

INTERNATIONAL DEVELOPMENT



HOW IT STARTED

1919

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

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

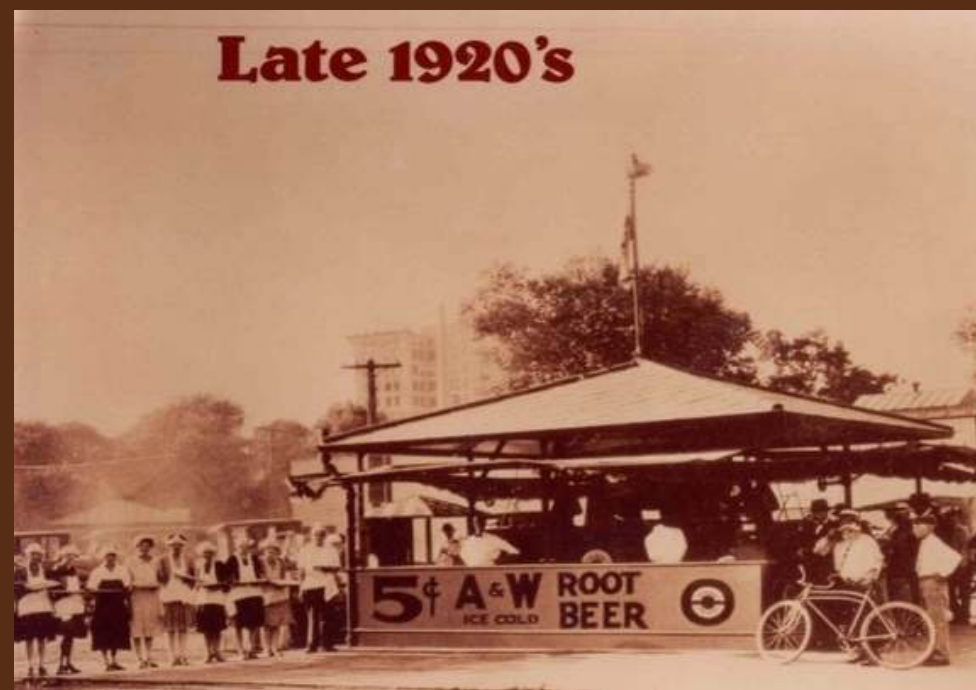
1922

A&W® Restaurants, Inc. began Franchising

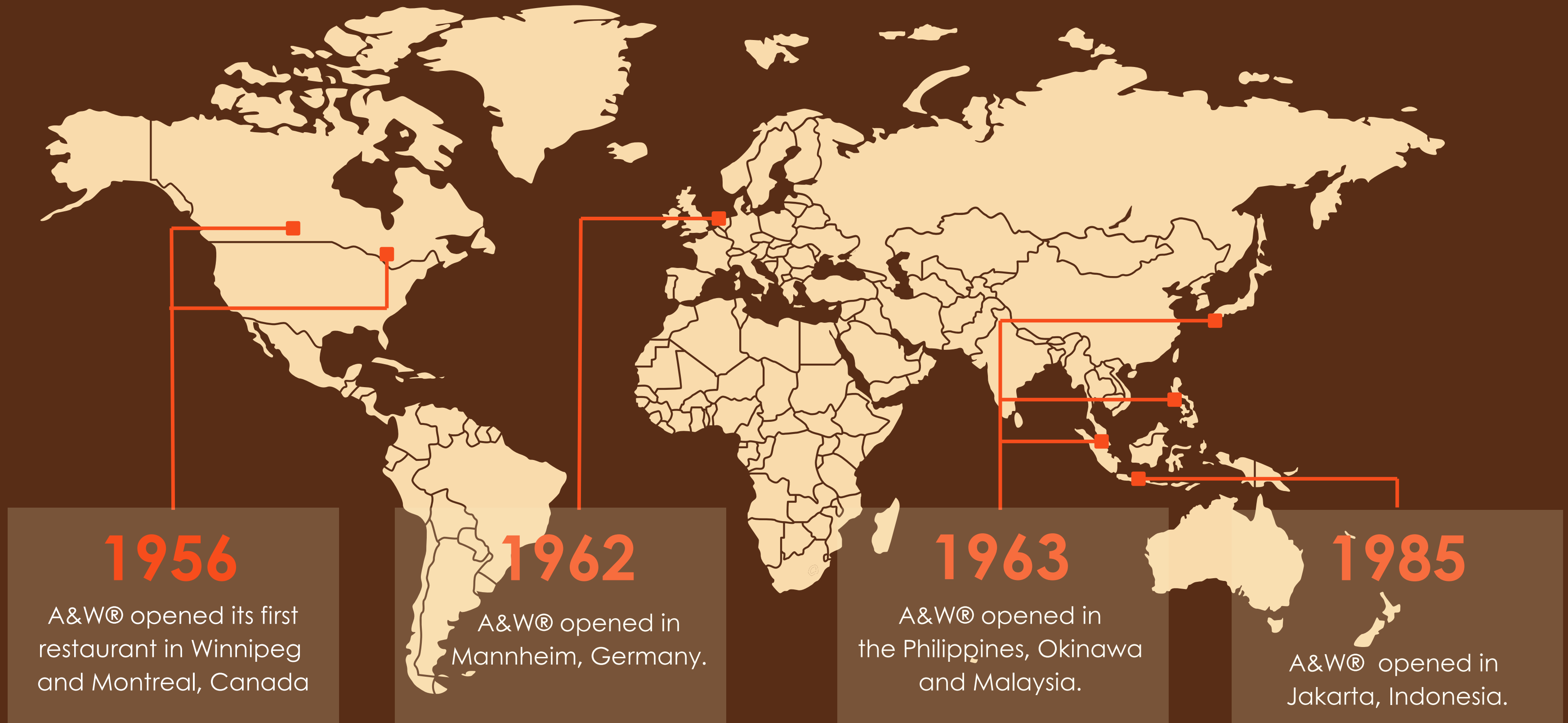
1925

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.

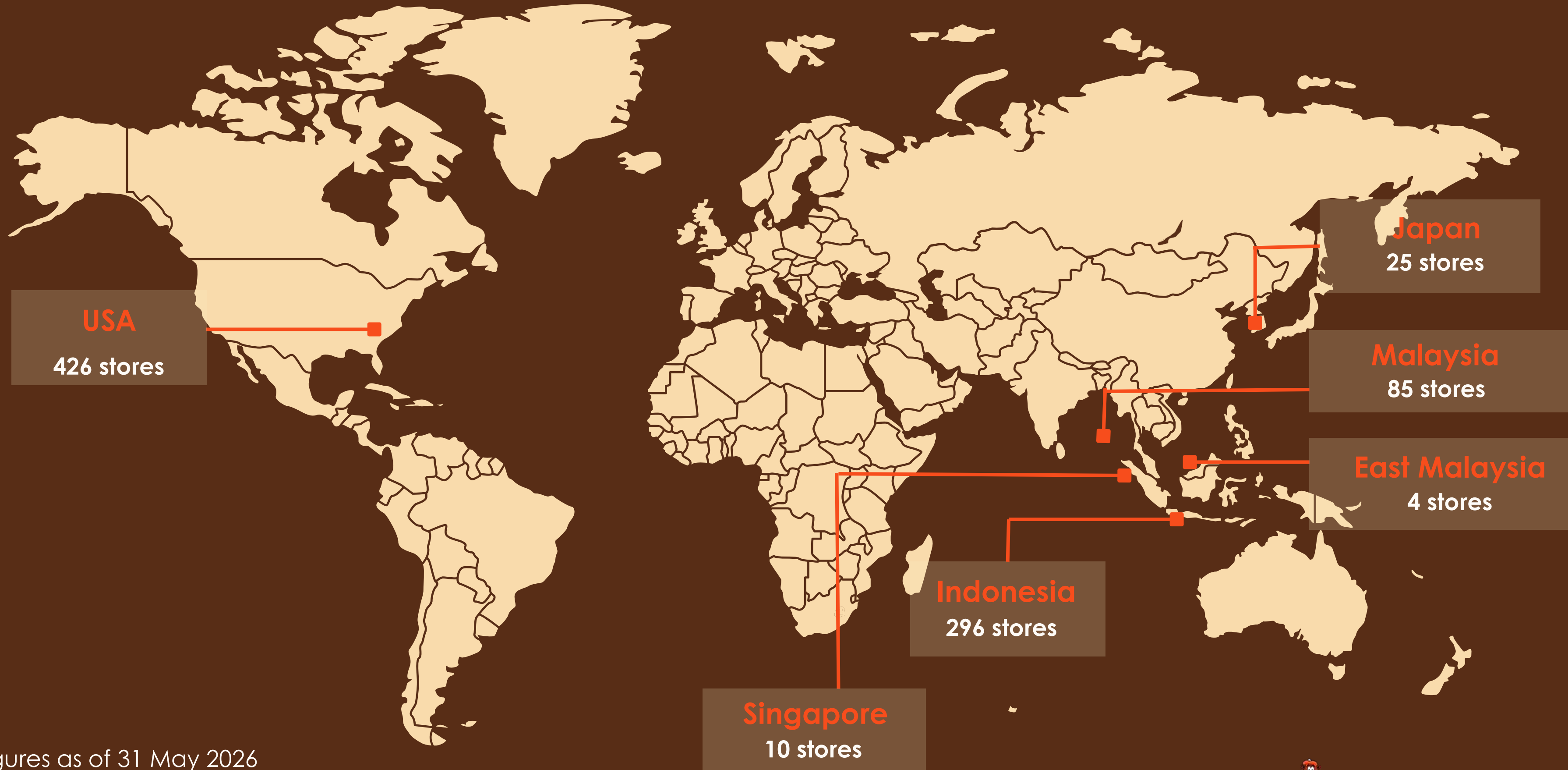
1927



INTERNATIONAL EXPANSION



GLOBAL RESTAURANTS COUNT



*Figures as of 31 May 2026



A&W Restaurants International

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.



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:

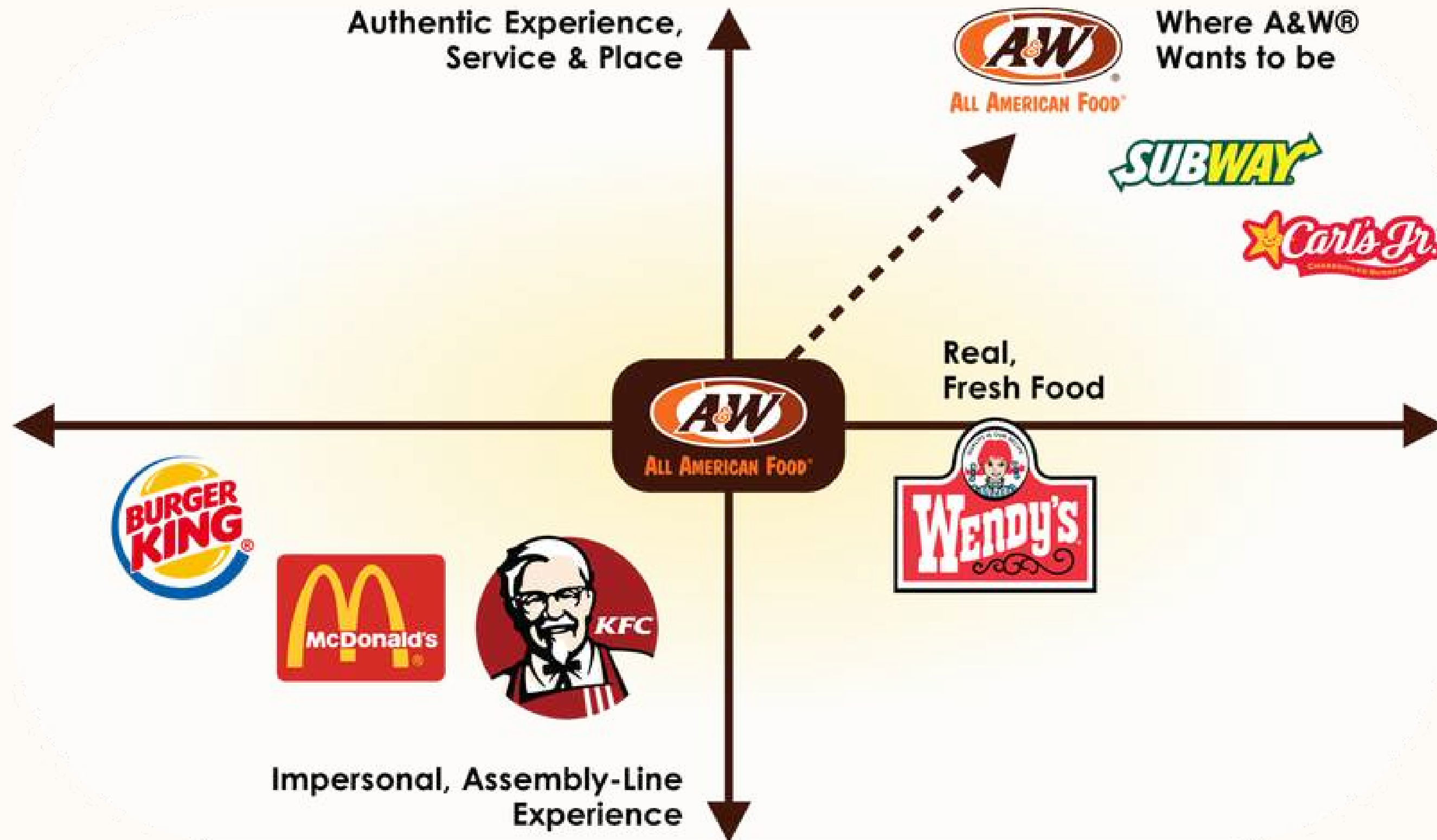
Because we are your neighbors who care that you feel Content, Happy & "Simply Good" every time you visit A&W®.

People Seeking:

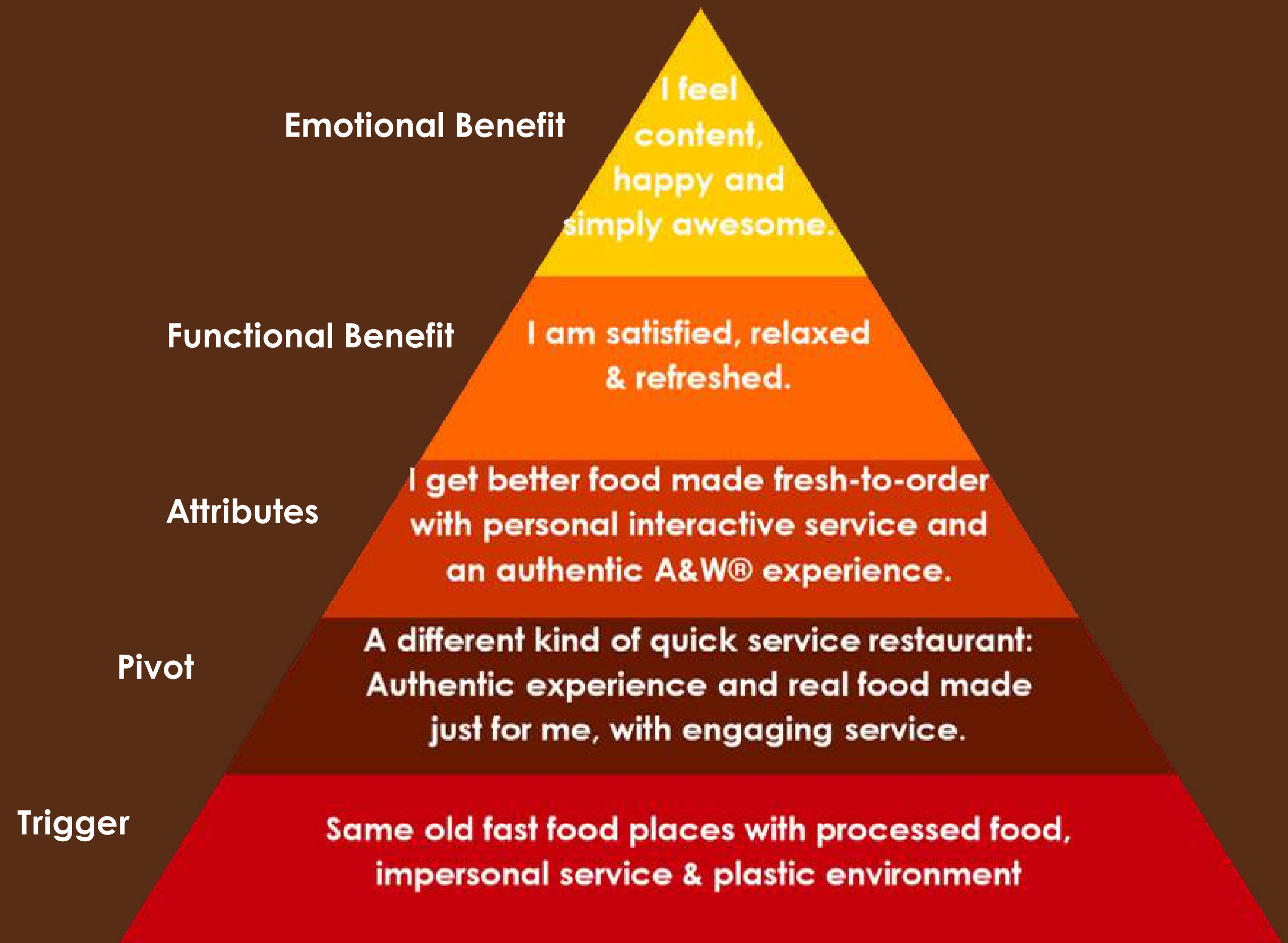
- Fresh, homemade food with service.
- Family fair.
- Healthier options.
- Social places.



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



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*

Mozza 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**

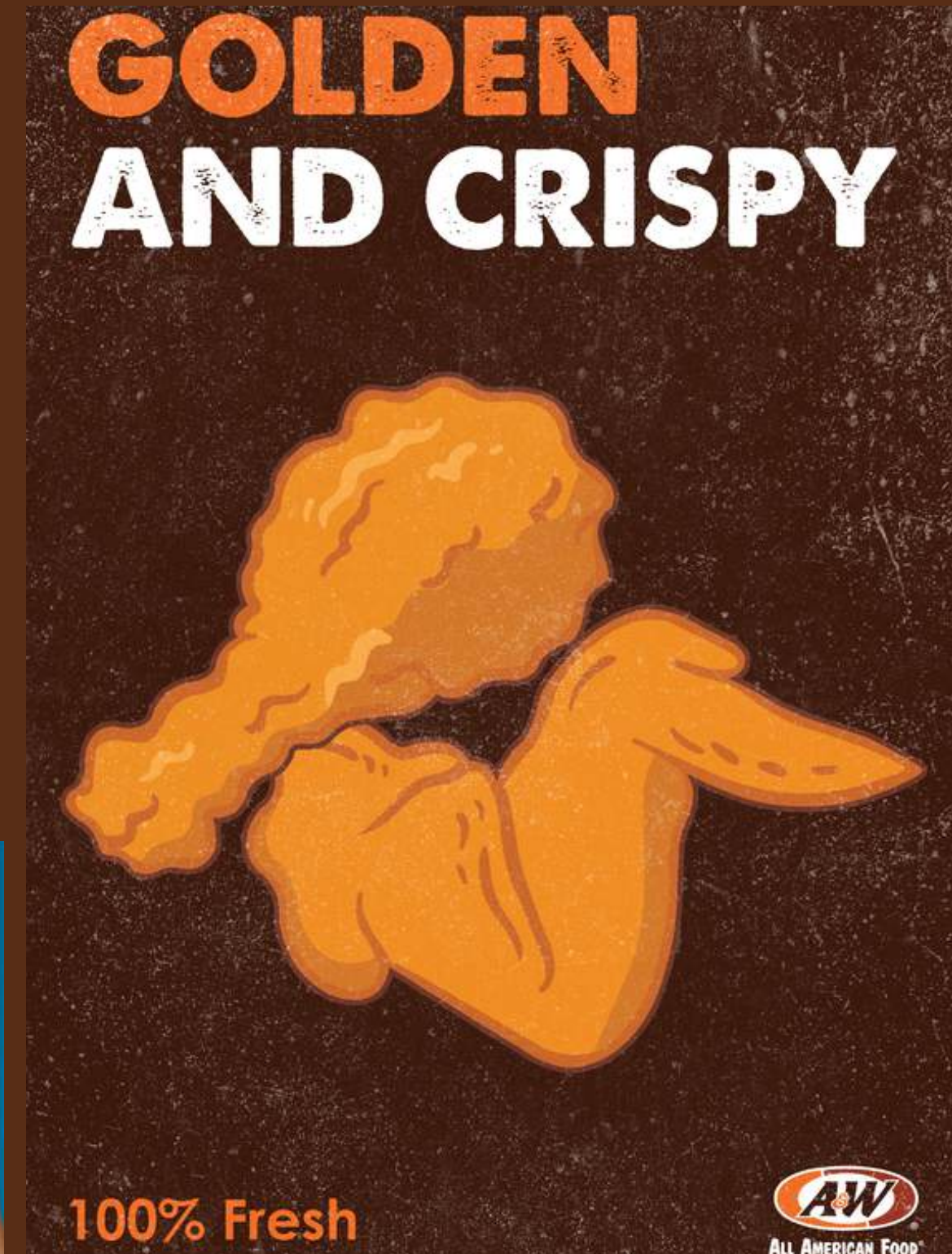


ALL-AMERICAN BURGERS

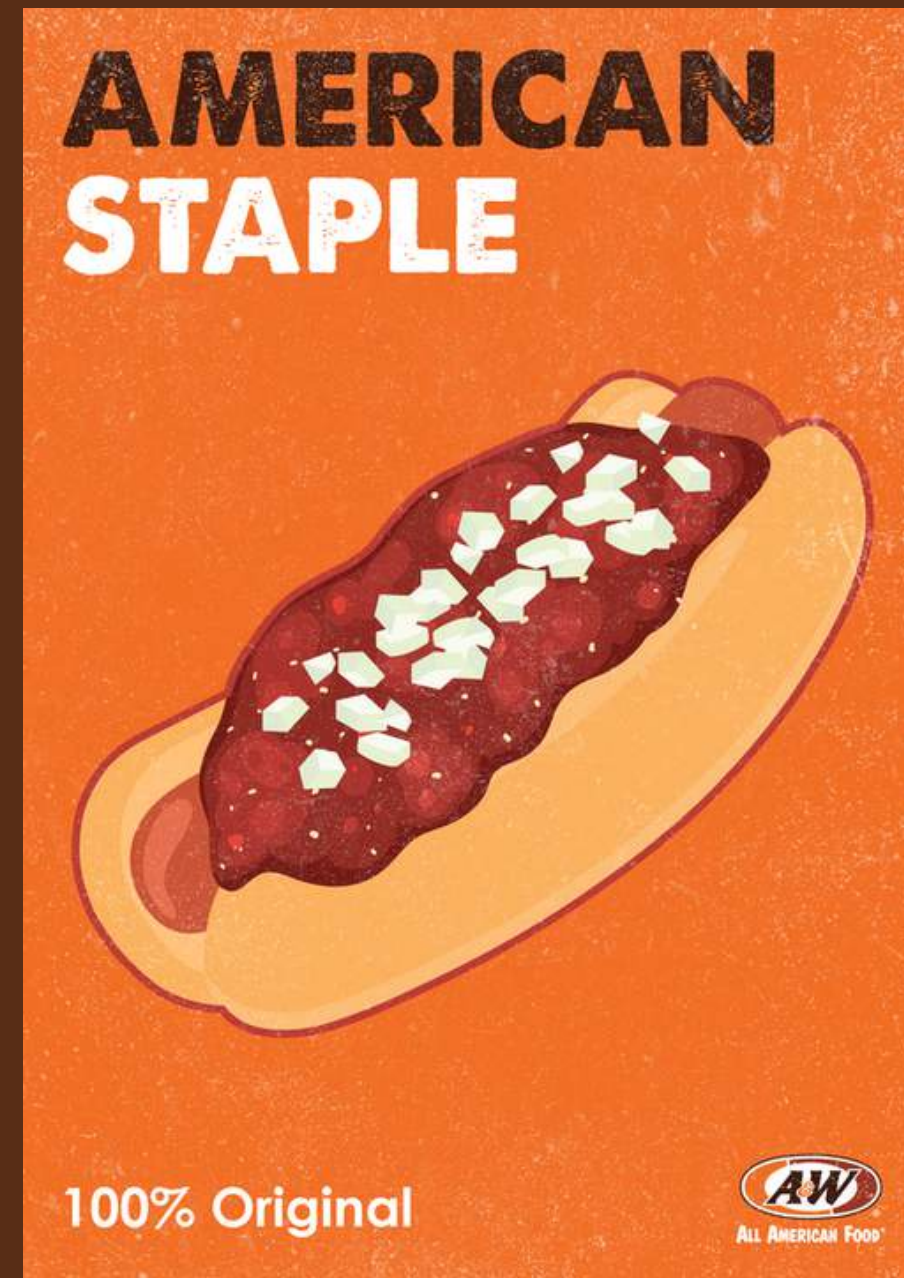
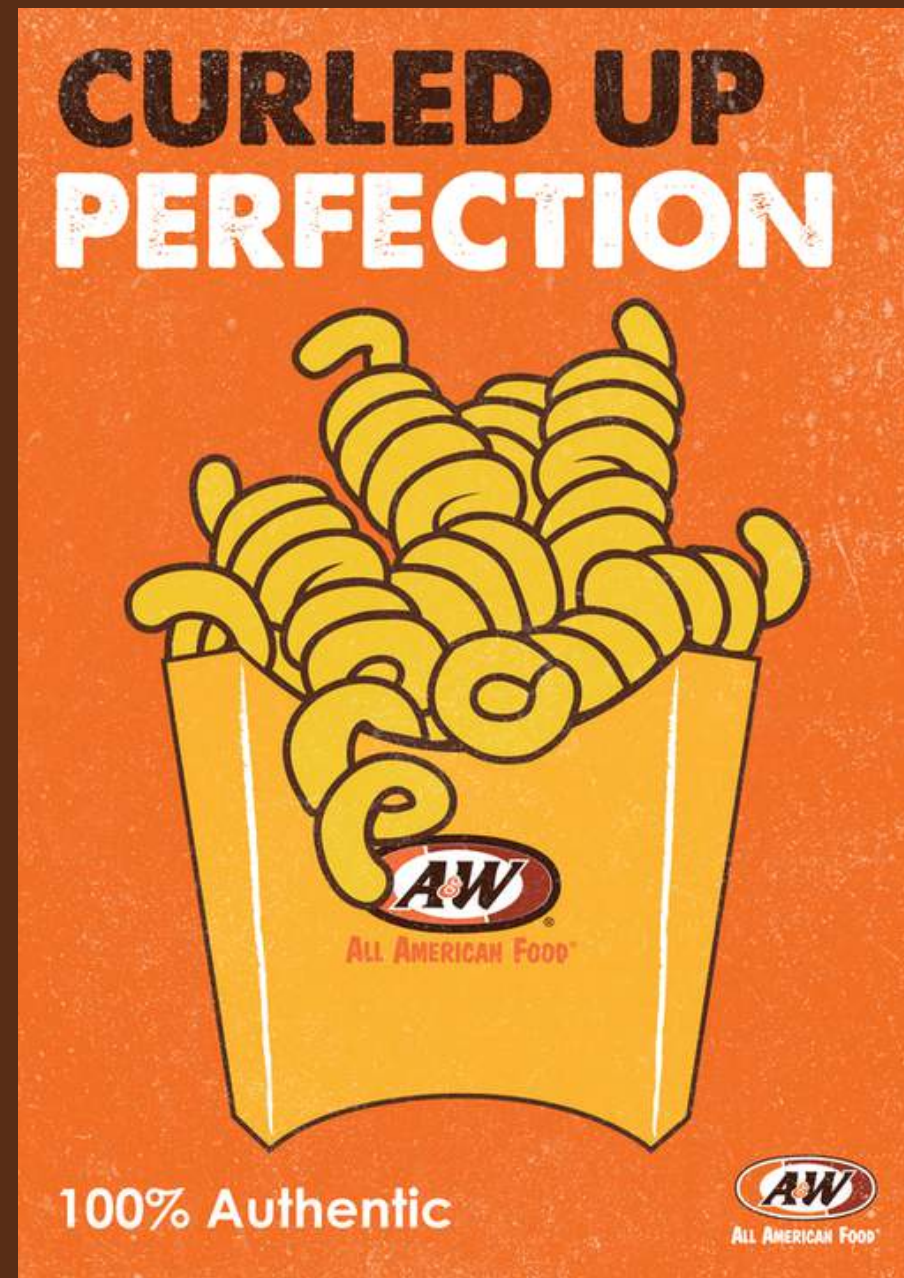
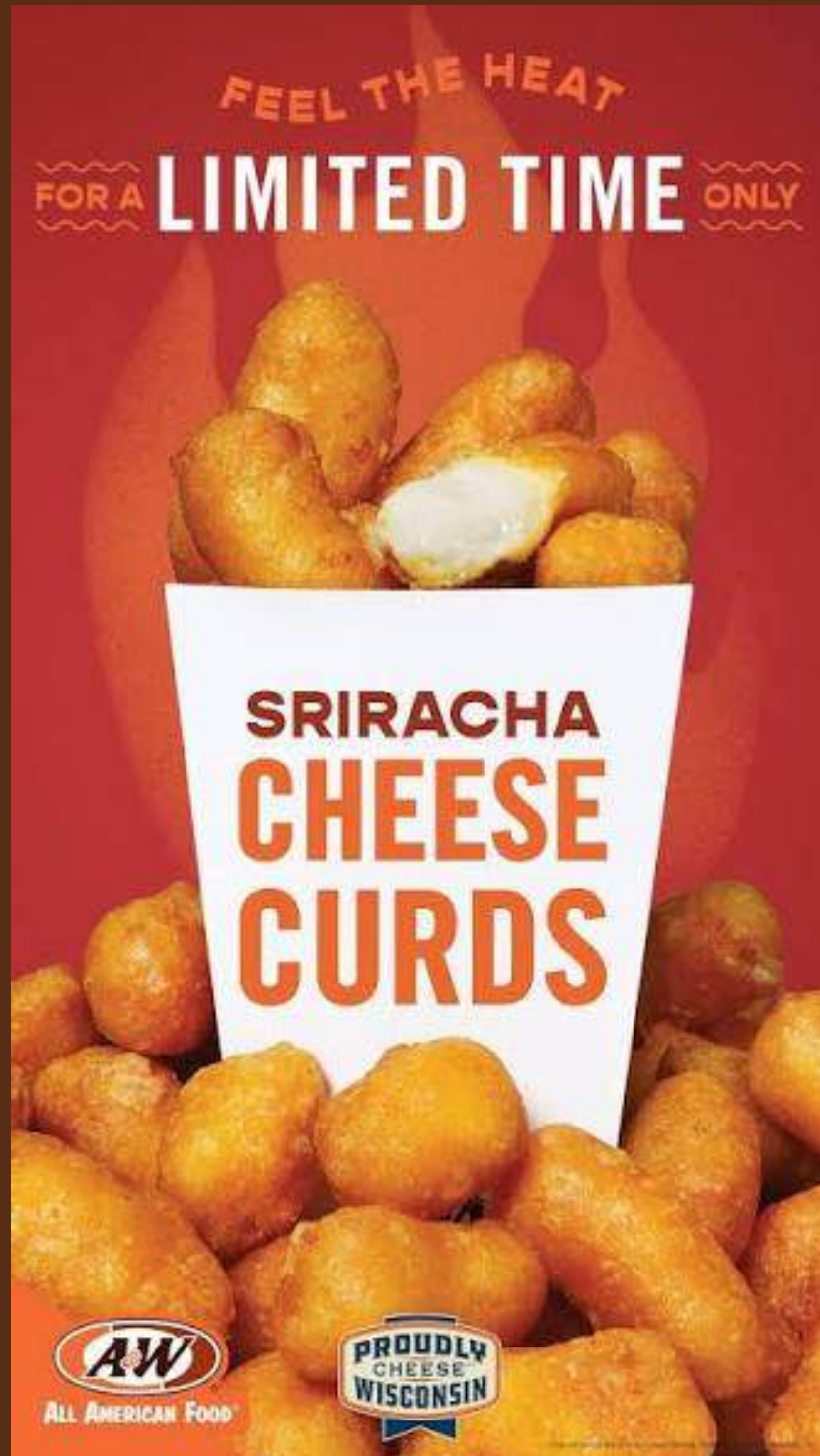


A&W Restaurants International

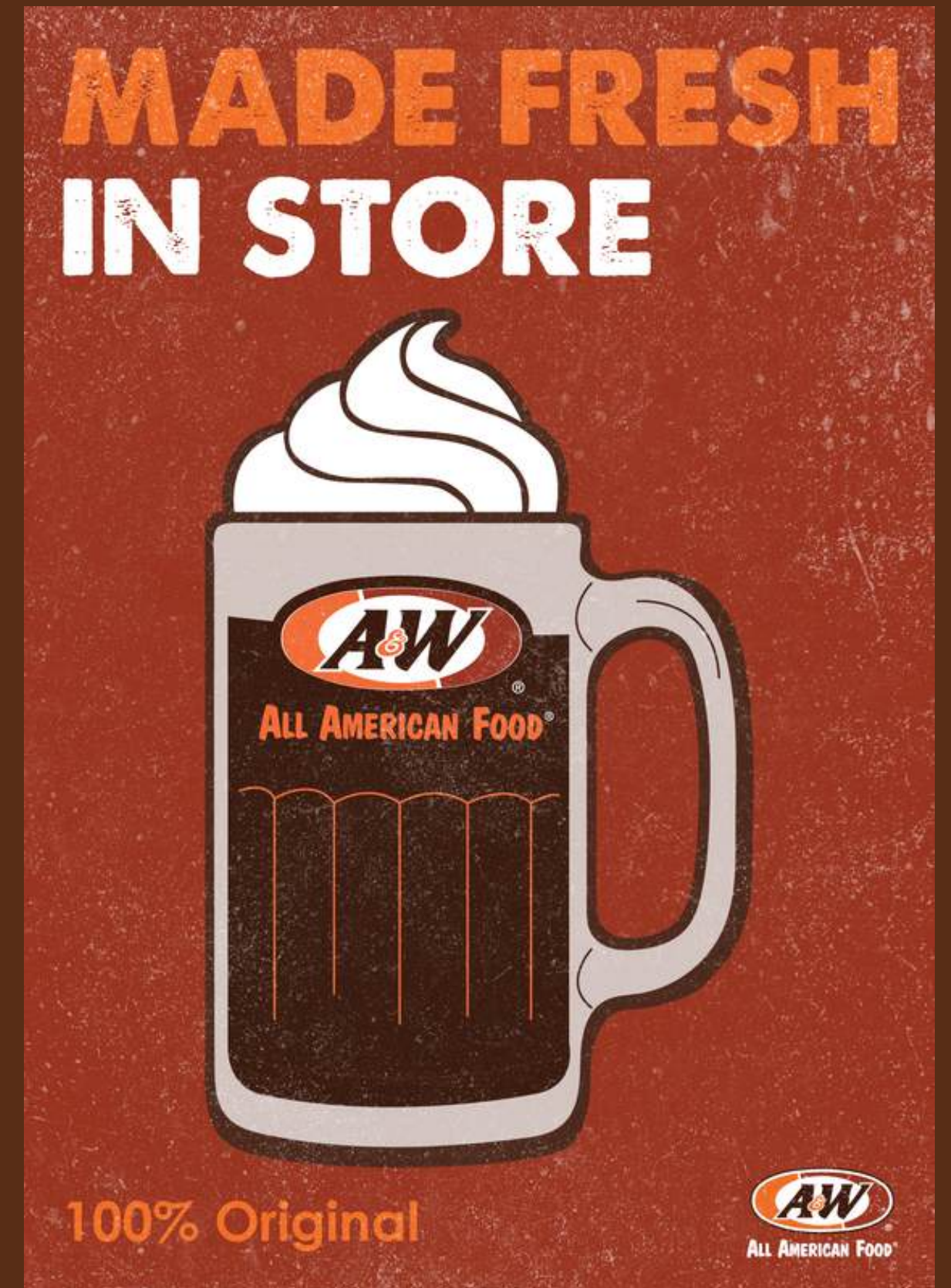
CHICKEN & SANDWICHES



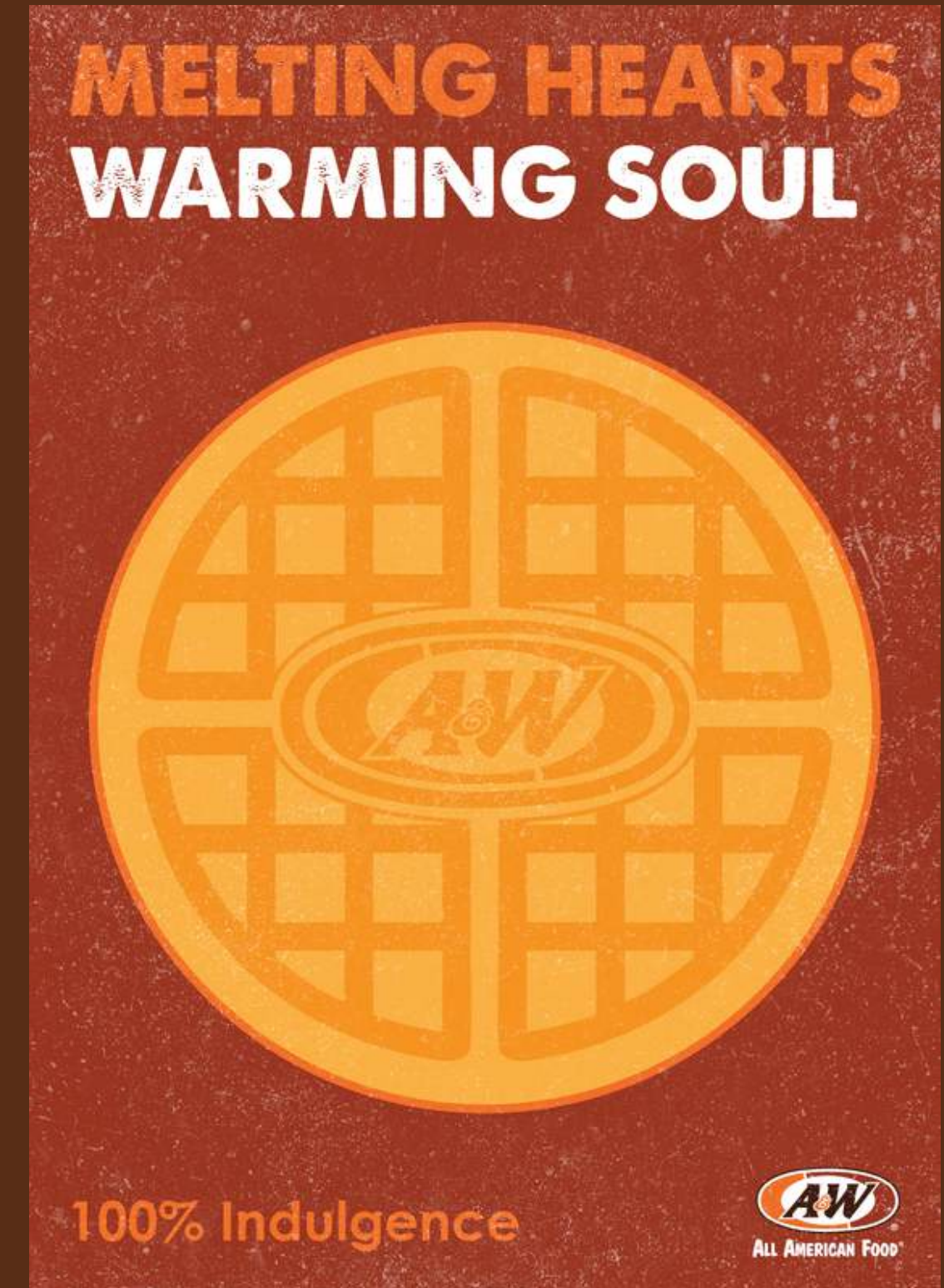
CLASSIC CONEY DOGS & SIDES



A&W® ROOT BEER & ROOT BEER FLOATS



SWEETS & TREATS





OUR RESTAURANTS

USA



A&W Restaurants International

OKINAWA



OKINAWA



SINGAPORE



SINGAPORE



INDONESIA



A&W Restaurants International

INDONESIA



A&W Restaurants International

MALAYSIA



MALAYSIA





CONCEPTS

IN-LINE MALL



SHOP HOUSE / STREET MALL



EXPRESS/KIOSK



DRIVE-THRU



THANK YOU!

GET IN TOUCH

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