Franchise Opportunity

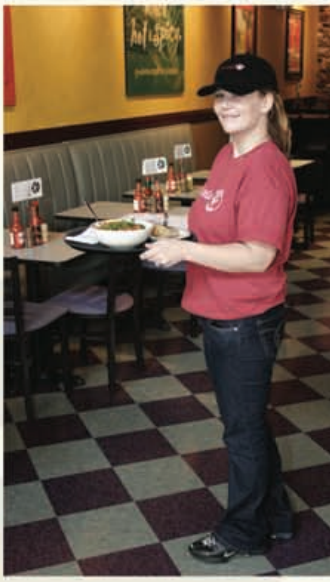


J. Gumbo's

Cajun & Creole Cookin'

Our Concept

Model of simplicity



What sets J. Gumbo's apart from other restaurant franchises? It's simple.

We've created a concept that is easy to implement in all kinds of spaces. And with a minimal equipment requirements, we've reduced both the complexity of the kitchen and the labor required to run it.

Getting the food to you
We cook and package our authentic Cajun & Creole menu items at our USDA-approved kitchen, remaining faithful to Billy Fox Jr.'s proven recipes. This guarantees consistency across stores and protects the J. Gumbo's brand.



Your food order is shipped fully cooked to your store and held under refrigeration until ready for use. You simply heat and serve. No frying or grilling required. What could be easier?
And with our nationwide supply chain, you can have confidence you'll get your order when and where you need it.

Minimal kitchen, lower buy-in
A typical J. Gumbo's kitchen requires the following equipment:



- Refrigeration for storing food
- Rethermalizer for heating food
- Steam table for serving food
- Conveyor Toaster for preparing French bread
- Ice machine for drinks
- Microwave oven for reheating small batches

That's it. Sounds simple. And it is.

The perfect place for your space.

We have the concept to fit just about any location. With a compact footprint and minimal kitchen equipment, J. Gumbo's is ideal for ...

- Strip centers
- Downtown office complexes
- Mall/airport food courts
- Entertainment complexes
- Stand-alone restaurants



Sometimes, less is more.

Our concept is based on doing more with less. Just look at our kitchen. What you won't find are expensive and space consuming fryers or grills.

Minimal start-up costs

- Fits like a glove: J. Gumbo's concept can work in spaces as small as 1,000 square feet and as large as 3,500 square feet
- Minimal kitchen: No space-consuming fryers, grills and other appliances
- Cuts down on costs: By minimizing kitchen equipment requirements, J. Gumbo's boasts one of the lowest franchise start-up costs



Our Product

Real Down-Home Cajun Cookin'

Authenticity counts. And J. Gumbo's is the real deal. Our big bowl entrees are based on recipes our founder Billy Fox, Jr. learned in his grandmother's kitchen in his native Louisiana.



All of our dishes are infused with the fresh, bold flavors of the Bayou State. From our Jambalaya to our original Etouffee, our Red Beans & Rice to our spicy hot VooDoo Chicken.

We do more than serve up the great tastes of Louisiana — we serve them up in style! J. Gumbo's is famous for heapin' portions and value prices — two key ingredients for winning customers over and driving repeat visits.

Awesome food. Huge servings. Low prices. And a simple concept. Sounds like the recipe for a great restaurant franchise.





Right place. Right time.

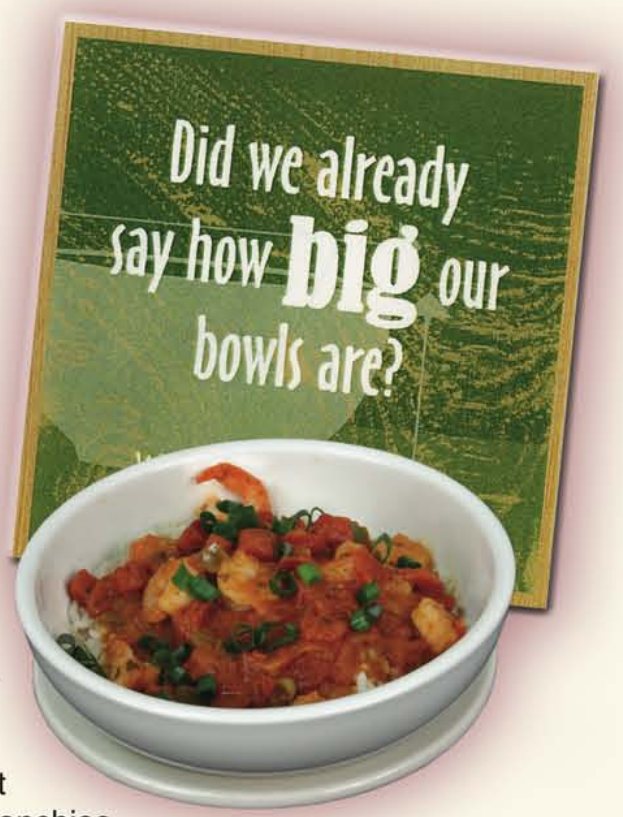
We are expanding in many regions and cities. Currently, there are excellent opportunities to work with our site location experts to find the perfect spot for your new J. Gumbo's. But don't wait too long. Franchising is a fast-paced business, and J. Gumbo's is an aggressive franchising company.

To be considered for a J. Gumbo's franchise, you must ...

- Have knowledge of trade area(s) in which your location(s) will operate
- Be committed to meet obligations of J. Gumbo's Franchise Agreement
- Have a sound business reputation; values aligned with J. Gumbo's
- Be a U.S. citizen or possess a valid Permanent Resident Card (green card)

Does this sound like you?

- Dedicated interest in the business
- Focused and driven to succeed
- Interest in healthier eating/active lifestyle
- Commitment to community involvement
- Outgoing, engaging personality
- Ability to lead teams of younger workers



Can you meet these financial requirements?

- Initial franchise fee for a single store - $20,000
- Low investment range starting at $100,000

Take the next step.

Review the other information about our product, people, and concept included with this packet.

If you're interested in growing with J. Gumbo's, call us at 502.554.8983 today and ask to speak with one of our Franchise Specialists. Or, visit our website at www.jgumbos.com, click franchise, then click contact, to request the Franchise Application. We'll be in touch.

" Laissez Les Bons Temps Rouler! "

Ready To Grow With J. Gumbo's?

Request a Confidential Franchise Application by calling 502.554.8983 or online at www.jgumbos.com

Frequently Asked Questions

Questions? Answers.

How Do I Get Started?
Simply call our Franchise phone line at 502-554-8983 and request the Confidential Franchise Application. You may also visit our website at www.jgumbos.com, click on "franchise", then click "contact" to request the application. The application does not obligate you or J. Gumbo's - it will simply help us determine whether we're a good fit for each other.

How long does it take to open a J.Gumbo's?
With J. Gumbo's minimal kitchen and facility requirements, development time is greatly reduced. Once a site has been approved and a lease has been signed, it typically takes from 60-120 days to have your store ready for business.

Do I receive any training by J. Gumbo's?
Yes. You'll go through a comprehensive training course (conducted at both our national headquarters and on location) which covers the operations, marketing and management of your business.

Will I receive any help in selecting my location?
We want your business to succeed. We'll provide training and guidance then review your site choices for approval.

What type of locations does J. Gumbo's look for?
We have great compact footprints that fit like a glove. You can open a store in a location as small as 1,000 square feet and as large as 3,500 square feet. We look for locations in highly dense areas with a large traffic count, good visibility and easy accessibility.

How much money can I make?
Profitability will vary considerably depending upon such factors as: sales, location, occupancy and operating costs, the financing terms, your ability to manage and control the business and other factors. We do not predict sales or profits for any new locations. We encourage you to accomplish your due diligence.

Is there an advertising fee?
Yes, we currently collect 2% of gross sales that is allocated to the ad fund. Our franchisees are also obligated to spend an additional 2% for local store marketing.

What is the charge for continuing service and royalty?
The continuing royalty fee is 6% of gross receipts.

What does your franchise cost?
The franchise fee is $20,000 for a single unit. $50,000 for three units and $70,000 for five units. Area agreements are available.

What is my investment range?
The total investment necessary to begin operations of a single J. Gumbo's restaurant ranges from approximately $100,000 to $300,000, depending on several variable factors. Financing may be available through third-party lenders and leasing companies.

May I obtain the funds for a franchise from a relative, friend, or associate?
The total financial strength of the business partnership or corporation must meet the minimum financial requirements.

Where can I get the following information:
* franchisor's financial statements
* a copy of the franchise agreement
* a list of existing franchisees to contact
* cost breakdowns advertising fees, royalties, initial franchise fees, etc.?

Once you have completed and submitted your application and prior to meeting a company representative, you will be given a J. Gumbo's Franchise Disclosure Document which provides this type of information. The disclosure process is mandated by federal and some state laws and is one of several steps within the approval process.



Simple concept. Complex Flavors.

J. Gumbo's founder Billy Fox, Jr. has developed a winning formula for serving up great-tasting Cajun and Creole cuisine at low prices and at lightning speed.

What makes our concept special?

Great food. We serve simple yet unforgettable cuisine that appeals across a broad range of palates.

Simplicity. The concept requires minimal training, staff, and only limited cooking skills. In fact, there's no frying or grilling required.

Affordable. J. Gumbo's is one of the lowest total investments in the fast-casual restaurant category.

Support. We provide our owners with the marketing tools, training and resources they need to bring diners to the door ... and keep them coming back!

Consistency. Diners can expect the same great-tasting food and fast service at every J. Gumbo's restaurant.





The man with the plan.

J. Gumbo's founder Billy Fox, Jr. has more than an eye for a great restaurant concept — he's also enjoyed a successful career as a professional Thoroughbred jockey, having won more than $30 million on the world's greatest race tracks.

Billy has brought that same drive and determination to be the best to J. Gumbo's. Every member of the J. Gumbo's team is committed to delivering a winning dining experience to our customer and a successful franchise opportunity to our partners.

Let's get started

The following list is intended to provide you with an overview of the steps you need to take in order to become a J. Gumbo's franchisee. We encourage you to carefully review all materials. Becoming a franchisee is a financial investment and a personal commitment that requires serious consideration. For our part, we are committed to offering you the full support of JG Franchising, LLC as you explore becoming a franchisee. From submitting your application, through the review process, to the day that you open your store - and every day thereafter - we'll work closely with you to help build your business and achieve your goals.

1. Request a Franchise Application either by by calling 502-554-8983 or on our website at www.jgumbos.com, click franchise, then click contact. All partners must submit an individual application.

2. Once we receive and review your Application, you will be contacted to start the Qualification Process. You should be prepared to provide the following information:
   - Verification of assets
   - Copy of your Birth Certificate and Social Security number or resident alien status (green card) to verify citizenship status. You must be U.S. citizen or resident alien.
   - We will ask you to complete a Business Experience and Work History form and to sign a Consent and Release so we can perform a credit check and background search.

3. Upon preliminary review of your application and if you meet the initial requirements you will be given a JG Franchise Disclosure Document which contains comprehensive and valuable information for franchise candidates. You will be asked to sign an acknowledgement of receipt, which must be returned before you proceed to the next step.

4. Upon return of the above items, we may contact you to schedule an interview once Steps 2 and 3 have been completed. As part of your meeting, you will have an opportunity to discuss the application process, ask questions regarding the franchise and its operations, and explore franchise options. Any potential business partners should be present during the interview. You may be asked to participate in follow-up interviews as needed.

5. It is recommended that you obtain legal and financial advice. In addition, you will want to plan on visiting the J. Gumbo's national headquarters to meet the J. Gumbo's management team, visit stores, and learn more about the franchising opportunity.

Throughout the process, we will discuss with you opportunities in the marketplace, leading to the signing of a Store Development Agreement.



J. GUMBO'S FRANCHISES ARE AVAILABLE TO QUALIFIED PROSPECTIVE FRANCHISEES ONLY IN CERTAIN STATES. JG FRANCHISING, LLC WILL NOT OFFER OR SELL A FRANCHISE UNLESS REGISTERED (OR EXEMPT) IN THE STATE WHERE THE PROSPECTIVE BUYER RESIDES OR WHERE THE FRANCHISE WILL BE LOCATED. THIS OFFER IS NOT BEING DIRECTED TO ANY RESIDENT OF ANY STATE, PROVINCE, COUNTRY OR JURISDICTION WHERE JG FRANCHISING, LLC IS NOT CURRENTLY REGISTERED TO OFFER OR SELL A FRANCHISE, UNLESS OTHERWISE QUALIFIED OR EXEMPT. THE INFORMATION IN THIS BROCHURE IS NOT AN OFFER TO SELL, OR A SOLICITATION OF AN OFFER TO BUY A J. GUMBO'S FRANCHISE. AN OFFER TO SELL A J. GUMBO'S FRANCHISE IS MADE BY FRANCHISE DISCLOSURE DOCUMENT ONLY.

JG Franchising, LLC
1057 E Washington Street
Louisville, KY 40206
502.554.8983