

INTERNATIONAL DEVELOPMENT



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HOW IT STARTED

1919

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

1925

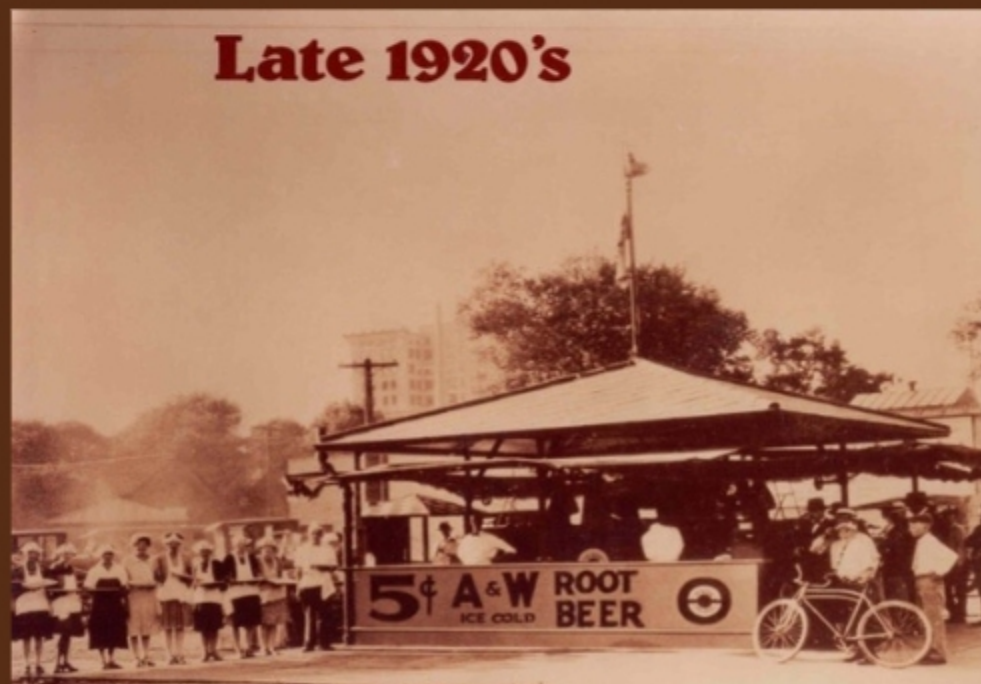
Future hotel magnate, J Willard Marriot started out with a single A&W® Root Beer stand in Washington D.C. and food was added to the menu.

A&W® Restaurants, Inc. is over 100 years old founded by **Roy Allen** who opened his first Root Beer stand in California.

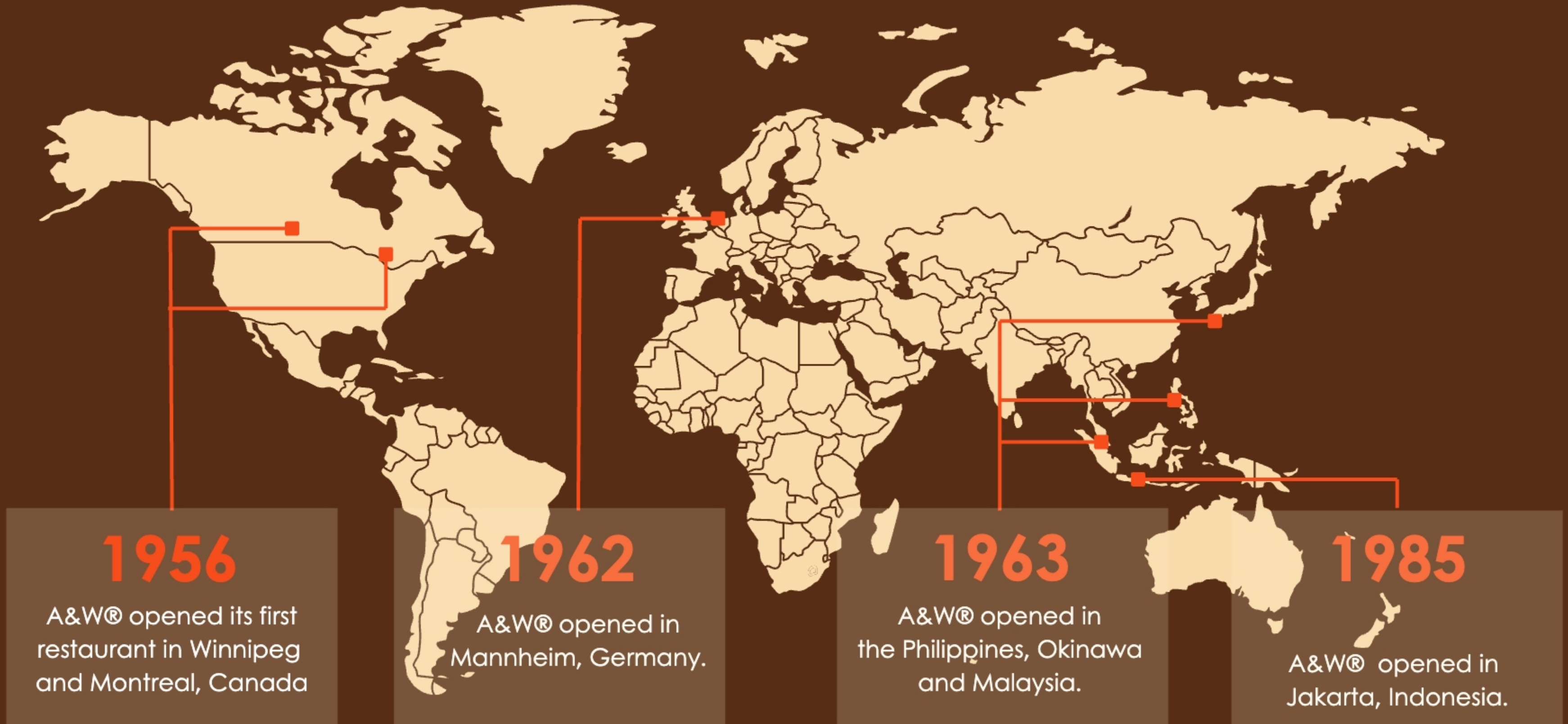
1922

A&W® Restaurants, Inc. began Franchising

1927



INTERNATIONAL EXPANSION



A&W® ACQUIRED BY A GREAT AMERICAN BRAND

In Dec 2011, A&W® Restaurants, Inc. was 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.





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

WHAT DOES A&W® STAND FOR?



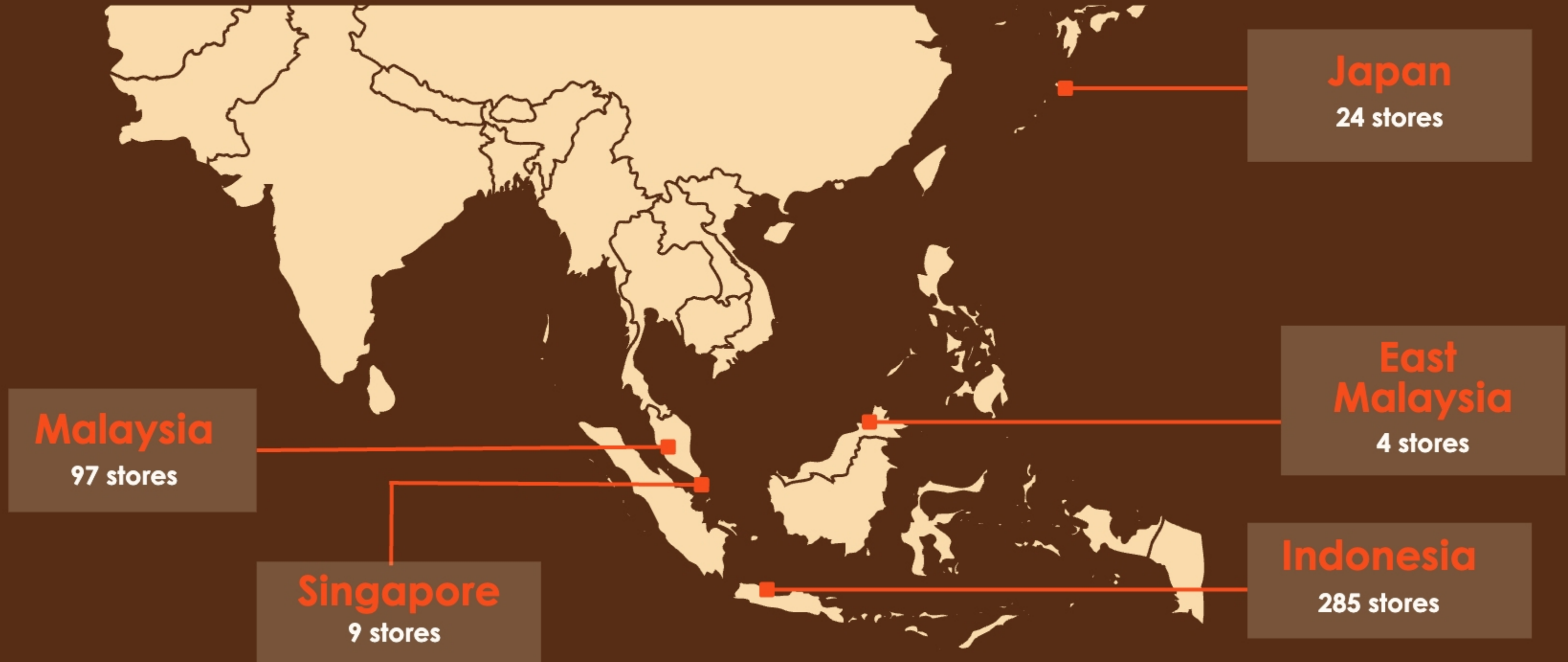
It also stands for A&W® Root Beer, Chicken and Burgers, Waffles, Coney Dog, Please & Thank you, Good Food & Good Times.

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



*Figures as of Oct 2024

BRAND POSITIONING

A&W® IS “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."



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.



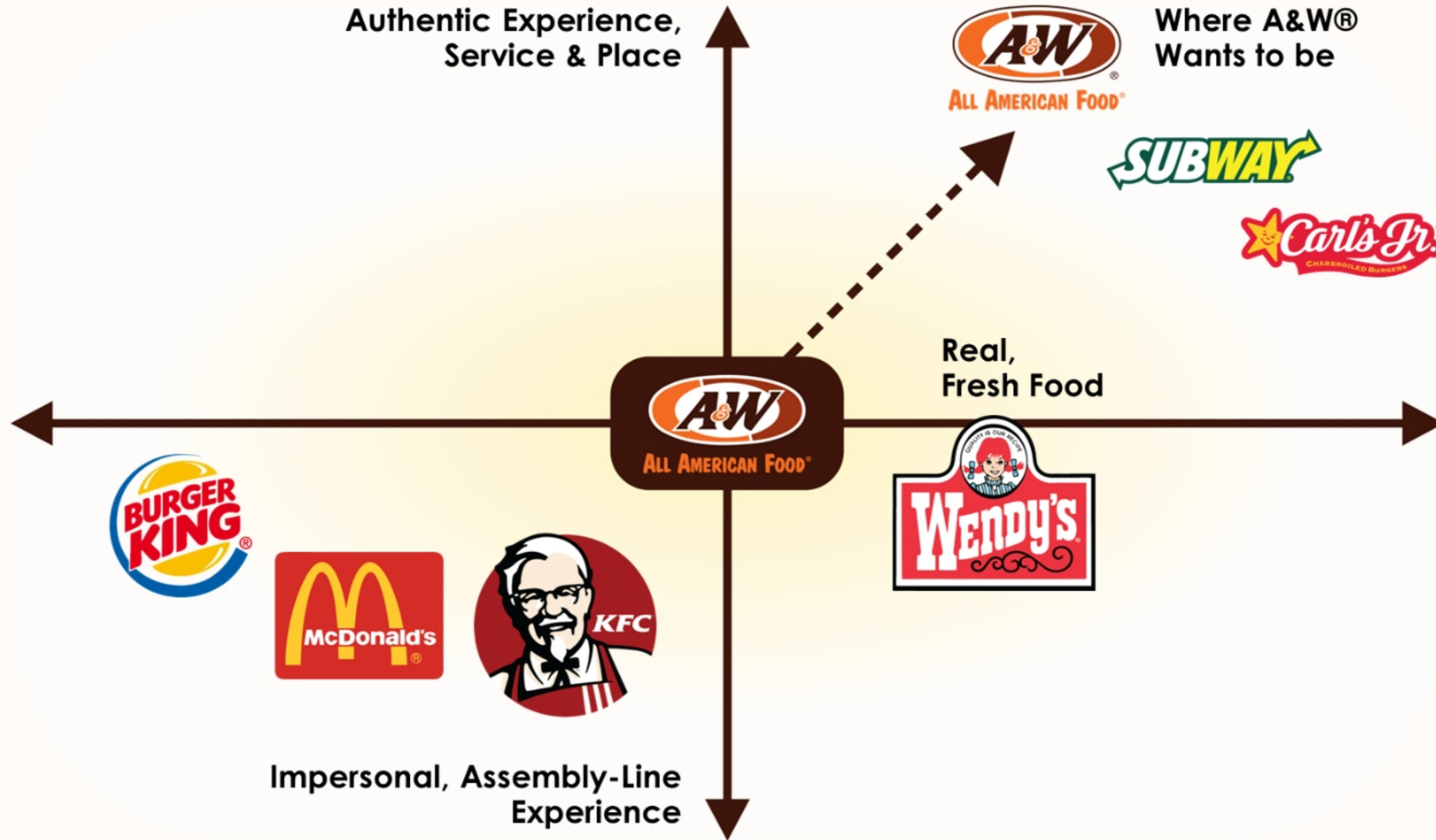
Reason to Believe:

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

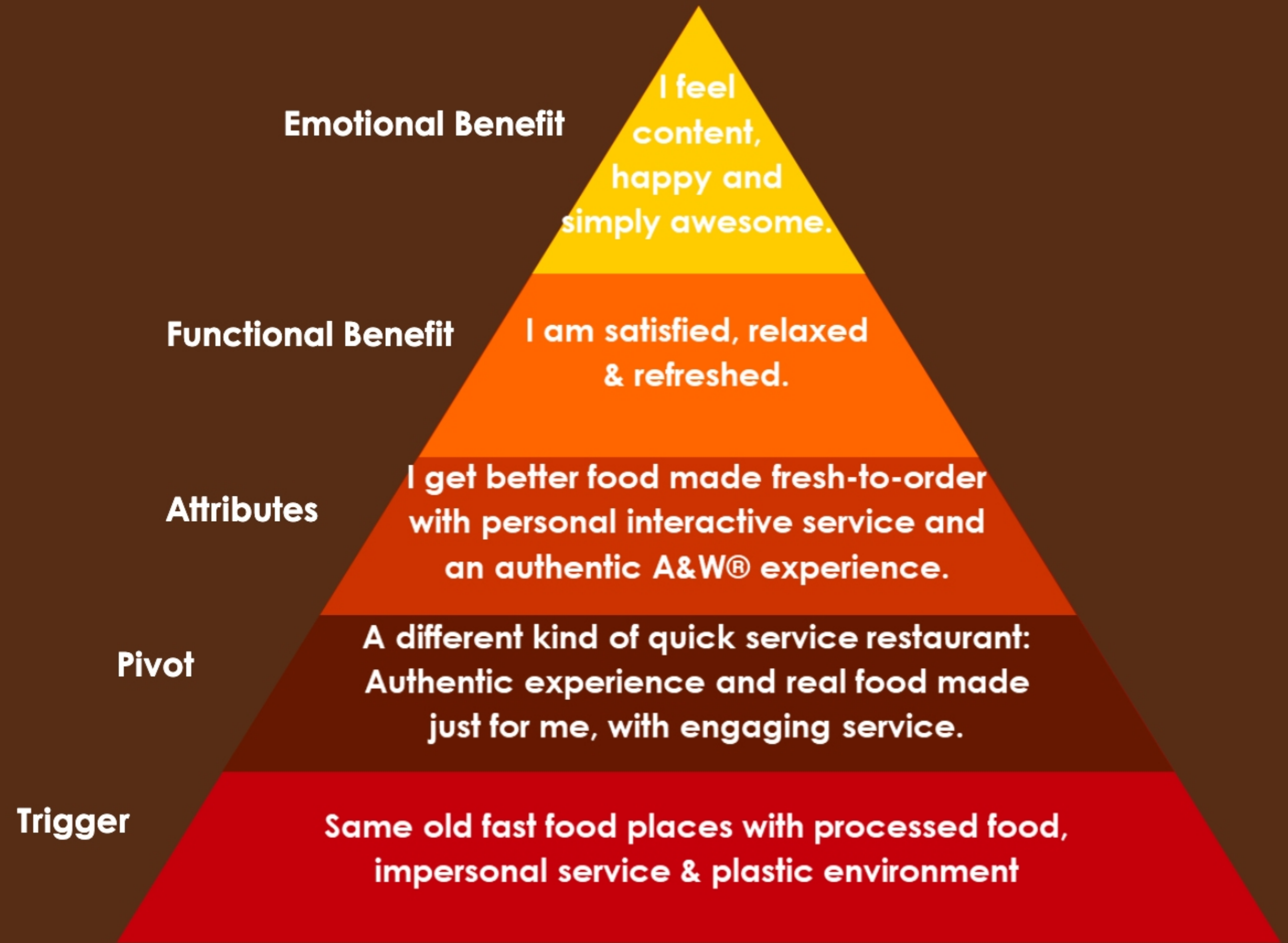
People Seeking:

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

BRAND DIFFERENTIATION



BRAND BENEFITS PYRAMID



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.



WORLD CLASS MARKETING SUPPORT

Best-in-Class
Food Photography



Nationally
Recognized
Social Media
Engagement

National &
Local Print Support

Innovative
Website Design

Flexible & Customized
Local Store Marketing



MARKETING EXPERTS

We provide calendar support for all layers of our business both on a national (country wide) level and local store marketing.

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

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





OUR CORE MENU

EXTRAORDINARY TREATS



All-American Burgers



**A&W® Root Beer
and Root Beer Floats**



Freshly Made Waffle Ice Cream



**Chicken & Fish
Sandwiches**



Coney Dogs



**Golden Aroma®
Fried Chicken**



**Curly Fries and
Onion Rings**

SIGNATURE *Burgers*

Moza Burger



Chubby Chicken



Marina Fish



Crowd FAVOURITES



**Golden Aroma
Chicken**



Coney Dog



Curly Fries



**Waffle
Ice Cream**



A&W Root Beer



A&W Root Beer



**A&W Root Beer
Float**



ALL-AMERICAN BURGERS



CHICKEN & SANDWICHES

Freshly Made



A&W®
Golden Aroma®
Chicken

#AWFRESHNOTFROZEN



GOLDEN AND CRISPY



100% Fresh



A&W Restaurants International

CLASSIC CONEY DOGS & SIDES



Quality Fries From USA
CHEEZY Fries
Fries Smothered in Creamy Cheese and Mayonnaise Sauce
Rp 22.500
New
EXTRA CHEESE & MAYONNAISE SAUCE to any Paket Kentang Rp 4.000 only



CURLED UP PERFECTION
100% Authentic



AMERICAN STAPLE
100% Original



NEW MOZZARELLA CONEY
CHICKEN | BEEF
OUR CLASSIC JUST GOT CHEESIER



NEW HOT HASHPOPS
Hot HashPops 4.90
Cumbor's Special Add-On 3.90
HOT & SPICY MALA FLAVOR

A&W® ROOT BEER & ROOT BEER FLOATS



**TUESDAY IS
RB DAY!**

Get a Free RB every Tuesday when you order any Paket Gratis or Paket Kentang.

Restrictions may be implemented without notice at any store or within states. Free RB receipt must be presented to our crew for redemption.

**MADE FRESH
IN STORE**

100% Original

A&W
ALL AMERICAN FOOD®

SWEETS & TREATS



MELTING HEARTS
WARMING SOUL



100% Indulgence



A&W Restaurants International



OUR RESTAURANTS

& Treats

A&W

ALL AMERICAN FOOD

2003

EXIT ONLY

NEW BEYOND BURGER

NEW DRIZZLING

USA



OKINAWA



OKINAWA



SINGAPORE



SINGAPORE



INDONESIA



INDONESIA



MALAYSIA



MALAYSIA





CONCEPTS

IN-LINE MALL



SHOP HOUSE / STREET MALL



A&W EXPRESS



DRIVE-THRU





ALL AMERICAN FOOD®

MEMORIES AT A&W®



A & W DRIVE - IN

CONEY DOG

ROOT BEER

CURLEY-O-FRIES

FRENCH FRIES

FRIES

WA

THANK YOU!

GET IN TOUCH

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