



SPRINKLE HAPPINESS  
*with a fun*  
**FRANCHISE  
OPPORTUNITY**

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OWN A DUCK DONUTS® FRANCHISE





# GET IN ON A *ducklicious* FRANCHISE OPPORTUNITY

At Duck Donuts, we love to make life just a little sweeter with fresh, customizable donuts and treats for every time of day. With unique offerings and simple operations, our franchise opportunity has become an international sensation. Maybe it's the magic of made-to-order cake donuts, maybe it's our lovable brand, most likely it's all that and then some.

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## *So...Why Duck Donuts?*

One of the questions we hear most often is, "What's with the ducks?" We were founded in the beachside town of Duck, North Carolina, and have embraced the laid-back lifestyle that comes with our coastal roots.

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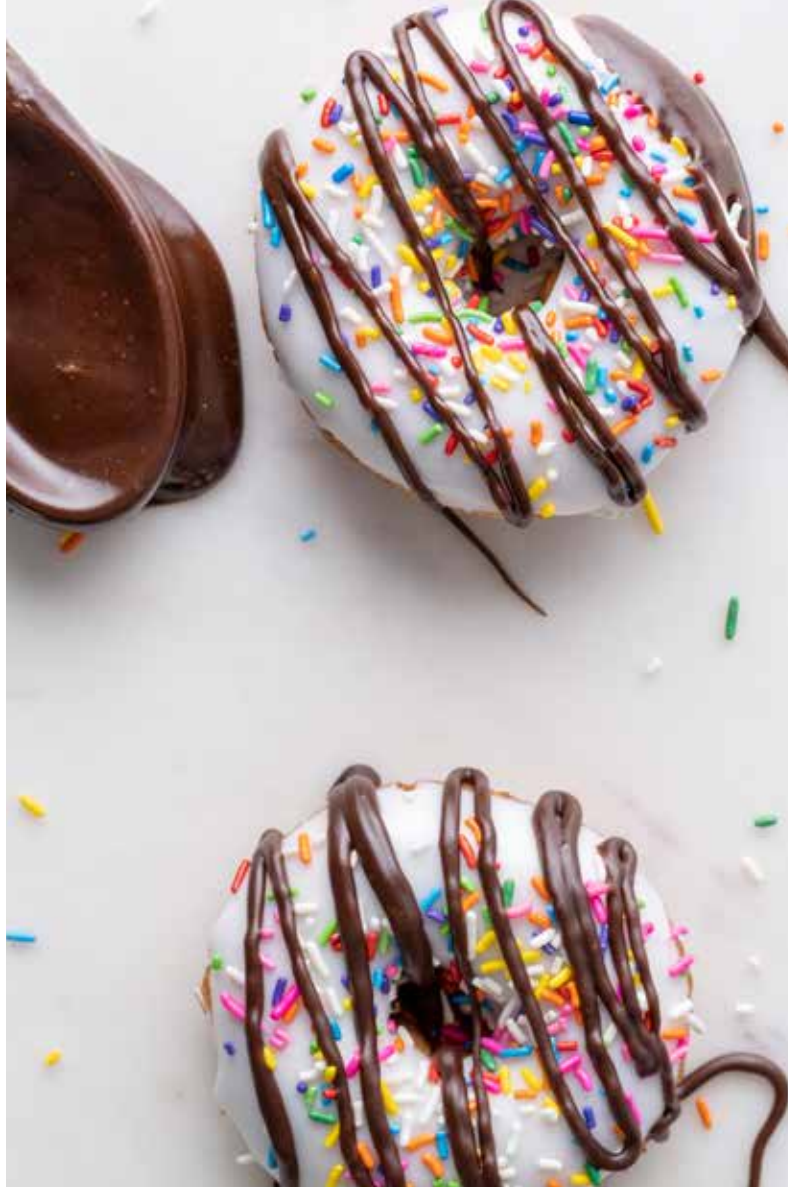
### HOW WE GOT OUR START

Opened in 2007, Duck Donuts gained a loyal following of hungry patrons in the Outer Banks of North Carolina. We thought it would be unfair to keep our made-to-order donuts all to ourselves, so we started franchising in 2013.

### WHERE WE'RE HEADED

Looking ahead, we're growing throughout the U.S. and across the pond. We offer single and multi-unit opportunities for passionate entrepreneurs looking to have fun while they build a business of their very own.







# WHAT MAKES *our* OPPORTUNITY SO SWEET

Donuts have long been a delicious staple in American culture. Universally loved, donuts are a sweet pick-me-up for any time of day. Your Duck Donuts franchise will be a fresh spin on the beloved donut shop, offering guests something truly special with customizable cake donuts for every craving.



## DIFFERENTIATED PRODUCT

Our signature vanilla cake donuts are made to order and dipped, topped and drizzled just the way you like it, offering customers a unique experience with every visit.



## SIMPLE OPERATIONS

The simplicity of our menu means you won't need to spend valuable resources on the expensive equipment or staffing required by many other food concepts.



## DIVERSE CUSTOMERS

From the office hero picking up a dozen to the family celebrating a little league game, Duck Donuts is loved by all.



## MULTIPLE DAYPARTS

With breakfast, drink, dessert and snack options for the whole family, you can capture customers all day long.



## PREMIUM PRICING

We don't just make any old donuts. Our specialty products are priced to reflect the quality and consistency customers have come to expect from Duck Donuts.



## CATERING OPPORTUNITIES

Nothing says celebration like warm, made-to-order donuts! Our franchisees enjoy substantial sales from business meetings, staff appreciation events, catering, parties, and special occasions.

# HOW WE *help* YOU GROW

## GETTING STARTED

- One week of training to get to know our menu, operational standards & more
- Hands-on, in-store training in a high-volume store
- Training for your store managers is available
- Real estate & construction support to get your store ready for take off
- On-site support for your grand opening

## FUTURE SUPPORT & SUCCESS

- Lean on your Franchise Business Consultant for guidance and support
- Full operations team focuses on providing the best ingredients at the best prices
- Robust corporate marketing efforts, including content development, digital advertising, loyalty rewards program & more
- Access to a local marketing toolbox to help support your local marketing tactics
- Support from your fellow franchisees

“

We had our first Duck Donuts experience while on vacation, and instantly knew we needed to bring the warm, delicious, made to order experience to our community.”



**KELSEY &  
FELICIA**

FRANCHISEES, ILLINOIS







A photograph of a Duck Donuts storefront with a large red sign and a cartoon duck mascot on the wall.

## WHAT IT *means* TO BE PART OF OUR FLOCK

At Duck Donuts, we put people first in everything we do. From the support we provide our franchise partners to the way we make every guest smile, we aim to make the world a sweeter place every day.

### A BUSINESS THAT GIVES BACK

We do more than brighten guests' days with warm, made-to-order donuts. We truly integrate into the communities we serve by supporting charitable initiatives through our corporate office and local nonprofits. Our franchise partners are encouraged to support causes they care about and use their businesses to improve the places they call home.

### FRIENDLY NETWORK OF FRANCHISEES

Our owners work together to share ideas, provide support and boost our overall brand. There's no such thing as every duck for themselves here!

### WE MAKE FRANCHISING FUN

Duck Donuts franchisees love our fun, family-friendly branding. They're proud to be brand champions, representing the best of our company through their businesses.





# WHAT MAKES *you* PERFECT FOR DUCK DONUTS

Since our first shop opened in 2007, Duck Donuts has grown to become an international franchise opportunity with more than 100 locations, and we're continuing to add to our flock all the time. Do we go together like donuts and coffee? If the below sounds like you, we look forward to creating donuts, delivering smiles, and sprinkling happiness together!

## YOU HAVE BUSINESS EXPERIENCE

Some of our best franchisees have backgrounds in marketing, finance, operations or executive leadership.

## YOU LIKE TO BE HANDS-ON

You're the kind of boss who wants to be in the mix. You know the success of your business is up to you and you're always willing to go the extra mile.

## YOU'RE A GOOD NEIGHBOR

You love where you live and want to make it an even better place. You share our mission to spread joy and smiles.

## FINANCIAL REQUIREMENTS

**\$200,000**

MINIMUM LIQUID CAPITAL

**\$400,000**

MINIMUM NET WORTH

**\$464,650–\$649,000**

ESTIMATED INITIAL INVESTMENT<sup>1</sup>





# LET'S *dip, drizzle & devour* TOGETHER

With growth in prime markets all over, we've got our eyes set on the future, and we're here to help you sprinkle happiness with a franchise of your very own. Get in touch with our team now.

[DUCKDONUTS.COM/FRANCHISING](https://duckdonuts.com/franchising)



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