



MEDIA RELEASE

Friday 4 May 2018

RED ROOSTER, OPORTO AND CHICKEN TREAT FRANCHISEES EARN AN AVERAGE \$135,000 EACH

The 570 Australian franchisee owners of Red Rooster, Oporto and Chicken Treat stores earn an estimated \$135,000 each per year, with sales growing by more than four percent per annum, Craveable Brands announced today.

The figures correct false assertions made by a small group of store owners, badged as Franchisee Association of Craveable, who claim they are on the point of bankruptcy.

Craveable Brands is the owner of the Red Rooster, Oporto and Chicken Treat brands which employs 11,900 people across 570 stores in both metropolitan and regional Australia through its franchisee network. Craveable represents 0.5% of the overall franchisee market in Australia.

Craveable Brands CEO Brett Houldin said today the overwhelming majority of the organisation's franchisee owners were happy with the support they received in areas such as financial assistance, training, marketing, IT, store design and market access.

"Our store owners earn on average \$135,000 per year with annual sales growing by 4.3% per year, which is 59% more than the average \$84,600 full-time worker in Australia¹," Mr Houldin said.

"That makes claims of stores nationwide on the verge of collapse a ridiculous assertion."

Craveable has a best practice framework to support its franchisees including:

- extensive induction and development programs
- ongoing coaching and training through a business consultant structure
- consistent and regular state meetings
- a Franchise Advisory Council (FAC)
- annual conferences to learn, collaborate and build strategies.

Mr Houldin said Craveable Brands was committed to the profitability and success of its franchise partners by helping them lift store performance and improve their profit margins.

¹ <http://www.abs.gov.au/ausstats/abs@.nsf/mf/6302.0?opendocument&ref=HPKI>

“One way we help out store owners is through our buying power, with recent tenders delivering additional financial benefits of \$11,000-\$25,000 per store per year,” he said.

“Of course if store owners believe they can buy the same quality goods at a cheaper price elsewhere we are happy to consider that.”

The Franchisee Association of Craveable was established in 2017 and is believed to represent as few as 2% of all Craveable franchisee owners.

However, the Association has never made contact with Craveable with any of their alleged grievances.

Media enquiries: Adam Connolly, Apollo Communications, 0417 170 084