



the  Spitting Pig Co.

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# FRANCHISE PROSPECTUS



## ABOUT SPITTING PIG

The Spitting Pig Company is a full-service event catering company specialising in outdoor cooking. Providing hog roasts since 1994 at weddings, private parties and corporate functions, we can give you the training and mentorship you need to do the same.

But how did it all begin?

## THE SPITTING PIG STORY

Stephen Marsden MD was involved in hog roast catering in the UK from the age of 24 when the concept first started becoming more readily available. Using very basic spit roast machines imported from Australia the journey began. Stephen's passions in life were food and surfing and the business was run around his surfing and provided a great work life balance.

Spitting Pig started making its own hog roast equipment and very quickly became the UK's number one supplier of hog roast machines. Because we use the machines every day ourselves, we know the challenges faced by hog roasters, so these really are the best machines available built by hog roast chefs for hog roast chefs.

Spitting Pig was franchised 15 years ago and now has 46 successful franchisees across the UK and Ireland.



# ACHIEVE A BETTER WORK-LIFE BALANCE

Spitting Pig has helped others take control and ownership of their own destiny, creating an enjoyable lifestyle which also unlocks a lot of earning potential. With 46 successful franchisees enjoying the rewards from their hard work.

We provide excellent training and mentorship, helping you to turn your hog roast business into whatever you want it to be, whether that's making some extra money at weekends or launching your own full-time catering company.

Working with an established brand, you'll already have what it takes to stand out from the crowd, with Spitting Pig providing all your bookings, training, ongoing support to help you work from anywhere you like.



# WHY CHOOSE SPITTING PIG?

If you're considering becoming part of a franchise that helps you achieve the work-life balance you're looking for, here are just a few of the benefits on offer when joining Spitting Pig.



## A STANDOUT BRAND

The UK is full of various hog roast, BBQ and outdoor catering companies, so it's become increasingly difficult to shine as a start-up business. When choosing the Spitting Pig, you'll have the backing of an existing strong brand established for over 25 years with a great reputation in the event space, and we'll give you everything you need to make sure you stand out from the crowd.

## UNLIMITED EARNING POTENTIAL

The benefit of owning your own business is getting back what you put in, meaning that if you put in the hard work, your franchise will become a success. Spitting Pig franchisees can expect to be profitable in their first year thanks to the training and support we provide. It's flexible enough that you can run it as a part-time business, only working weekends or even grow it to a full-time service catering company turning over hundreds of thousands of pounds. We can show existing franchisees that fit into the category that suits you.

## EXCLUSIVITY TO AREAS

We'll provide a territory area which you'll have total exclusivity to, including all enquiries and bookings generated within your designated zones. Yes we create all your bookings for you so no selling needed.

## EQUIPMENT PROVIDED

Included in the price of the franchise is the equipment you will need for two hog roast set ups, hog roast machines, gazebos, tables, chafing dishes etc.

## LIFESTYLE

Have the ability to work your own hours. The idea of a rigid 9 to 5 lifestyle no longer applies. Imagine travelling in your quieter months or having more time to spend with the kids. Joining our franchise gives you the independence and flexibility to have time for the things important to you –forget about only 28 days of paid leave, you can do whatever you like.

## LEAD AND BOOKING GENERATION

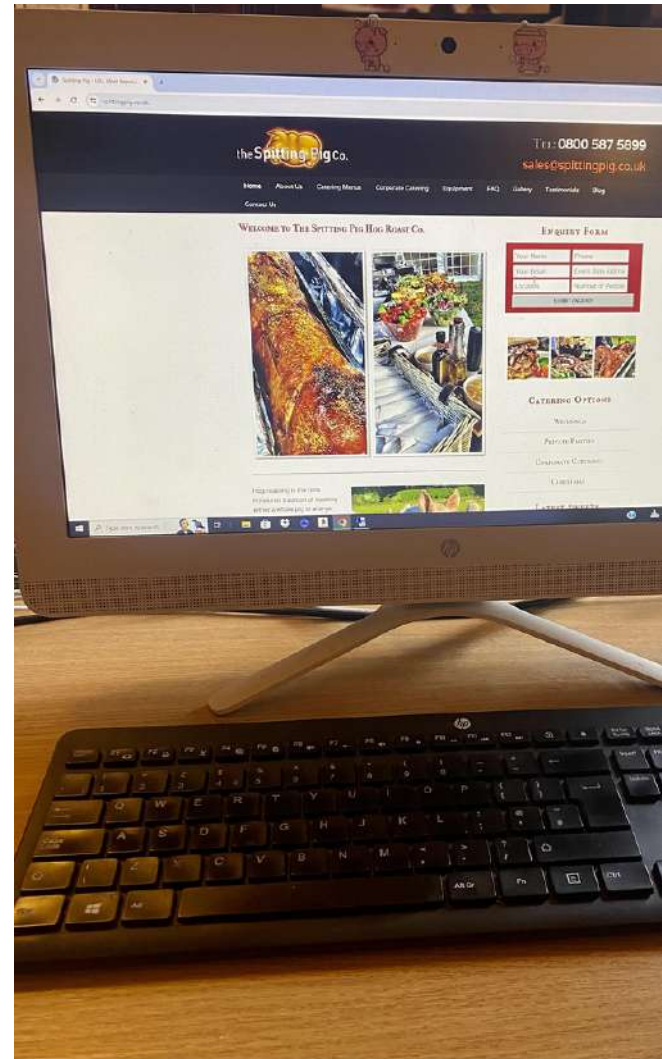
Part of buying into a franchise is that we'll generate all the leads for you, we then chase those leads and turn them into bookings and create all the paperwork, we do all your accounts for you, paye, v.a.t.returns and year end tax, removing the hassle that comes with running your own business. You don't have to worry about how the work will come to you, so you can just concentrate on running the event itself.

## WEB PRESENCE

A business can't become a success if potential customers can't find you. We provide you with your own web site which you can update yourself or ask us to do it for you. We make sure your site has a strong presence on page one of popular search engines. Our in-house marketing team will also run social media campaigns for you and update your own Facebook, Twitter and Instagram accounts. Until you build relationships with local venues and event planners, this is going to be the main medium in which you'll win business. You'll be buying into a brand which spends tens of thousands a year on website advertising, just to ensure you're successful.

## BACK OFFICE SUPPORT

Not only will we generate the leads and bookings for you, but we will help with back office support. We will send out quotes on your behalf, follow up those leads, produce all the paperwork invoices and contracts, provide you a dedicated @spittingpig.co.uk email address and keep a shared calendar with all your booked jobs in. From our own experience, sending out quotes in a prompt manner is a key factor in the success of winning a job, we will help you do that, ensuring you are free to focus on delivering the job.



## TRAINING

After you purchase your franchise, we will give you training at our purpose built Hog Roast Academy in Lancashire, you will then work on live events with existing franchisees and we'll come out with you, train you how to use all the equipment and ensure both the product and service provided is high. We offer you guidance with your supply chain, equipment you'll need to buy and storage solutions. Once you're ready, you'll have the confidence you need to manage and run each event without us being there.

## MENTORSHIP

Running a business can often be a lonely place which is why we believe in having someone to talk to. This is incredibly important for gaining the support you need, and we offer the mentorship to help guide you to set up and run your franchise. What's more, we also provide you with NCASS membership which is the Nationwide Caterers Association. This is the UK's only trade association for mobile caterers, providing information and support to practice safely, legally and be profitable. Become part of a community which gives you unlimited support and advice for independent caterers like us.

Set up a meeting with us to find out more about how it works.



# IS IT RIGHT FOR YOU?

When deciding on whether to invest in a Spitting Pig Hog Roast franchise, it's important to know if it's the right decision for you.

Alongside the greater work-life balance available through this type of work, it's a great chance to follow your love of food under the guidance of a team of people who have been in your position.

But is it right for you? Here are some of the skills and qualities required to make your franchise a success.



## SKILLS NEEDED

Running a Spitting Pig Hog Roast franchise doesn't require you to have any previous catering experience –just a passion and desire for food and delivering excellent customer service. These skills will help you to produce melt in the mouth dishes while giving your customers an enjoyable, positive experience throughout, helping you gain repeat business.

We'll provide all the training and documentation required to run a successful business. A catering company can demand long hours in the busy periods, but this is countered with extended periods of downtime in the off season.

## BUSINESS PLAN

Opting to invest in a new business is a huge decision. While we provide support and guidance using our own knowledge and experience, it's important to customise your business plan to ensure the figures add up for you. This is something we can help you with and provide the necessary templates so that you can check the costs involved. A business plan helps you to be adequately prepared for the earning potential and consider how you want your business to grow. Everyone is different, so you can incorporate full or part time hours to reflect how running the franchise with fit in with your life. Some decide to launch as a weekend business at first, for example, later becoming full time once it's grown to the right size.

## ON BOARDING PROCESS

Once you get in touch, the next steps are simple.

**MEET US** –We'll invite you to come and meet us at our Hog Roast Academy in Lancashire so that we can explain what's involved in running a Spitting Pig Hog Roast franchise, taking the time to answer any questions you have and show you live examples of our current franchisees.

**SEE US IN ACTION** –Following the initial meeting, we welcome you to spend some time with us on a hog roast event to help determine if it meets your expectations.

**DECIDE TO TRAIN** –After this, we can meet again to discuss your goals and what you expect from the process. If we all agree that Spitting Pig is the right choice for you, your business can be purchased, territory areas agreed, and your training can begin. You've taken your first steps towards considering a Spitting Pig Hog Roast business opportunity. We ask that you read through all the information available on our website to see if you think it's the right choice for you and whether you can make the business a success.

### WHAT TO DO IF YOU'RE INTERESTED

If you're interested in the opportunity to setup and run a Spitting Pig Hog Roast franchise and would like to organise a meeting (or even spend the day with us on the road), please contact us now.

[marketing@spittingpig.co.uk](mailto:marketing@spittingpig.co.uk) 01282 695343/ 07814 620378.





## INVESTMENT NEEDED

The cost of starting your own Spitting Pig Hog Roast business is something which any potential franchisee must consider carefully. Here's the key information you need to know about the investment required.



## HOW MUCH IS NEEDED TO GET STARTED?

Each Spitting Pig Hog Roast franchise has been designed to have low start-up costs, making it as accessible as possible. The initial costs are based around a one-off licence to buy the Spitting Pig Hog Roast franchise for a 5-year term. The franchise fee also includes equipment and uniforms, so you are ready to go, 2 x hog roast machines, 2 x gazebos, trestle tables, chafing dishes etc.

## EQUIPMENT REQUIRED

We provide a comprehensive kit list of everything you'll need to initially purchase to start your Spitting Pig Hog Roast franchise, these are all the smaller items, knives, bowls, utensils etc. This ensures you don't buy any equipment needlessly which would waste valuable capital. The list can also be used when putting your business plan together (a template will be provided), to check all costs work for you.

## WHAT ABOUT ONGOING COSTS?

There's no monthly fee involved, we take a commission collected as a deposit and this is used to cover your website costs, back office support, sales support, training, accounts and website rankings. We want to ensure you have bookings all year round, maximising your earning potential as much as possible. This is one of the key benefits of investing in a Spitting Pig franchise, there are no ongoing costs if we are not providing bookings for you we are not getting paid it is that simple and in the quieter months you do not have to find money each month to pay us.

**Bookings -** We provide all your bookings for you; a commission is charged which is applicable for any bookings made. We only benefit as you start earning, working together in partnership so that we all contribute to the success of the Spitting Pig Hog Roast brand.

## EXPECTED EARNINGS

The size of the business is built initially around your capability. We expect a typical franchise would turnover the below figures. You would then have to decide how big you want the business to be and the plan going forward is shaped around this. You can either run your business from home, or you can scale up and start renting commercial units.

	Year 1	Year 2
Expected Turnover	£150,000 per year	£200,000 per year
Net Profit	>40%	>40%

## FINANCING OPTIONS

We have a number of finance options to ensure the capital expenditure is not a prohibitive barrier to entry. Therefore, please speak to us if you'd like to discuss how financing can help you take control and ownership of your life, doing something you love that works for you financially too.

## HOW TO GET STARTED

We've put plenty of information on our website about whether starting a franchise is right for you, our own story and why we think the Spitting pig Hog Roast opportunity is a cut above the rest. Read through everything carefully and get in touch. We'll set up a meeting for you to find out more and you can even spend a day on the road with us to see if it's something you'd like to be a part of.



*The figures set forth in this illustration represent ACTUAL performance by Spitting Pig Midlands. There is no guarantee that you will achieve these figures and nor is it intended that you should rely on them as a warranty or guarantee.*



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