

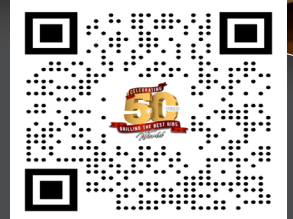
**WORLDWIDE
SINCE 1972**



**20 COUNTRIES
5 CONTINENTS**



Fire Up Your Inner Grill
With the Tony Roma's and Bones & Burgers Concepts

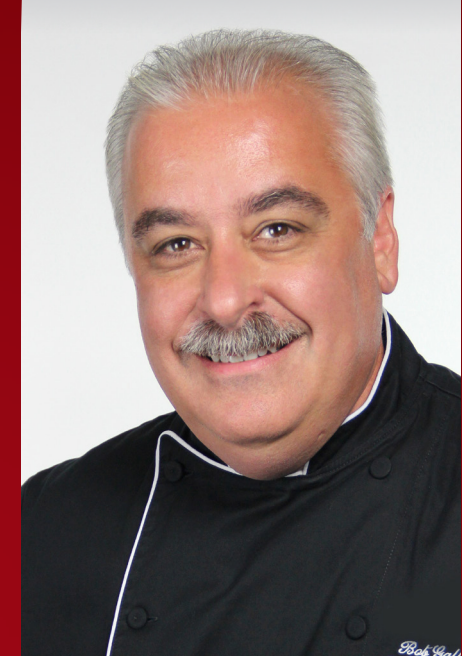


A WORD FROM OUR LEADERS

The restaurant business is simple and straightforward. It's about creating an incredible guest experience. It's about leading and developing people. It's about having a compelling brand proposition. And, it's about implementing systems and tools to grow and sustain a vibrant business model. Since 1972, Tony Roma's has been serving the best ribs in the world. Our team continues to work hard at building a strong foundation for our business and for our franchisees.



Ramon Bourgeois CEO (acting)
Romacorp, Inc.



Bob Gallagher SVP of Culinary
Romacorp, Inc.

This year, Tony Roma's is excited to be launching our new Bones & Burgers restaurant concept. Bones & Burgers is a quick service/fast casual concept. Bones & Burgers is Tony Roma's your way. Our legendary chef inspired menu is tailored to meet the needs of busy guests who crave bold flavors in a quick service environment. Casual dining meets laid back, cool comfort in a welcoming and authentic space designed for guests on the go. We are fired up over this innovative, new concept and invite you to be a part of something big!

OUR HISTORY

It all started back in 1972 in Miami, Florida when Tony Roma opened his first restaurant. One weekend, Tony Roma's Chef David Smith threw some Baby Back Ribs on the grill slathered them with his special BBQ sauce and the rest is history. Tony Roma's changed the way consumers eat – popularizing Baby Back Ribs and bringing American-style grilling to fans around the world. Throughout the 1970s, 1980s, 1990s and 2000s, we became known globally as **THE PLACE FOR RIBS.**



Miami, FL

A world map with a light gray background. Countries where Tony Roma's has restaurant locations are highlighted in a dark red color. These include the United States, Canada, Mexico, Brazil, Spain, Germany, Malaysia, Singapore, Indonesia, Australia, and Japan.

GLOBAL PRESENCE

Tony Roma's is one of the most globally recognizable names in the industry with restaurant locations in more than 20 countries on 5 continents. From Malaysia to Los Angeles, and Tokyo to Madrid, Tony Roma's serves its signature ribs, burgers, steak, chicken and seafood entrées to thousands of guests every day.



TONY ROMA'S BRAND DNA



DISCRIMINATOR

- We were the only ones who popularized American-style grilling and ribs around the world



REASONS TO BELIEVE

- We are the originators of Baby Back Ribs
- Global innovators of rib forms, flavors, cooking methods
- 50 years of ribs and grill expertise
- The sun never sets on the "Roma Empire"
- Our service team sets the plate for celebration
- Romaritas® and draft beers enhance the smiles around the table



PERSONALITY

- Your fun-loving, slightly saucy, best friend



BENEFIT

- Satisfies the craving for ribs found nowhere else
- Lets you customize your experience and explore innovative, bold flavors
- Friends and families connect and celebrate occasions large and small
- Is an escape – you can't use your phone with sauce on your hands
- Gives the freedom to be yourself and indulge, a little slice of Americana no matter where you are



INSIGHT

- It's like coming together at a family party, laughs and smiles all around the grill



TARGET

- People who love meat, sauces, bold flavors and an enjoyable time out together



COMPETITIVE ENVIRONMENT

- Contemporary meat-centric casual dining independents around the world, and casual dining chains such as LongHorn, Outback and The Keg!

TONY ROMA'S®

RIBS • SEAFOOD • STEAKS

Tony Roma's changed the way consumers eat – popularizing baby back ribs and bringing American-style grilling to fans around the world. Throughout the decades we became known globally as “The Place for Ribs”. Guests celebrate with us and get saucy with us.

Who Is The Target Market?

Millennials

BBQ & Premium Burger Fanatics

Busy Balancers

Families on the Go



FULL SERVICE DESIGN

Key Factors

The restaurant décor is designed to be warm, rich and classy with a touch of modern feel. Our new bar design, gives the guests a feeling of luxury and class while staying true to the Tony Roma's relaxed atmosphere. Private Dining rooms offer a secondary revenue stream, giving the restaurant the ability to host group dinners as well as business meetings. The patio area features a gas fireplace that captures and invites guests in with the flickering flames. Building size from 3,000 sf.

Preferred Locations

Free Standing

Tourist Locations

Lifestyle Centers







BONES & BURGERS™

Tony Roma's

Inspired by our 50 years' experience in the rib business, our menu features our world-famous Baby Back Ribs as well as many other Bones & Burgers guest favorites. New premium burgers and burger bowls cater to the needs of busy guests who crave bold flavors in a quick service environment.

Who Is The Target Market?

Millennials
BBQ & Premium Burger Fanatics
Busy Balancers
Families on the Go



FAST CASUAL DESIGN

Key Factors

- 1,500 sf.
- Reduced Labor Cost
- Limited Menu
- Drive Thru Option
- Optimized For Deliveries

Preferred Locations

- Free Standing
- Universities/Colleges
- Tourist Locations
- Lifestyle Centers
- End Cap Locations



QUICK SERVICE DESIGN

Key Factors

- 700 sf.
- Reduced Labor Cost
- Limited Menu

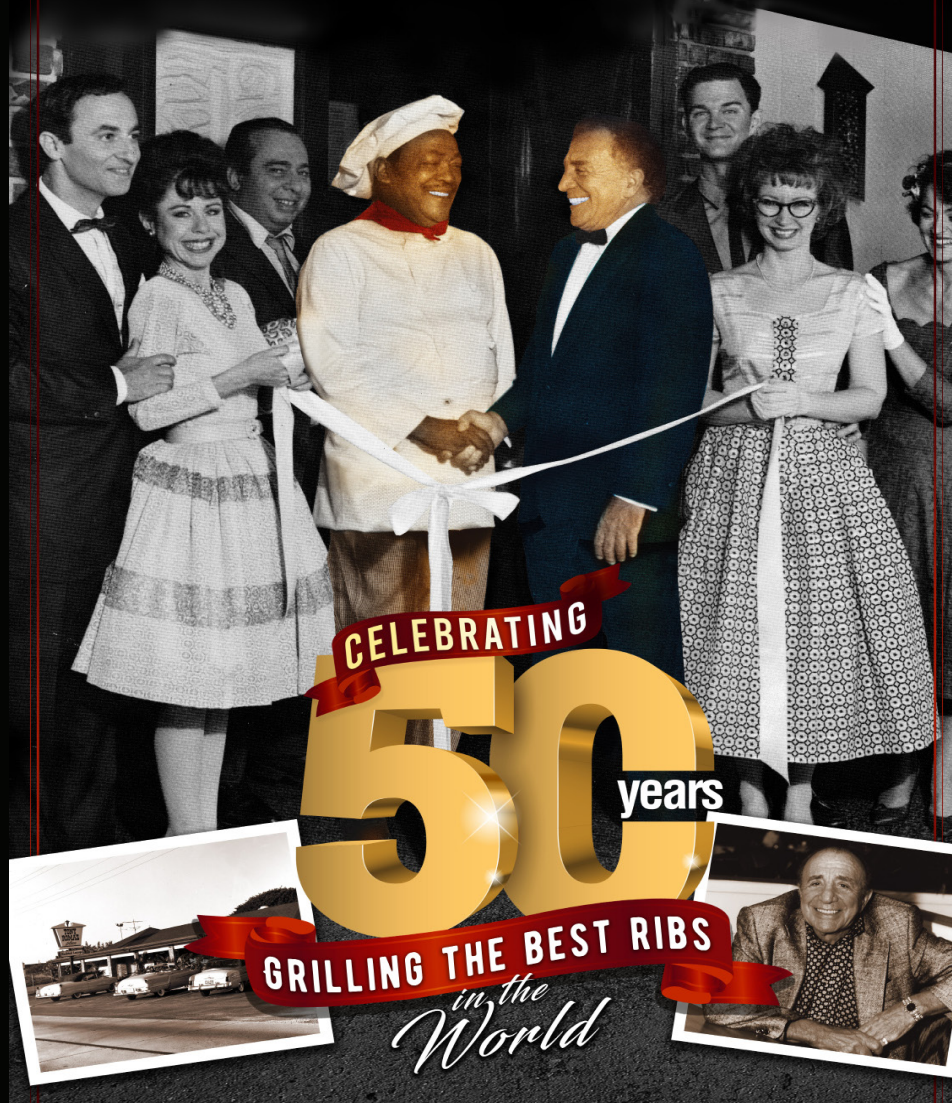
Preferred Locations

- Airports
- Mall Food Courts
- High Traffic Shopping Malls
- Lifestyle Centers
- Entertainment Venues
- Travel Plazas



1972 - 2022 ...

TONY ROMA'S®



TonyRomasFranchise.com | trfranchising@romacorp.com