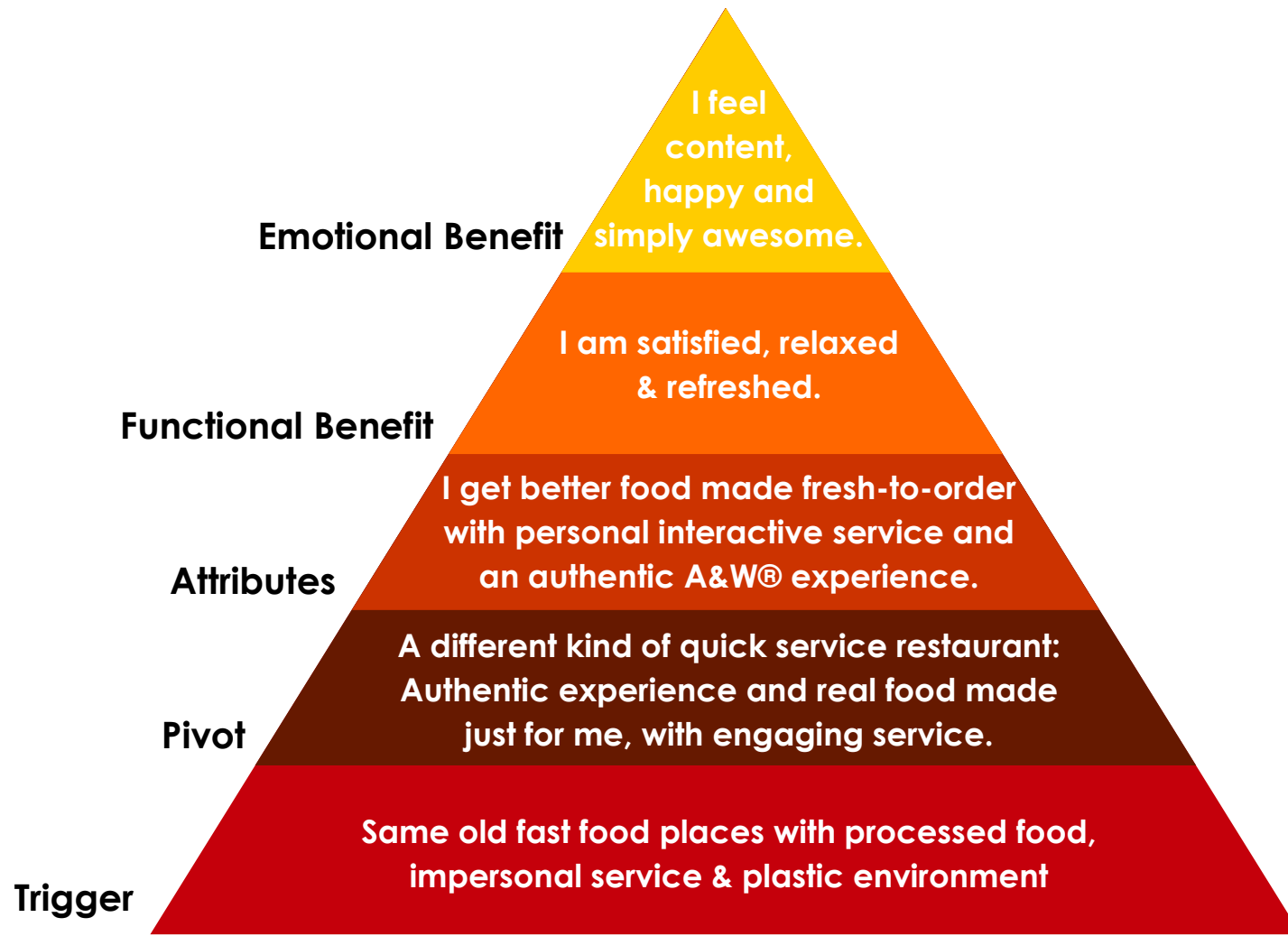
- Fresh, homemade food with service.
- Family fair.
- Healthier options.
- Social places.



# BRAND DIFFERENTIATION



# BRAND BENEFITS PYRAMID



# BRAND POSITIONING

Customers looking to “treat” themselves, friends and families with something special.



Not just any Hot Dog,  
but an **“All American Coney Dog”**.

Not just a soft drink,  
but an **“Ice Cold A&W Root Beer Float”**.

Not just fries,  
but **“Curly Fries”**.

Not just apple pie,  
but a **“Waffle Ice Cream Sundae”**.

Not just a hamburger,  
but **“The Original Mozza Burger  
made with 100% Beef topped with  
Crispy Bacon and Cheese”**.

Not just another event, but **ALL AMERICAN FOOD & FUN.**



# A&W® BRAND IDENTITY

## Essence

### Authentic American Fun Food

#### Our Consumer Value Proposition

Authentic American food  
made & served in a fun way

#### Our Credibility

Serving All American Food since 1919  
Home of the Original A&W® Root Beer

#### Brand Positioning

For fun-loving young people, A&W® is the higher quality quick service restaurant where we make authentic American food fun



#### Product

Authentic American Food  
Indulgent Flavors  
Fresh A&W® Draft Root Beer

#### Symbols

A&W® Logo  
Frosted Mug  
Draft Tower  
ROOTY® - The Great Root Bear

#### Personality

Simple & Genuine  
Optimistic  
Warm/Friendly  
Young at Heart

#### Organization

No Compromise on Quality  
Fun loving  
People First  
Customer Maniacs



# ROOTY®, A&W®'s GOODWILL AMBASSADOR

A&W® Great Root Bear  
is an extension of  
the trademark.

Excellent traffic &  
image builder.

Making restaurant visit  
a fun and memorable one.



Goodwill ambassador  
of the brand.

Unique ability to appeal  
to people of all ages.

# MARKETING



ALL AMERICAN FOOD®



# EXTRAORDINARY TREATS

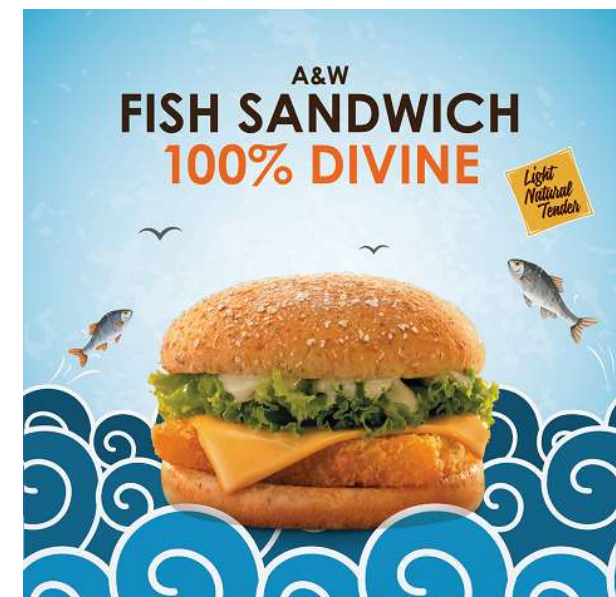
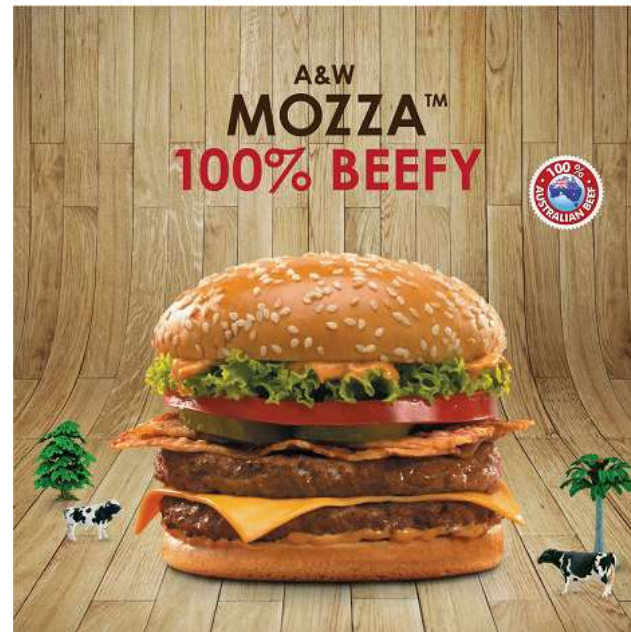
## Product Range:

- 100% Beef Burgers
- Golden Aroma® Fried Chicken
- Chicken and Fish Sandwiches
- Whole Muscle Chicken Tenders
- Coney Dogs
- Mix Rice Bowl
- Curly Fries and Onion Rings
- Freshly Made Waffle Ice Cream
- A&W® Root Beer
- A&W® Root Beer Floats





# ALL-AMERICAN BURGERS





# CHICKEN & SANDWICHES



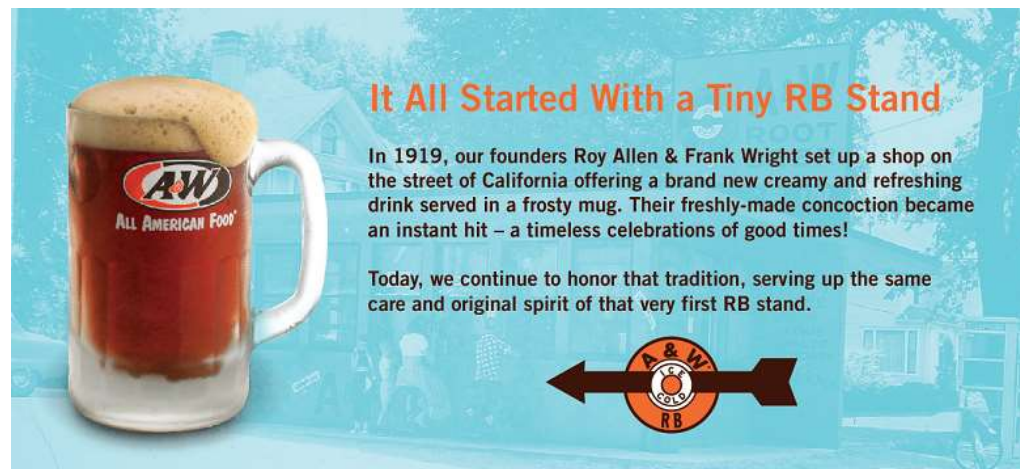
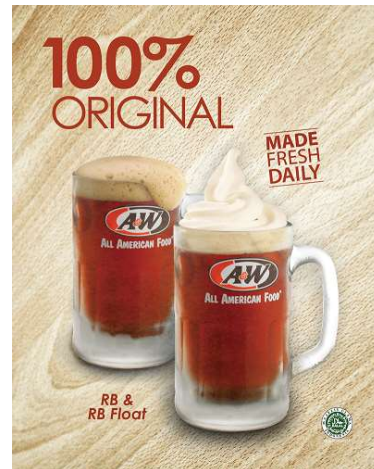
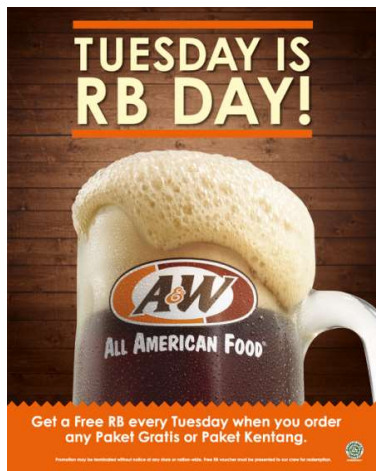


# CLASSIC CONEY DOGS & SIDES





# A&W® ROOT BEER & A&W® ROOT BEER FLOATS





# SWEETS & TREATS





# A&W® PROVIDES WORLD CLASS MARKETING SUPPORT

Best-in-Class  
Food Photography

POP



Social

Nationally  
Recognized  
Social Media  
Engagement

TV

Radio



Digital



Print

National &  
Local Print Support

Local  
Planning



Innovative  
Website Design



Flexible & Customized  
Local Store Marketing

# NATIONAL SALES EVENT

**We provide calendar support for all layers of our business:**

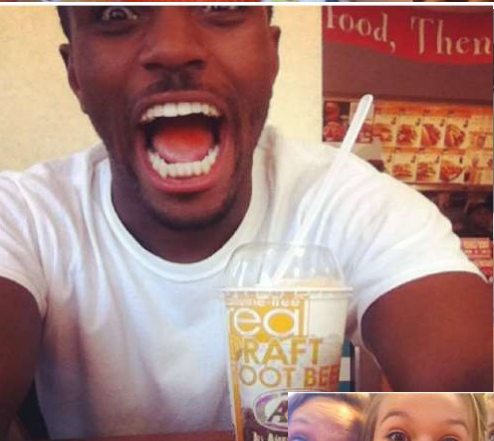
- World famous, made-fresh A&W® Root Beer and A&W® Root Beer Floats
- Mozza burgers
- Aroma Chicken on the Bone, be it Golden or Spicy
- All-white meat chicken tenders and sandwiches
- Coney hot dogs
- Crave-able, unique sides
- Signature Sweets & Treats

**(But we prefer to let our food speak for itself)**





# OUR "FANS" LOVE US!





# WE ARE LOCAL STORE MARKETING EXPERTS

We encourage local store marketing tailored to each individual restaurant and market place.

Our team of **energetic Marketing & Designer staff** and experienced vendors are prepared to help with any request.

There is no one-size-fits-all approach! We adapt recommendations to fit different assets and trade areas.



# NATIONAL CAMPAIGNS

National Campaign is **a commitment to build the brand and business.**





# OUR RESTAURANTS



ALL AMERICAN FOOD®



# U.S.A. RESTAURANTS

## Orange Attitude



USA



# OKINAWA RESTAURANTS





# OKINAWA RESTAURANTS



Facade



Drive Thru



Dining



Facade



Dining



Dining



# SINGAPORE RESTAURANTS





# SINGAPORE RESTAURANTS





# INDONESIA RESTAURANTS



Facade



Drive Thru



In Line Mall



Facade



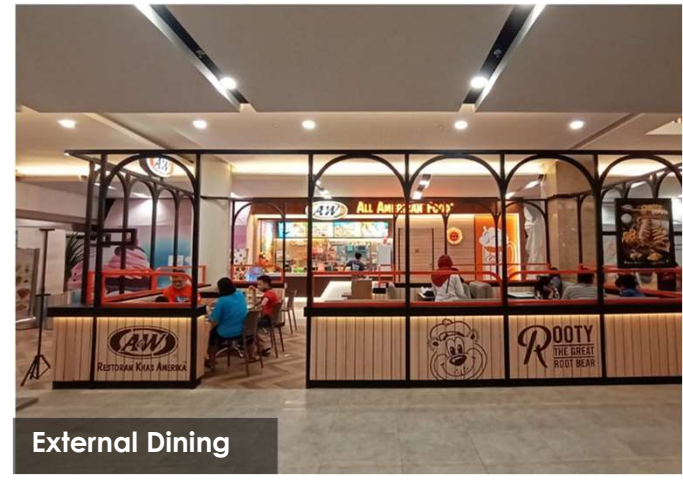
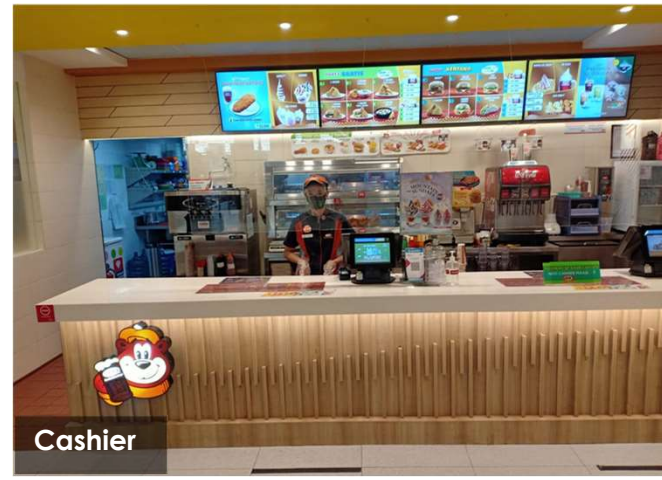
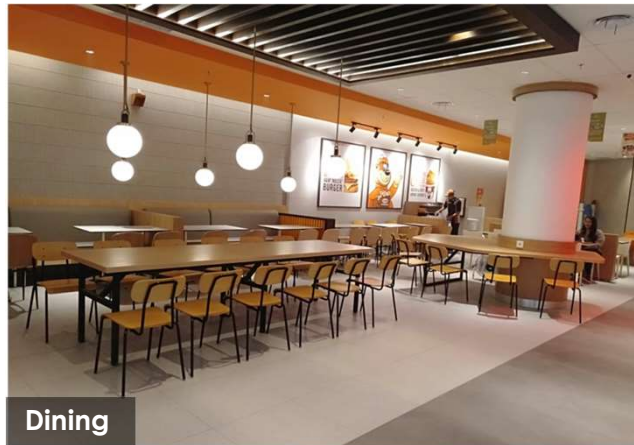
Drive Thru



In Line Mall



# INDONESIA RESTAURANTS



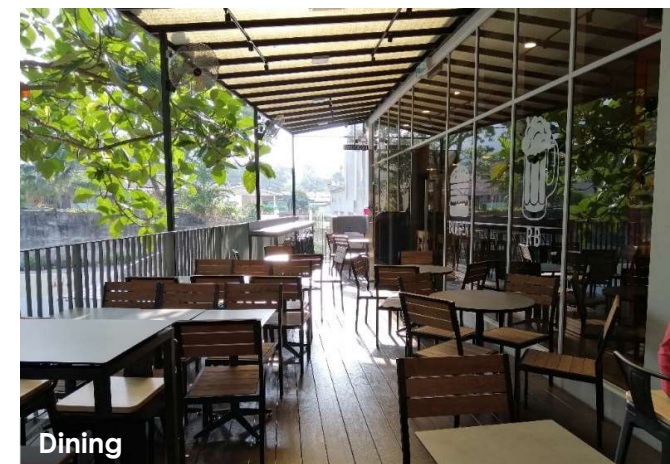
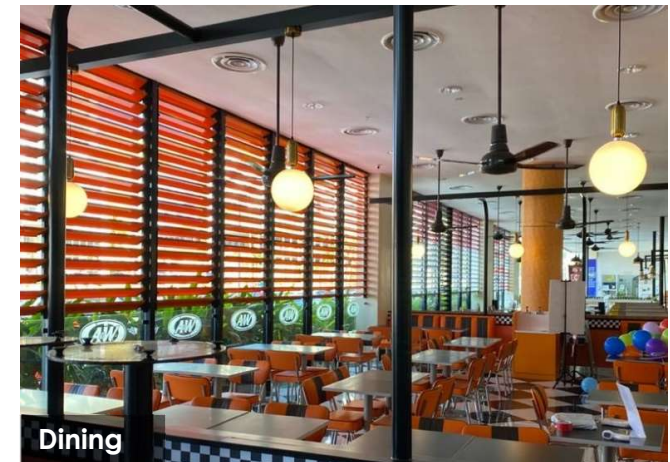


# MALAYSIA RESTAURANTS



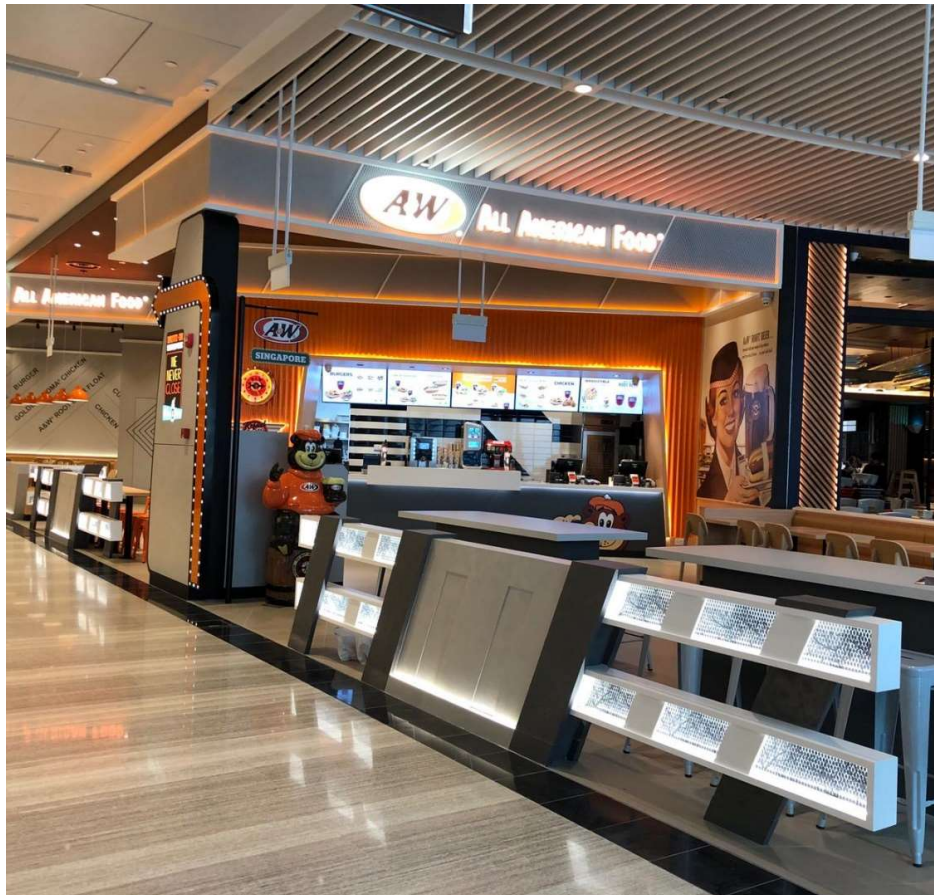


# MALAYSIA RESTAURANTS





# IN LINE MALL



Singapore



# IN LINE MALL



Indonesia



# SHOP HOUSE/STREET MALL



Indonesia





# A&W EXPRESS

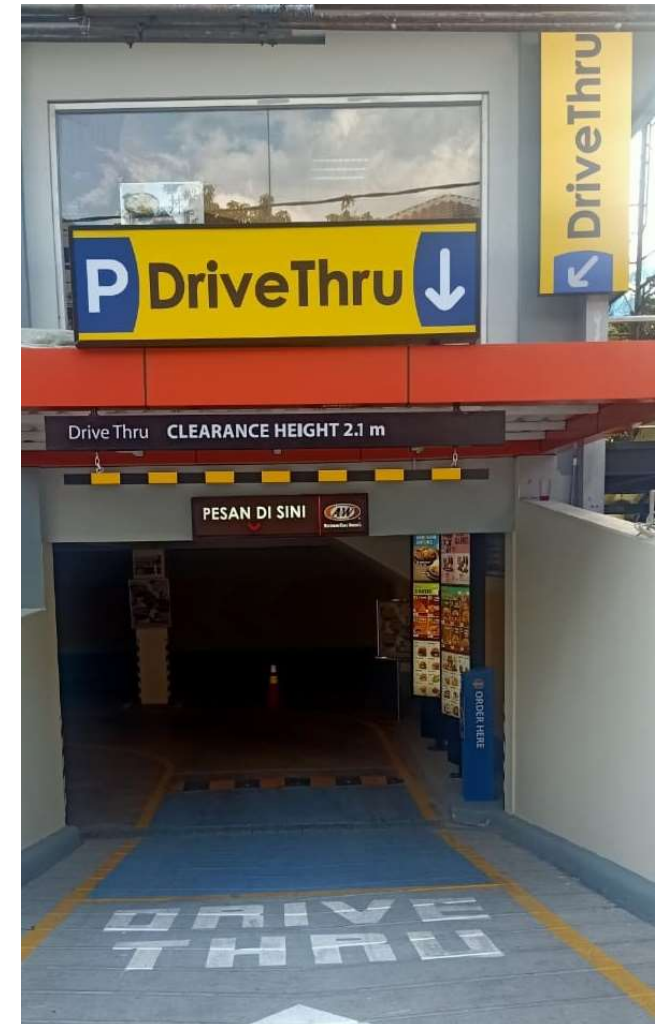


Malaysia





# DRIVE THRU



Indonesia



# OUR SINGAPORE MENU



ALL AMERICAN FOOD®

# CORE & REGIONAL HOT FAVOURITES

## Signature BURGERS

**MOST  
POPULAR**

Mozza' Burger  
+ Curly Fries  
+ Root Beer  
Combo \$10.90



## other favourites

		
Cheeseburger	Double Cheeseburger	Deluxe Cheeseburger
Combo \$8.40 A la Carte \$3.90	Combo \$9.90 A la Carte \$5.90	Combo \$9.90 A la Carte \$6.30
		
Grilled Chicken Sandwich	Chubby Chicken Sandwich	Marina Fish Sandwich
Combo \$8.90 A la Carte \$5.90	Combo \$8.90 A la Carte \$5.90	Combo \$7.90 A la Carte \$3.90

Combo Includes  Curly Fries +  Root Beer

## INDULGENT Cream Cheese BURGERS



## ALL-AMERICAN CONEY

	Chicken/Beef Coney Dog
Combo \$9.40 A la Carte \$5.70	Combo \$8.90 A la Carte \$5.20
	Chicken Hot Dog
Combo \$8.30 A la Carte \$3.90	

Combo Includes  Curly Fries +  Root Beer

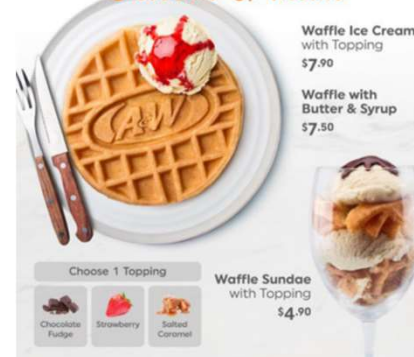
## GREAT TASTING Snacks

	French Fries \$3.60 Add Cheese \$0.60		Curly Fries \$3.60
	Chicken/Beef Coney Cheese Fries \$4.90		Onion Rings \$3.90
	Chicken Tenders & Curly Fries \$7.00		Chicken Tenders \$3.60 (2pc)

## Golden Aroma® CHICKEN



## IRRESISTIBLE Desserts & Treats



## A&W® DRAFT ROOT BEER



\*Prices are for illustrative purposes only and is subject to change



# KIDS MEAL

## A&W® Beary Meals FOR KIDS



**K1** Cheeseburger  
+ French Fries  
+ Milo/Juice + Barrel  
\$5.90



**K2** Chicken/Beef Hot Dog +  
French Fries + Milo/Juice  
+ Barrel  
\$5.90



**K3** Egg Cheeseburger +  
French Fries + Milo/Juice  
+ Barrel  
\$5.90



**K4** Chicken Tender +  
French Fries + Milo/Juice  
+ Barrel  
\$5.90



**K5** Golden Aroma® Chicken  
+ French Fries +  
Milo/Juice + Barrel  
\$5.90

A&W® Beary Meals for kids come with healthier beverage options i.e. Ripe 100% Juice or Milo, coupled with a smaller-size fries to encourage kids to make healthier choices.

\*Prices are for illustrative purposes only and is subject to change

# COMPANY CULTURE



ALL AMERICAN FOOD®



# COMPANY CULTURE

## MOVING FORWARD TOGETHER WITH ONE PASSION

Put Happiness on customers' faces around the world by providing **Tasty Food & Great Times** - that special food experience that keeps them coming back for more

TASTY FOOD  
CUSTOMERS CRAVE

CUSTOMER-FOCUSED  
SERVICE TEAM

COME-BACK VALUE  
FOR CUSTOMERS

## HEARTS BEATING TOGETHER THRU ONE BUSINESS CREDO

COMMUNITY

VALUE

QUALITY

TRUST

SERVICE

INNOVATION

## STANDING TOGETHER AS ONE PARTNER

### FRANCHISOR

Trust the Franchisee is deeply committed to the success of the brand

Get the Franchisee's input and involvement before decisions are made

Be mindful of Franchisee's economics in all we recommend

Establish clear customer-focused operation system

### FRANCHISEE

Trust that the Franchisor has the Franchisee's interests at heart

Provide involvement of franchise operators through a system perspective

Recognize that short-term profits are not the only factor in our decisions

Respond to customer data

### PERFORMANCE STANDARD

Move promptly to resolve key operational issues

Build "One Team" mentality at Franchisee's RSC

Drive deep our leadership principles system wide

Measure, expect and celebrate progress

Raise issues in a productive, constructive fashion

Build a "One Team" mentality at all levels of organisation

Drive actively leadership principles in your organisations

Measure and expect success



# COMPANY CULTURE

H.W.W<sup>2</sup>T

## HOW WE WORK & WIN TOGETHER



### BE CUSTOMER MANIACS

We are obsessed to go the extra mile to make our customers happy.



### BELIEVE IN ALL PEOPLE

We trust in positive intentions and encourage ideas from everyone.



### RECOGNIZE, RECOGNIZE, RECOGNIZE...

We celebrate the achievements of others, and have fun doing it.



### BUILD KNOW HOW

We coach and support each other by being avid learners.

### BE ACCOUNTABLE

We do what we say and are accountable to make it happen.



### GO FOR BREAKTHROUGH

We take pride in our work and have passion for breakthrough results.



### GO FULL OUT WITH POSITIVE ENERGY

We execute with positive energy and intensity around what matters most.



### TEAM TOGETHER

We practice team together. Together, we achieve more.



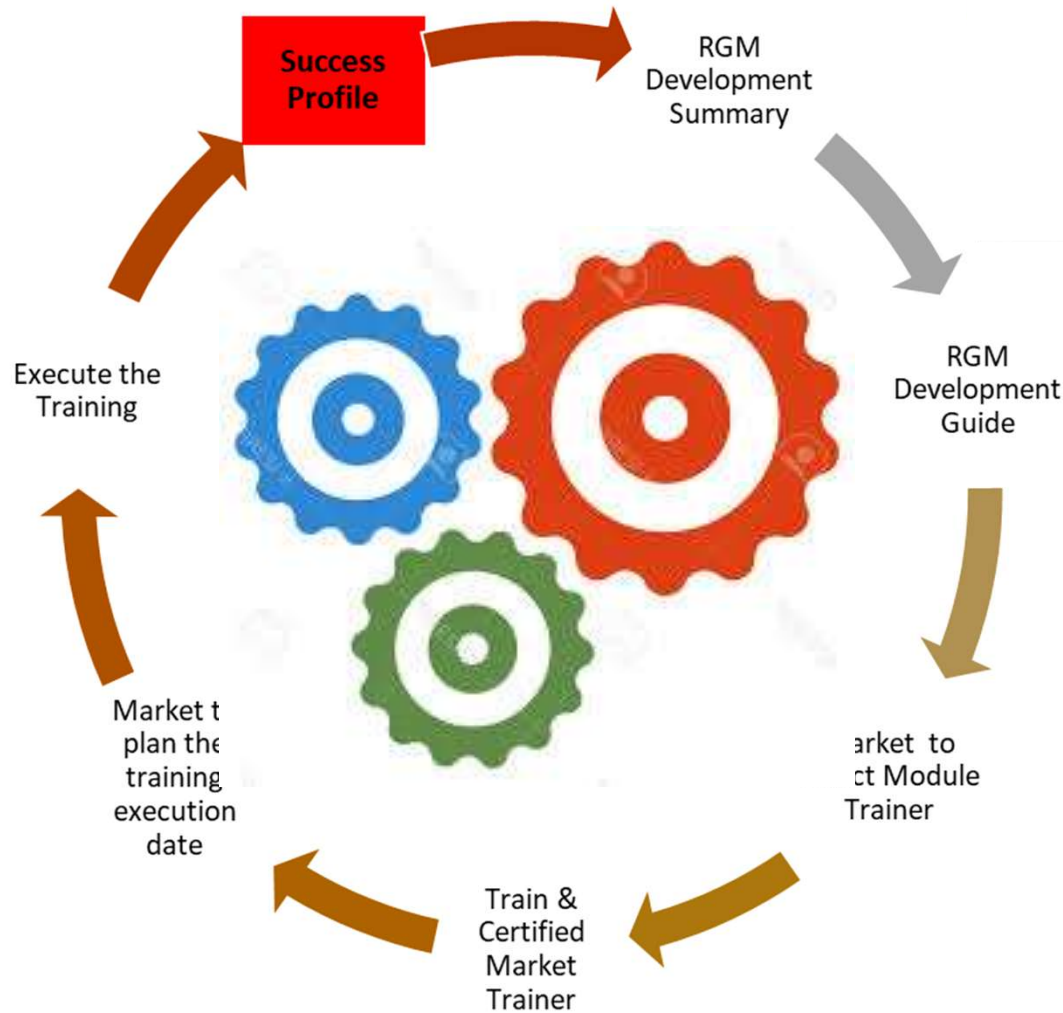


# OPERATIONS & TRAINING



ALL AMERICAN FOOD®

# SUCCESS PROFILE



No	RGM Name	Outlet	Set High Standard	Communicates Well	Executes Process and Routine	Holds Self & Others Accountable	Celebrates Success	Total	BAC	RESULTS
1	Safwan Bin Roslan	Bandar Bukit Tinggi	1	2	2	2	1	8		
2	Herme Hariyans	SG Petani	1	3	2	3	3	12		
3	Mohd Hafeezul	Tapah	1	1	2	2	8	14		
4	Mohd Zahurul Ashraf	BKT Mertajam	2	1	2	2	2	9		
5	Jevananthanum	Seremban DT	2	3	2	3	2	12		
6	Suraya Binti Abdul Sarim	Mydin S2	1	2	2	1	1	7		
7	Nor Faizah Mohd Zin	RNR	2	1	2	1	1	7		
8	Nur Zulizah Anis Zulkifli	Batu Road	1	2	2	2	3	10		
9	Noor Hasidah Ahmad Sabaruddin	Wangsa Walk	2	2	2	2	2	10		
10	Nor Laila Osman	PIDI	2	2	3	3	2	12		

3	4	5	6	7	8	9
Mohd Hafeezul	Mohd Zahurul Ashraf	Jevananthanum	Suraya Binti Abdul Sarim	Nor Faizah Mohd Zin	Nur Zulizah Anis Zulkifli	Noor Hasidah Ahmad Sabaruddin
Tapah	BKT Mertajam	Seremban DT	Mydin S2	RNR	Batu Road	Wangsa Walk
LAS - Module 1 - Customer Mania	LAR 2 - Module 22 - Recruiting team members	LAR 2 - Module 22 - Recruiting team members	LAS - Module 1 - Customer Mania	LAR 2 - Module 22 - Recruiting team members	LAR 2 - Module 22 - Recruiting team members	LAR 2 - Module 22 - Recruiting team members
CMS - CHAMPS Standard Management System	LAR 2 - Module 23 - Selecting Team Members	LAR 2 - Module 23 - Selecting Team Members	CMS - CHAMPS Standard Management System	LAR 2 - Module 23 - Selecting Team Members	LAR 2 - Module 23 - Selecting Team Members	LAR 2 - Module 23 - Selecting Team Members



# SUCCESS PROFILE

## Success Profile form



### 5 STAR RGM ASSESSMENT

**Instructions:** For each skill, check (✓) the box to indicate your skill level and write your points earned to the right. Give yourself either **1 point** for "Opportunity," **2 points** for "Beginning to Master" or **3 points** for "Mastery." Total your score and see the description to understand your "Overall Score."

	 <b>1 pt</b> <b>Opportunity</b>	 <b>2 pts</b> <b>Beginning to Master</b>	 <b>3 pts</b> <b>Mastery</b>	<b>Points Earned</b> <b>(1, 2 or 3)</b>
<b>Sets High Standards</b> <b>Does not settle for Good Enough</b>	O1. Rarely provides direction regarding LAST & serving unacceptable products <input type="checkbox"/> O2. Does not consistently follow selection process <input type="checkbox"/> O3. Some Team Members don't care about the restaurant's performance or view customers in a positive manner. Team does not welcome each other or customers <input type="checkbox"/> O4. Restaurant cleanliness and sanitation levels are inconsistent <input type="checkbox"/>	B1. Clarify expectations around LAST and serving acceptable product <input type="checkbox"/> B2. Hires mostly green TMRI <input type="checkbox"/> B3. Team and RGM demonstrate a warm welcoming attitude towards the customers most of the time and take pride in their work. And is aware of the restaurant's performance <input type="checkbox"/> B4. Acceptable cleanliness and sanitation maintained <input type="checkbox"/>	M1. Mix coaching on LAST and serving brand standard products part of every shift <input type="checkbox"/> M2. Hires & proactively sources Customers Maniacs using the entire selection process <input type="checkbox"/> M3. RGM and team is warm and welcoming and takes pride in their work. And is fully aware of the restaurant's performance. <input type="checkbox"/> M4. Consistently delivers high levels of cleanliness & sanitation <input type="checkbox"/>	<div style="border: 2px solid orange; border-radius: 50%; width: 50px; height: 50px; margin: 0 auto;"></div>
<b>Communicates Well</b> <b>Helps others understand the what and why</b>	O5. Communication is one-way or hard to follow; unresponsive to questions; seen as unapproachable <input type="checkbox"/> O6. Team does not understand restaurant goals and strategies, is not aware of career opportunities and benefits <input type="checkbox"/> O7. Inconsistently uses communication processes (Mgmt & shift briefings) <input type="checkbox"/> O8. Fails to build relationships with Team members; avoids <input type="checkbox"/>	B5. Displays openness to Team's questions & clearly communicates, but doesn't seek input <input type="checkbox"/> B6. Effectively communicates opportunities, benefits, restaurant goals and strategies to Team Members <input type="checkbox"/> B7. Conducts meetings (weekly Mgmt & shift briefings) most of the time & invites Mgmt team to contribute <input type="checkbox"/> B8. Builds relationships with most Team Members & peers; <input type="checkbox"/>	M5. Role models two-way communication & utilizes multiple communication methods <input type="checkbox"/> M6. Effectively engages entire team on opportunities, benefits, restaurant goals & strategies <input type="checkbox"/> M7. Uses communication processes (weekly M shift briefings) and consistently involves engages entire Team <input type="checkbox"/> M8. Connects with all employees, build effective <input type="checkbox"/>	<div style="border: 2px solid orange; border-radius: 50%; width: 50px; height: 50px; margin: 0 auto;"></div>

## Assessment Grid

Example A

Success Profile Worksheet

Manager's Name	BSC Score	Leadership Score
Joe	2.8	O
Jane	4.5	M
Johnny	3.5	B
Wallace	4.0	O
Serene	2.8	B

Leadership Assessment Grid		
Achievers	Potential Leaders	Stars
Wallace	Johnny	Jane
Joe	Serene	
Opportunity	Beginning to Master	Mastery

Success Profile Leadership Score

# TER & eCER TRAINING

**April – Training**  
**May – Execution**  
**July – Nationwide**

Batu 3 Shah Alam  
(*Regional Training Outlet*)  
Section 7 Shah Alam  
Bandar Bukit Tinggi Klang  
Bandar Puteri Klang  
Kota Damansara

## TER Soft Copy Handover

Team Readiness Member Inventory  
(TMRI)  
Structured Interview Guide  
(Questionnaire)  
Top Employee Criteria  
Team Member Orientation handbook  
(PDF)

(bDt)

Team Member Orientation handbook



**TER &  
eCER**  
Training  
April 2017





# Training Excellence Review - Form

## Conducting a Training Excellence Review (TER)

**What is the purpose of a Training Excellence Review (TER)?**

The TER is a quality assurance process that provides a systematic and objective review of training programs and services. It is designed to identify areas for improvement and to ensure that training programs are effective and efficient.

The TER is a process that involves a team of reviewers who are trained to evaluate training programs and services. The reviewers use a set of criteria to assess the quality of the training and to provide feedback to the training provider.

The TER is a process that is designed to be a continuous improvement process. It is not a one-time event, but rather a process that is repeated regularly to ensure that training programs and services are always up-to-date and effective.

**Area Staffing/Training Standards Assessment**

The TER is a process that is designed to be a continuous improvement process. It is not a one-time event, but rather a process that is repeated regularly to ensure that training programs and services are always up-to-date and effective.

**Step 1: Plan the Visit**

- 1. Select 2 members within the Area to conduct the visit.
- 2. Develop a list of questions to ask the training provider.
- 3. Develop a list of areas to be reviewed.
- 4. Develop a list of areas to be reviewed.

**Step 2: Agree on the "New site visit a Assessment"**

- 1. Agree on the purpose of the visit.
- 2. Agree on the areas to be reviewed.
- 3. Agree on the questions to be asked.
- 4. Agree on the areas to be reviewed.

**Step 3: Assess the Requirements and Area**

- 1. Complete the assessment for the Area's requirements.
- 2. Complete the assessment for the Area's requirements.
- 3. Complete the assessment for the Area's requirements.
- 4. Complete the assessment for the Area's requirements.

**Step 4: Complete an Action Plan**

- 1. Review the action plan for the Area's requirements.
- 2. Review the action plan for the Area's requirements.
- 3. Review the action plan for the Area's requirements.
- 4. Review the action plan for the Area's requirements.



### Area Coach Capability






This form is to be completed by the Area Coach and is used to determine the coach's level of knowledge and skill in the various areas of coaching. The coach's level of knowledge and skill is determined by the coach's responses to the questions on this form. The coach's level of knowledge and skill is determined by the coach's responses to the questions on this form.


This form is to be completed by the Area Coach and is used to determine the coach's level of knowledge and skill in the various areas of coaching. The coach's level of knowledge and skill is determined by the coach's responses to the questions on this form. The coach's level of knowledge and skill is determined by the coach's responses to the questions on this form.




## Assessment of Staffing, Training and Executive Standards

Essential Staff Positions	Comments
1. All essential staff positions	
2. All essential staff positions	
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ROOT BEER DRAWING PROCEDURE			
1.		2.	
<p>Check temperature of Root Beer in the morning during start-up &amp; after lunch hour. Ensure mugs are frosted.</p>		<p>Draw the Root Beer by pulling your hand on the round knob of the handle with the mug stopped at 45°. This is to reduce excessive foaming which results in less carbonation in the Root Beer. The carbonation volume in the FRB should be between 2.7 – 2.9</p>	
4.		5.	
<p>Draw creamy head foam by positioning the middle finger &amp; ring-finger behind the faucet.</p>		<p>Dispense approximately the 1 inch foam by using the thumb to push the handle backward.</p>	
		6.	
		<p>Root Beer should be served in a frosted glass mug at temperature of 2°C to 3°C without ice cubes.</p>	





# LIVELY



# FAMILIARIZATION TRAINING

## About A&W Restaurants, Inc.

- A&W Restaurants, Inc. is a 96 year old company, founded in 1919 by Roy Allen who opened his first root beer stand in California. In 1922 Allen partnered with Frank W. Howard to create the famous A&W® name.



In 1925 Franchising began with the future hotel magnate, J. Paul Morgan. He started out with a single A&W stand in Washington, D.C. and was added to the menu.



## Running Great Restaurants

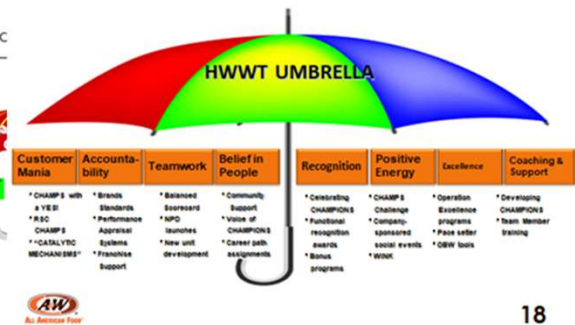


## Reaffirm Culture and Values

- Reaffirm A&W HWWT Culture and Values to align executions in RSC
- Recalibrate our practice based on needs of customers and changes in the industry -



## Our Company Culture: Practice HWWT in everything we do



18



# SUPPLY CHAIN MANAGEMENT



ALL AMERICAN FOOD®



# SUPPLY CHAIN MANAGEMENT

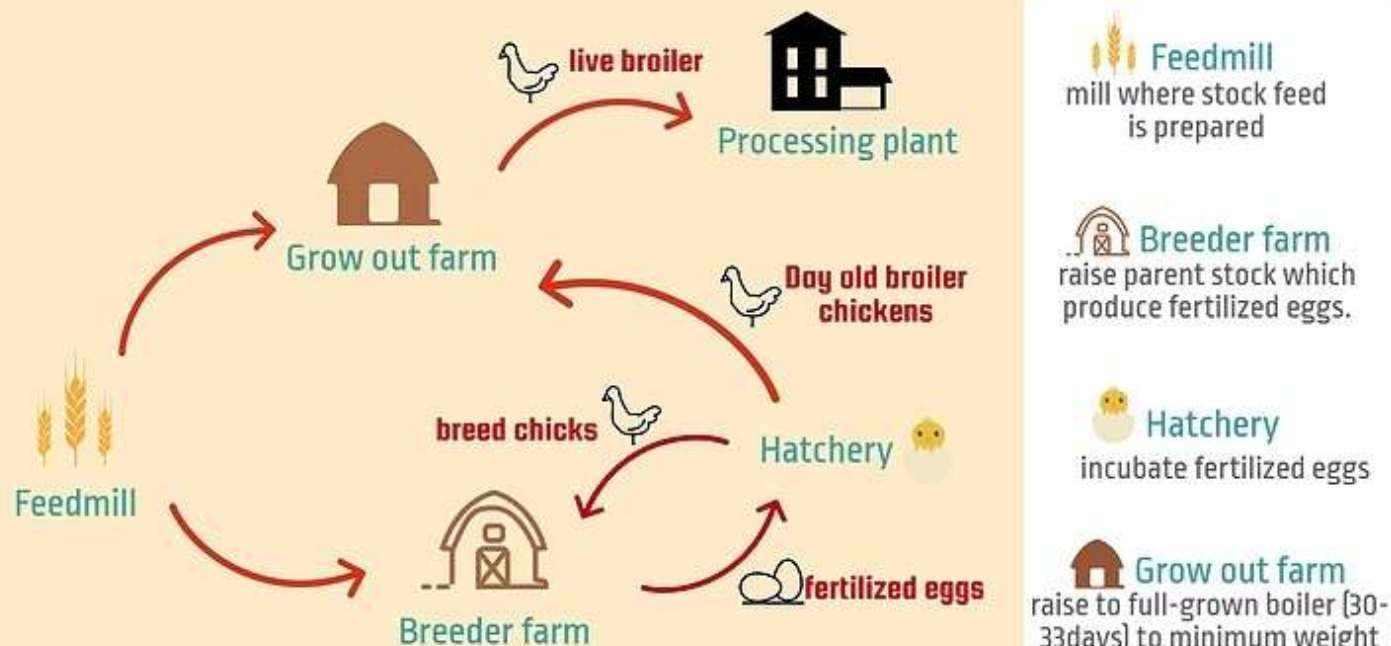


- **Well-established, sustainable** supply chain
- **Established regional and in-market** supplies
- **Brand-standard** small wares and equipment
- **Food and Quality Safety Audit**

# SUPPLY CHAIN MANAGEMENT

## INTRODUCTORY TO POULTRY INDUSTRY

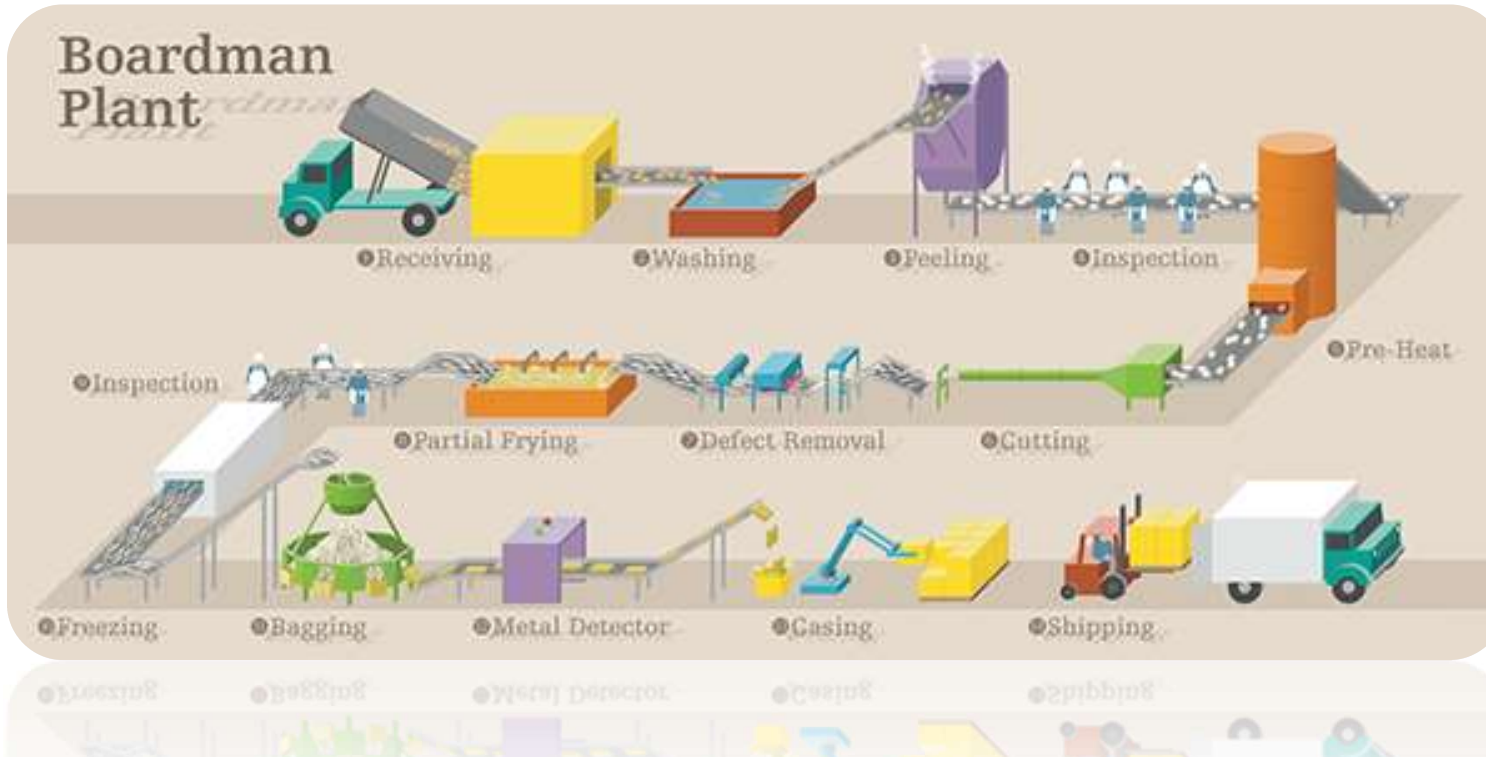
Typical operation of an integrated poultry farm



Vertically integrated chains are highly coordinated allowing for better control of the whole production process: quality and sanitary control and for cost reduction in modern commercial poultry industry.

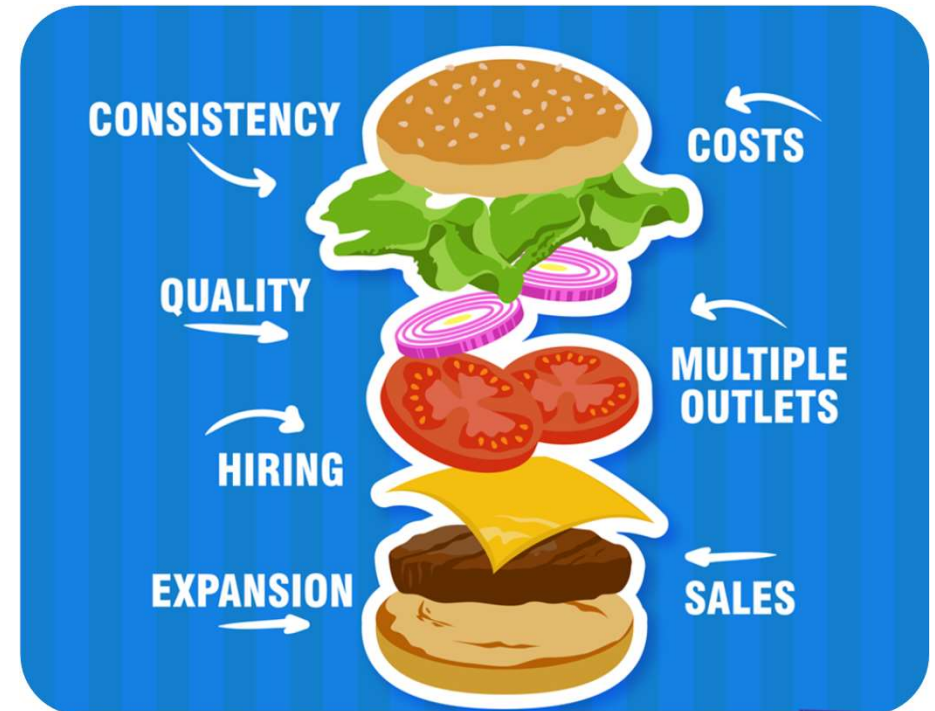


# SUPPLY CHAIN MANAGEMENT



Completing food safety inspections of different types of food manufacturing facilities ensures product safety on existing lines. It is not difficult to imagine the hazards of producing food products if these activities are not properly planned and well managed.

# SUPPLY CHAIN MANAGEMENT



It is no longer sufficient just to deliver a tangible product, customers mandate cost-effective delivery of the products to, when, where, how and in the quantity desired.



# SUPPLY CHAIN MANAGEMENT



Using quality (and fresh where possible) ingredients as a form of differentiation is a business level strategy to drive success. We emphasise on superior quality to create superior brand loyalty.

