

Dino's Story

Dino's Gyros began its journey at a small community outdoor festival in Minneapolis, Minnesota in 1975. It was an idea that turned into the success we see today.

Dino's first franchise location opened in October of 2000 in Plymouth, Minnesota. Since that time, four more franchises have opened. In addition, we currently own and operate two corporate stores in Coon Rapids and Falcon Heights.



Dino's serves Greek food - fast and fresh. We are a "fast casual" restaurant featuring the fresh flavors of Greece and the Mediterranean region.

Our signature food item is our famous Gyros Sandwich. Gyros is a blend of seasoned beef and lamb pressed into a cone shape and cooked on a vertical broiler. It is sliced into thin strips and served on a warm pita with onions, tomatoes and a special sauce to make the best sandwich you have ever had.

In addition to the Gyros Sandwich, Dino's serves a variety of other sandwiches and salads to satisfy the discerning tastes.



Dino's Gyros Franchise Cooperation Corporate Headquarters

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Franchise Opportunity

What Are the Costs?

Dino's Restaurant current franchise fee is \$20,000. This initial franchise fee covers the cost of providing you with the business opening assistance, initial training and other support and franchise development services. The term of your agreement is ten years, with additional opportunities to renew.

The continuing royalty is 4% of your restaurant's gross sales. This covers the use of Dino's Restaurant brand name and operating system, and ongoing support services.



You will be required to spend a minimum of \$2,000 to \$2,500 during the initial 30 days of operation of your new restaurant (Grand Opening Advertising). In addition, you will be required to contribute to an advertising fund in the amount of 1/2%* of your gross sales. (*This amount may change in the future, see your UFOC for details)

Dino's Restaurant initial investment requirements will vary depending on the site, economic factors, market conditions, construction rates, architectural fees and many other factors. Restaurants approved are typically leased in sites of 2,000 – 3,000 square feet and provide seating for about 50 - 100 customers. The estimated initial investment for a Dino's Restaurant franchise ranges between \$266,500 and \$447,500.



What Support Will You Receive?

Training — Before the opening of your business we will provide you with a hands-on training course for your management team. A Training & Operations Consultant will be available to help you coordinate staff training both before and after opening. You will be given a series of operations manuals covering everything you need to know.

Marketing & Advertising — Beginning with your Grand Opening, you will receive assistance planning your advertising and marketing.

Facility & Site Selection — The company will assist franchisees in evaluating a site based on several criteria. All sites are subject to the approval of the corporation. Our design and construction staff will assist you with equipment specifications, vendor sources, signage, remodel enhancement programs, and consult with your local designer concerning layout recommendations.

Operational Support — Franchisees enjoy the ongoing support of Dino's operations and marketing experts, who will help you maintain the quality control that is so crucial to customer – and owner – satisfaction.



What are the Qualifications?

Owner and Operator — Dino's Restaurant looks for individuals who are willing to commit their full time best efforts toward operating a Dino's Restaurant.

We are interested in people with a proven record of success, whether in your own business or working for a corporation. Supervisory, managerial, and food service experience is desirable. The most important assets are organizational skills, people skills, work ethic, enthusiasm, dedication, integrity and adherence to the standards of Dino's Restaurants.

Financial Capability — A franchisee must have the financial capability to open and operate a Dino's Restaurant. We require our franchisees to have a minimum net worth of \$250,000, of which \$100,000 must be liquid capital.



What are the Next Steps?

If you feel that you meet our qualifications and wish to learn more about our company, please complete the franchise form at www.dinosgyros.com.

After review of your application, a Representative from Dino's will contact you.

For more information, please visit our web site at www.dinosgyros.com or visit one of our stores.