

Franchise

Jack
THE
Ripperl

RESTAURANT & TAKEAWAY

Concept



Willkommen



*...in the
world of
Jack the
Ripperl®*

Content

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This is

US

Jack the Ripper®

Jack introduces himself

There was no system gastronomy which dealt with ribs before Jack the Ripperl®. Neither in Austria nor in Europe and not even worldwide. **Creative rib dishes** such as pulled rib burgers, tortillas, salads with baked ribs, etc. were not offered in gastronomy, but they are extremely appreciated by the guests. In addition to our concept, the unified American-BBQ style dominates. Classic or traditional Austrian preparation methods are either sparse or hard to find. With Jack the Ripperl®, we fill this need and are constantly developing unprecedented **rib specialties**. And that's what makes Jack the Ripperl® so special and unique.

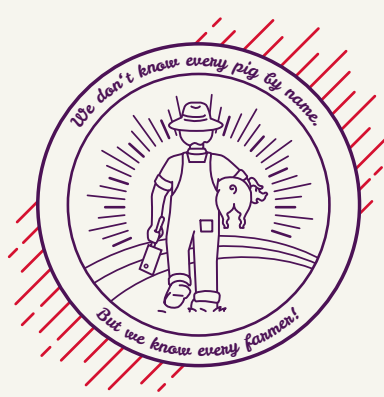
Unique in the German speaking area.

Another guarantee for the sensationally tender and tasty ribs in perfect preparation is the **high quality meat** from regional farmers. This strong **focus on regionality** runs through the entire range of dishes and drinks. Therefore, it is also a central component of the franchise concept. The exquisite preparation, based on **experience since 1974** of the Roither family with ribs as product, does the rest. The flagship restaurant on Linzer Landstraße, which is extremely successful since 2017, also impresses with a **cosy, modern design concept** and **perfect service**.

Philosophy



QUALITY & SERVICE



REGIONALITY



TRADITION



*Mastermind
„Jack the Ripperl®“*

Johannes Roither

- 3-year hospitality college Bad Leonfelden
- Numerous seasons as a cook
- Market Success Program (UU), F&B Management Course, Dipl. Sommelier, MBA Master Course in Tourism Management
- **1999** Take over of the parental business „Gasthof Mitten in der Welt“
- **2008 - 2022** Owner of the restaurant „CUBUS“ in the Ars Electronica Center Linz
- **2013** Owner „Gramaphon“ in Gramastetten
- **2016** Majority owner „Jack the Ripperl®“ in Linz



„Jack the System“

Wolfgang Gittmaier

- Cook & waiter apprenticeship, Alpenhotel Altmünster
- Numerous seasons as Chef de Rang, Restaurant Manager, Chef de Bar
- Marketing course, training in Public Relations (PR), Rhetoric & Behavior, Sales, Coaching
- Various companies in sales as Sales manager, key account
- Concept & brand development and operational implementation „Jack the Ripper!®“
- **2016** Managing Partner „Jack the Ripper!®“
- **2020** Founder of „Jack the System“

A Successful Gastronomy Concept

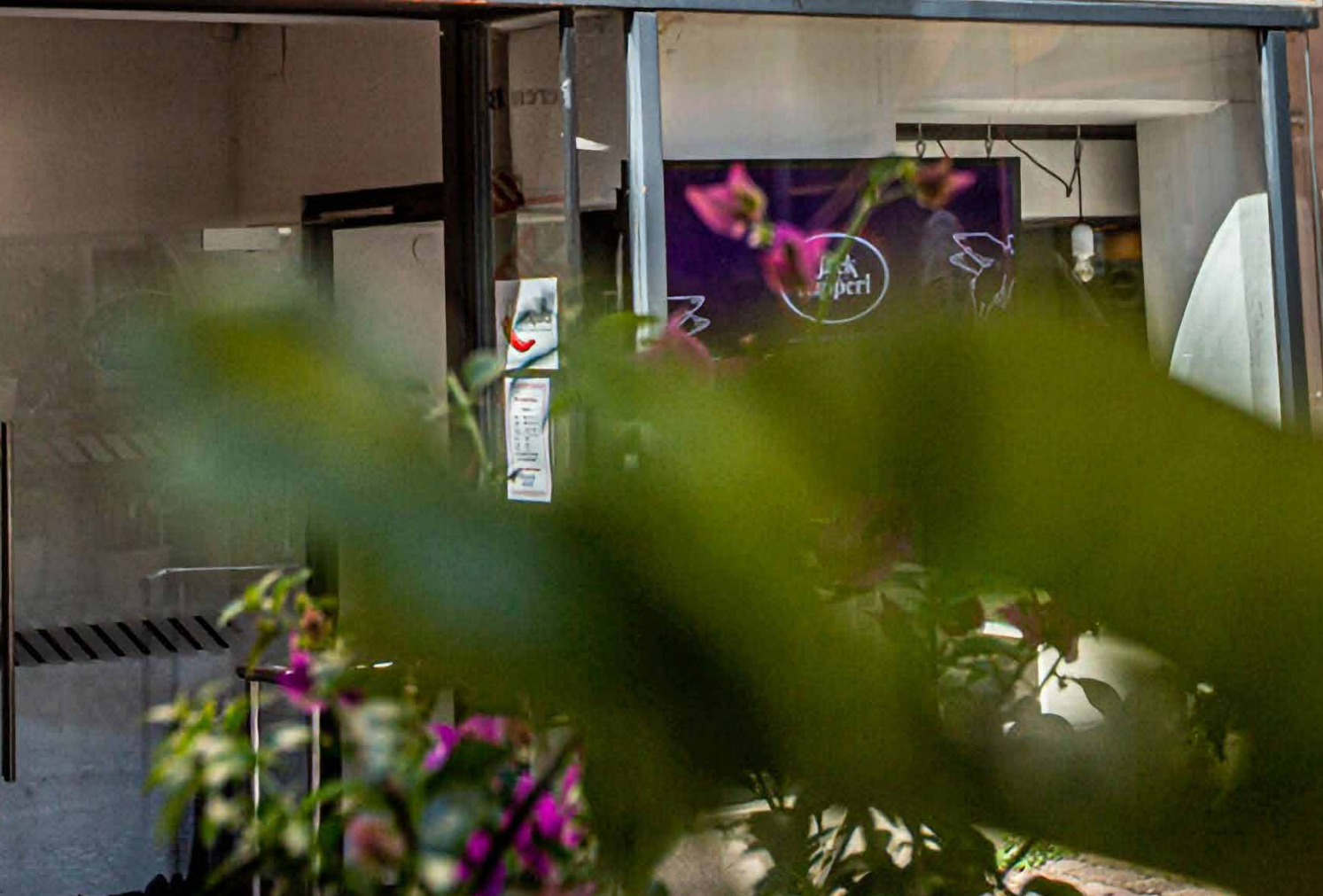
„Fast Casual“ or „Casual Dining“ is known as the gastronomy category which currently develops best. In this category, **fast, casual and high-quality food** is offered. Sometimes with and sometimes without service. This is no longer classic fast food. With Jack the Ripperl®, we are clearly setting ourselves apart again in all areas and are following the path of „Slow Food“ in terms of the origin and preparation of the dishes.

The **regional focus** and the necessary, clear **differentiation from other concepts** in the area of system gastronomy is very important for us. For future franchisees, building up a qualitative and very close-knit **network of local partners** is therefore of central importance. The **binding involvement of regional suppliers** – especially when purchasing the basic product „pork ribs“ – is a central part of the franchise concept and ultimately an **indispensable basic requirement** for the creation of a license or franchise agreement.





Ripperl seit 1974





GASTHOF „Mitten in der We...



*Ribs
since
1974.*

The Story behind

In 1974, Hedwig and Ferdinand Roither started the idea of serving ribs at Gasthof „Mitten in der Welt“. In order to attract guests during the week also, each wednesday became the so called „Rib-Day“. In the beginning, smoked and belly ribs were served, which is how today's „Roither's Ribs“ came about in two variants: spicy grilled and juicy roasted. Since then, eating ribs is a booming business sector at the Roither family's Gasthof „Mitten in der Welt“ in the Mühlviertel.

The Employees are our most important ambassadors

Enthusiasm, know-how and **active team spirit** make a visit at the Jack the Ripperl® restaurant something special. To ensure that this is guaranteed in all of our restaurants, you and your team benefit from our **„Jack the Ripperl®-Academy“**. The academy concept combines the concentrated experience of the Jack the Ripperl® founders Johannes Roither & Wolfgang Gittmaier as well as the professionals from „Aigmüller – Marketing & Training“.

Even before you and your team start in the new restaurant, you will gain deep insights into the **brand philosophy**. Your employees experience Jack the Ripperl® up close in the flagship store Linz, in the Jack the Ripperl® headquarters and at our partners. You work together with your team on the perfect starting grid for your Jack the Ripperl® restaurant.

The Jack the Ripperl®-Academy also supports you and your team after the start-up phase. **Employee-centred leadership, team spirit, conflict free communication** and the inter-restaurant **knowledge transfer** are important parts for your sustainable success in the Jack the Ripperl® family.



Schaut auch
rauf in den
IPPERLHIMMEL

IPPERLHIMMEL



- 1 **80% Evening Occupancy**
- 2 **6-fold Seat Rotation**
- 3 **High Customer Satisfaction**
- 4 **Great Opportunity for Potential Franchisees**

3 Pillars of Success





*Location
Linz as
role model*



Flagship Store in Linz

Based on our comprehensive know-how, the idea and concept of Jack the Ripperl® were created. The international **trend towards hybrid businesses** (restaurant, takeaway & shop) and the unbroken **mega trend towards systematized gastronomy**, in combination

with **traditional kitchen craftsmanship**, are the **cornerstones of the idea**. After the successful start of the flagship store in Linz in April 2017, the concept was developed step by step into a holistic franchise concept with an **unmistakable USP**.

What the Web tells

Google reviews in the area of Linz, October 2022



★★★★★ vor einem Jahr

Aber sowas von lecker 😊. Das ist ein Muss wenn man auf der Landstraße einen Spaziergang macht. Die Bedienung ist sehr freundlich und auch schnell beim servieren. Die Portionen sind in 3 Größen wählbar und es ist da immernoch reichlich viel am Teller. Freu mich schon auf das nächste mal 😊.



👍 5

★★★★★ vor 3 Wochen NEU

Mittagessen | 10–20 €

Sehr freundlich und zuvorkommendes Personal das Lokal ist gemütlich und sehr stimmig und passt super zum Thema das Essen ist wirklich sehr gut.



★★★★★ vor 3 Wochen NEU

Haben heute das erstmal Jack the Ripperl versucht Personen lässt keine Wünsche übrig. Mit Wrap und sehr zufrieden und planen schon das nächste Essen



👍 Gefällt mir

★★★★★ vor 2 Monaten

Super Essen, super Service, war echt spitze. Preis Leistung passt super. Kommen gerne wieder 🙌

👍 Gefällt mir

★★★★★ vor 5 Monaten

Verzehr im Restaurant | Abendessen | 40–50 €


Best Ripperl ever! Traumhaft, stylisches Ambiente, sehr freundliches Personal. Super schnelle Küche! Ruhiger, gemütlicher Gastgarten im Hinterhof



👍 Gefällt mir

★★★★★ vor 6 Monaten

Haben gepoltert und hier eine super Zeit gehapt. Es hat alles ausgezeichnet geschmeckt, die Getränke und das Essen waren super schnell da und der Schmah der Kellner und des Chefs hat den Abend perfekt gemacht. Kann ich jedem empfehlen, ob zum poltern oder zum Hunger stillen!



👍 3

★★★★★ vor 3 Monaten

Nettes Restaurant, American Style, sehr freundliche Bedienung, Klachelsuppe war super, Ripperl ein Traum. Wir kommen sicherlich wieder. 🙌

👍 Gefällt mir

★★★★★ vor einem Jahr

Die besten Ripperl die ich bisher gegessen habe! Preis/Leistung einfach TOP. Das Personal ist trotz Stress nett und lustig. Kommen sich wieder!



👍 Gefällt mir

★★★★★ vor einem Monat

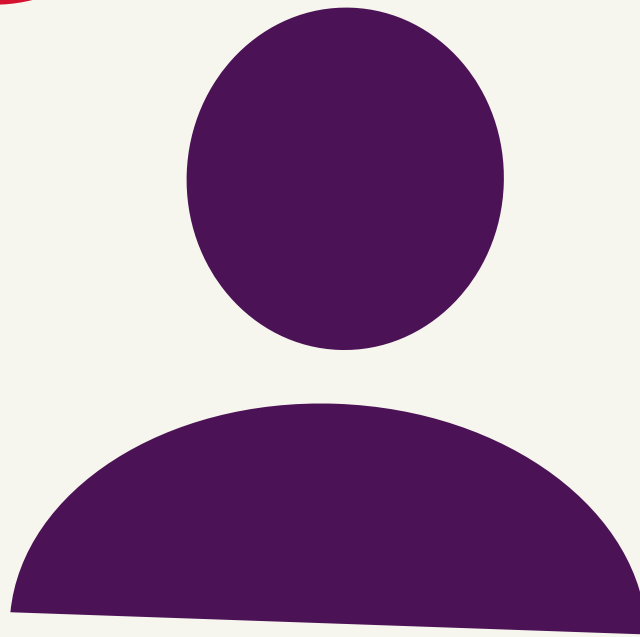
Super Restaurant mit nettem Team. Haben auch was für Veggies wie mich. Man kann sich alle Speisen liefern lassen oder aber auch abholen.

👍 Gefällt mir

★★★★★ vor einem Jahr

Sehr freundlicher Service. Die Ripperl sind mit Abstand die Besten die ich jemals gegessen hab. Bei Jack the Ripperl bekommt man nicht nur eine Gaumenfreude, sondern auch was fürs Auge! Kann dieses Lokal wirklich nur wärmstens empfehlen!

*What are
you waiting
for?*



Here you could share
your experience as a
Jack the Ripper!® franchisee!



This is

You

as a Franchisee

Our Success speaks for itself

The **key franchise benefits** range from comprehensive **know-how advantage** in the product category and a mature **brand design** to the proven and **well-thought-out restaurant concept**, planning of the entire equipment in the Jack the Ripperl® **corporate design**, assistance with **online presence** and **social media activities** to the provision of **promotional plans** and **advertising materials**. The Jack the Ripperl® headquarters based in Upper Austria and headed by Johannes Roither and Wolfgang Gittmaier will also support you throughout the planning period until your store opens the doors.

We actively support you in the following areas:

- Annual Strategy Meetings
- Experience Exchange with another Franchisees
- Consulting in Kitchen Planning & Interior Design
- Business Management Check-Ups
- Jack the Ripperl®-Academy
- Quality Assurance

Jack won't leave you out in the rain!



What is „Jack the System“?

Wolfgang Gittmaier, Jack the Ripperl®-co-owner and owner of the company „Jack the System“, assists the franchisees with his entire know-how and experience in the early establishment process and accompanies the entrepreneurs on the entire way to their success.

„With my comprehensive experience I've collected since the start of the flagship store in Linz, I will support you from the planning phase until the opening and far beyond.“

Wolfgang Gittmaier
Owner „Jack the System“

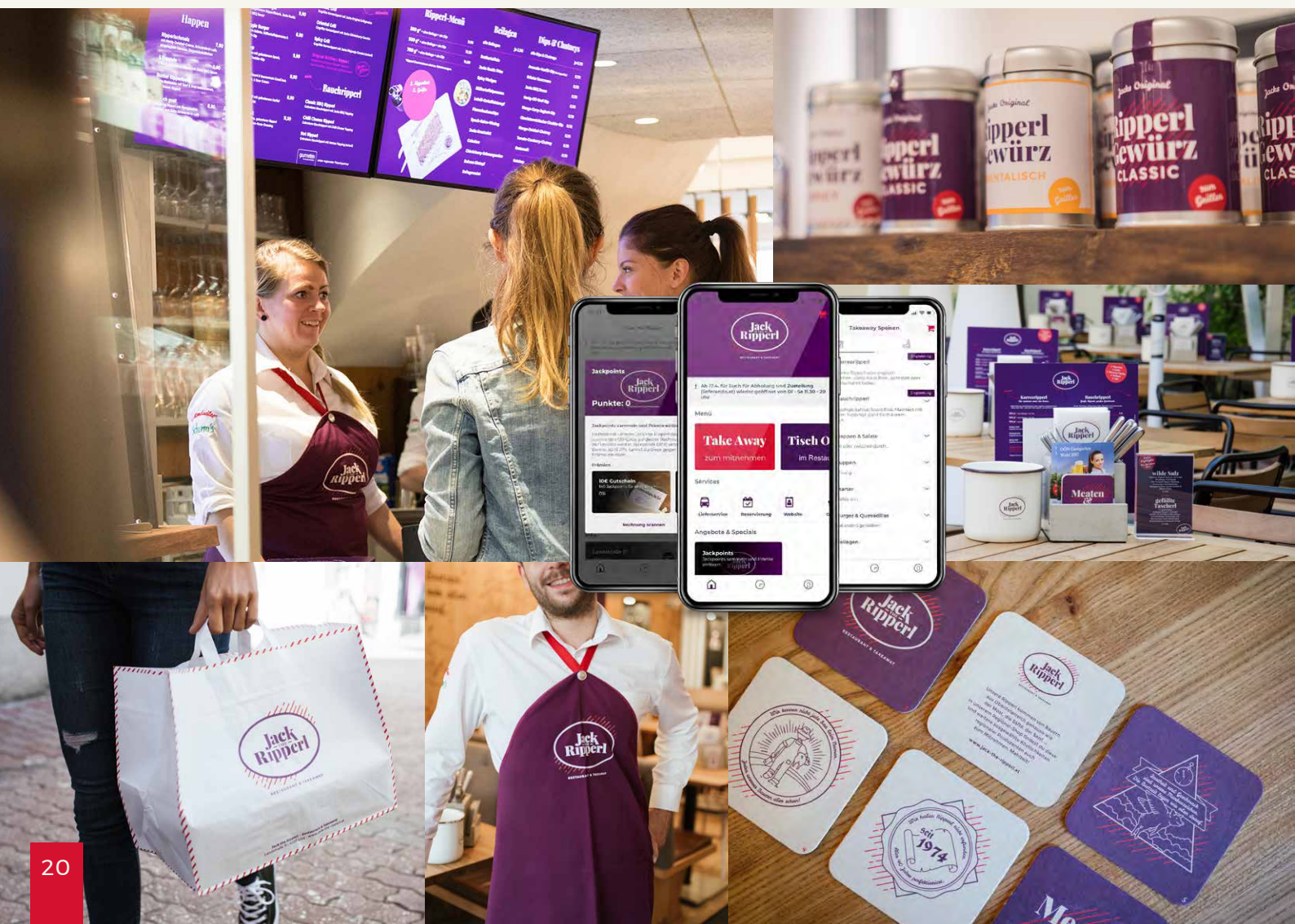
Design & Marketing

You benefit from our existing **brand world**, our **design resources** and **marketing campaigns**. The uniform appearance ranges from A like audio logo to Z like „Zahnstocher“.

Our marketing measures cover **public relations**, **social media marketing**, **e-mail marketing**, **classic advertising** in tv and radio as well as print marketing. Editorial plans allow us to implement our planned content in a targeted manner. We use **mystery guesting** as quality check in order to receive information for strategic and operative

decisions. Marketing strategies create an **unified and communicative appearance**. Jack, the ribs freak, is spoken about in the advertisement in the third person in fresh, humorous language. This way a consistent message is permanently conveyed that makes us appear credible. **Within the company we are on first name terms** and talk to our guests as a we. It is spoken for the team.

You don't have to worry about anything.





Key Franchise Benefits

- 1 Extensive Brand Design
- 2 Restaurant Concept & Equipment
- 3 Online Presence & Activities
- 4 Promotions & Applications
- 5 Ongoing Consulting

Digital Services

The internet effectively influences society and has therefore changed the needs of our guests. **Electronic devices** have become indispensable and are also desired in gastronomy. In order to offer our customers the best possible **digital service**, we always act in a **future-oriented & innovative** way. Our Jack the Ripperl® app is a **digital ordering system** and offers a **variety of options**: online reservations, table orders, takeaway orders, online vouchers, customer loyalty programs, promotions, internal checklists, duty rosters and informative videos for our employees.

*Online
Reservation*

*Jackpoints
Special Offers*

*Internal Notes
for Employees*





Online Vouchers



Takeaway and Table Orders

Genuine Regionality

At Jack the Ripperl®, **genuine regionality** is the trump card. The benefits for guests and operators / franchisees are obvious: The proven, local origin as well as the **disclosure of the quality criteria** in relation to animal husbandry, gives the guests **security** and creates **confidence** in the consistent quality of the offer. A regional store with products of the respective region complements this **sustainable concept**.

This means that the goods for the kitchen are purchased locally for each location.

In an additional refrigerated display case, the Jack the Ripperl® Spareribs and Baby

Back Ribs from the respective farmers with the designation of origin are also available as raw goods for consumption at home.

Products from our own **Jack the Ripperl® merchandise** line are offered, such as Jack's red wine Cuvee, Jackie's frizante, Jackie's Grüner Veltliner, Jackie's Weichsellikör, craft beers, our own spice blends, gift bags, T-shirts, aprons, Clippers, etc.

The sales prices are based on food retail prices.



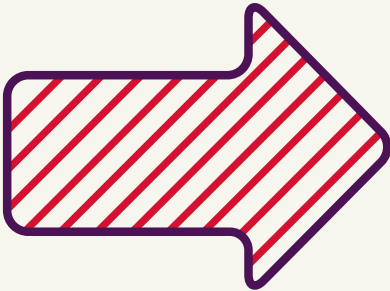
*Our products aren't expensive as hell, but f*cking awesome!*





Regional Rib Zone

To the Jack-In



Your way into the Jack the Ripper!® franchise family. You want to become a franchisee and start your own business with our successful concept? Then the following path awaits you:



Licence Fee
€ 50.000 (including contract preparation)

Investment
starting from € 150.000

Franchise Fee
6 % of turnover

Marketing Fee
1 % of turnover

YOU ALREADY HAVE A QUICK-WITTED ANSWER READY FOR ALL QUESTIONS?

What are you waiting for?

Become a „Jack the Ripper!“ now!

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Wolfgang Gittmaier: +43 680 3133515 · wolfgang@jack-the-ripperl.com

Space for Notes

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Jack the Ripperl - Restaurant & Takeaway
www.jack-the-ripperl.com