

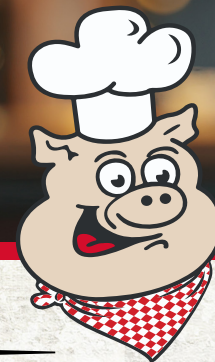
# BUDDY'S bar-b-q®

A SMOKIN' GOOD DEAL™



**OWN A SMOKIN' GOOD  
FRANCHISE:  
BUDDY'S BAR-B-Q**

# JOIN THE BUDDY'S FAMILY



## OUR STORY

In 1966, Buddy Smothers invested in his wife LaMuriel's talent by helping her become the owner of her first restaurant, the Pixie Drive Inn in Seymour, Tennessee. Within a year, business doubled, and Buddy soon left his 20-year career in finance to join LaMuriel with her newfound ambitions in the restaurant business.



With the Pixie Drive Inn being a resounding success, LaMuriel and Buddy decided to sell the restaurant to look for a bigger market and a different concept. Being in Tennessee, Knoxville seemed like a logical place to start, so they decided to take on bar-b-q and headed to their native state of Alabama to master bar-b-q under their dear friend, Bob Sikes.

Shortly thereafter, the first Buddy's bar-b-q opened in 1972 at 5806 Kingston Pike, Knoxville, Tennessee, and has remained open for over 50 years. In a leased space that seated 24 people, Buddy moved a cot into his office for the first few months, working 20-hour days, cooking and supervising. Within three years, Buddy owned the space and had to expand the restaurant to seat 150 people and was fast becoming famous for serving delicious bar-b-q and bluegrass music.

Word spread from the 1982 World's Fair in Knoxville where people began to recognize Buddy's as a Tennessee bar-b-q tradition. Buddy's ran four concessions for six months and had repaid their line of credit within 30 days. With the help of their guests, Buddy's perfected the taste that would define the Buddy's bar-b-q guests know and love today.

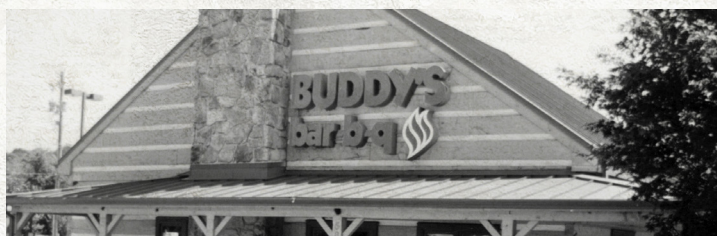
Now third-generation family-owned, Buddy's bar-b-q has 19 locations and is poised for continued expansion. The Buddy's brand has been woven into the fabric of the East Tennessee dining scene by consistently offering a welcoming and relaxed atmosphere where guests can dine comfortably — whether they're enjoying their meal in-store or taking it to go.

**All Buddy's locations offer a convenient drive-thru to accommodate guests, with 44% of sales coming through the drive-thru and 68% of total sales off premises.**

All of Buddy's meats are hickory-smoked onsite daily, with a bar-b-q pit at every location. From classics such as our Pork Sandwich, Smoky Wings and homemade Hushpuppies served tableside to new takes on American classics like our Hawg Back Fries, Buddy's stays true to our roots.

**We are also known for our Tuesday Dinner Special, which features your choice of Pork, Ham or Turkey, a choice of two sides, a beverage and Hushpuppies — all starting at \$7.99.**

Guests can also top off their meal with a sweet dessert, like our homemade Hot Fudge Cake — two layers of fluffy, rich chocolate cake with vanilla soft serve sandwiched in between, drizzled with delicious chocolate fudge on top. At Buddy's, we pride ourselves on providing great value to the community so each guest can have A Smokin' Good Deal™, every time.





## OUR COMMUNITIES ARE AT THE CORE OF EVERYTHING WE DO

Buddy's is dedicated to serving the communities we call home. Our founder, Buddy Smothers, made sure that giving back to local communities would be a foundational core value. After Buddy passed away from cancer in 1992, the "Buddy's bar-b-q Race Against Cancer 5K" was established in Knoxville in 1993. Over the years, this event has raised millions of dollars to support the fight against cancer and has provided cancer screenings for tens of thousands of men and women.

On a smaller scale, we recognize the nutritional deficit that many in our service areas face each day. To that effect, we provide meals to students, teachers, bands, athletic teams and clubs at all primary school levels, for churches, charity golf tournaments and community events and support the fundraising efforts of various community and secondary school organizations.



## JOIN AN AWARD-WINNING FRANCHISE

The Tennessee Restaurant Association recognized Buddy Smothers as the Restaurateur of the Year in 1980, 1982 and 1988. He was inducted into the Tennessee Restaurant Association Hall of Fame in 1991. Buddy's bar-b-q has consistently won the Knoxville News-Sentinel's "Best BBQ" award, voted on by the readers of the publication.





# MEET THE TEAM

At Buddy's bar-b-q, you'll have a comprehensive support team and direct access to our owners for any assistance you might need. Several of our pit crew members have been with Buddy's since the 1980s, offering decades of experience and expertise. When becoming a franchisee, you'll be backed by the Buddy's family to ensure the success and growth of your locations. Read below to discover more about the core of our team.

## **BRAD WANTLAND, DIRECTOR OF TRAINING**

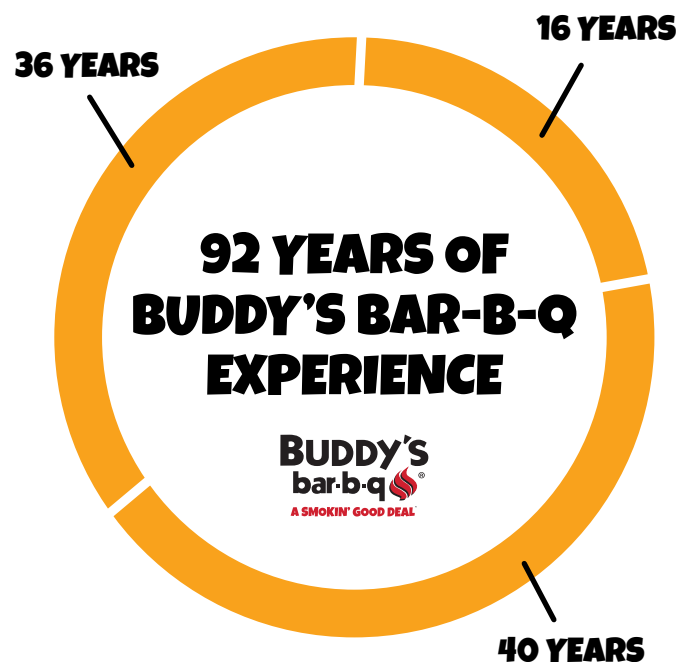
Brad Wantland was hired at Buddy's in 2009 as an hourly employee. He quickly moved into a full-time catering role and eventually took over as the catering manager. After a couple of years, Brad moved into a unique role at a cafe Buddy's was contracted to run at Oak Ridge National Laboratory. He was the general manager of his cafe for another seven years. In 2017, Brad moved to our Bearden location where he was a general manager in training. After 18 months, he was promoted to the general manager of the Broadway location, the second highest volume store in the company. Shortly after, Brad was named director of training in 2020.

## **SANDY HAYES, REGIONAL MANAGER**

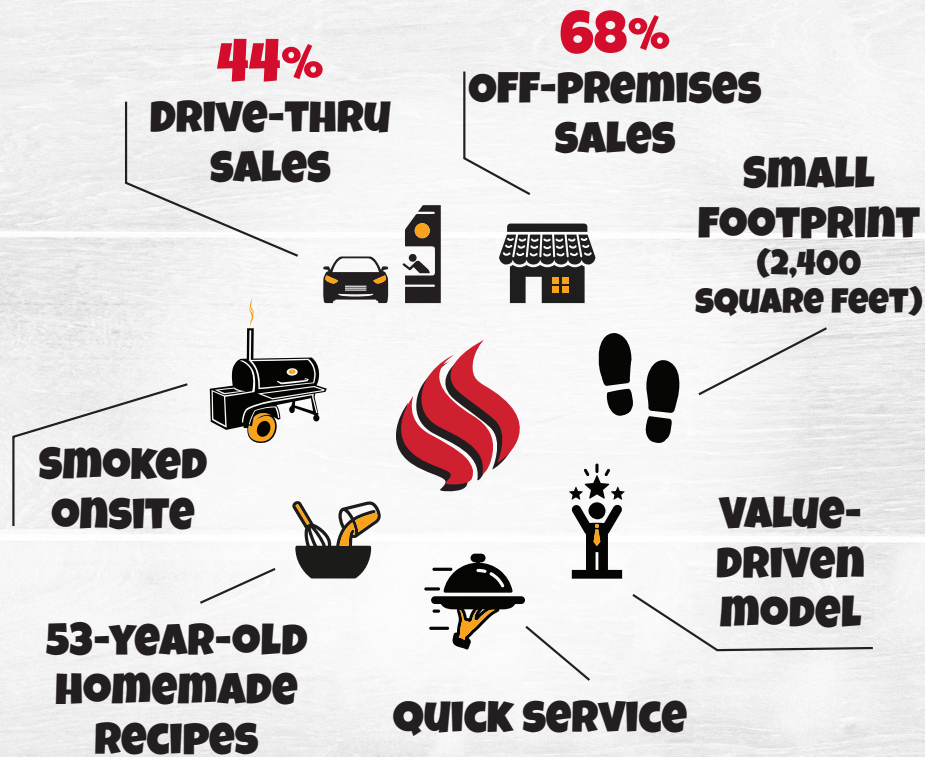
Sandy has been with Buddy's since 1985 when she was hired as a cashier. In 1987, Sandy was promoted to manager and then promoted again to general manager in 1988 where she served until 2000. Since 2000, Sandy has served as one of Buddy's regional managers.

## **SONYA PARIS, REGIONAL MANAGER**

Sonya has been with Buddy's since 1989 when she was hired as a cashier. She was promoted to manager in 1992 and then promoted again to general manager, where she worked from 1998 to 2024. Sonya now serves as one of Buddy's regional managers.

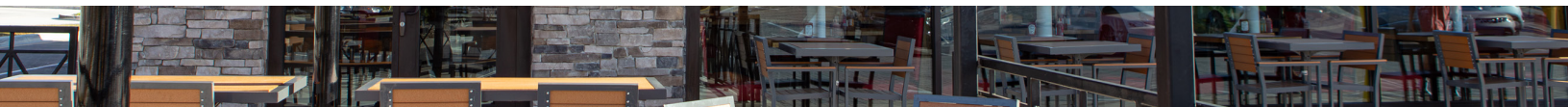


# THE BUDDY'S DIFFERENCE



## AVAILABLE TERRITORIES

Available territories for opening a new Buddy's bar-b-q location are in the Southeast and Midwest United States.

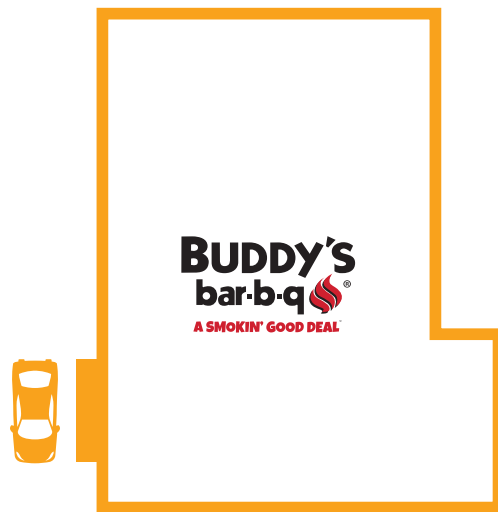


# A BUILDOUT FOR EVERY FRANCHISEE

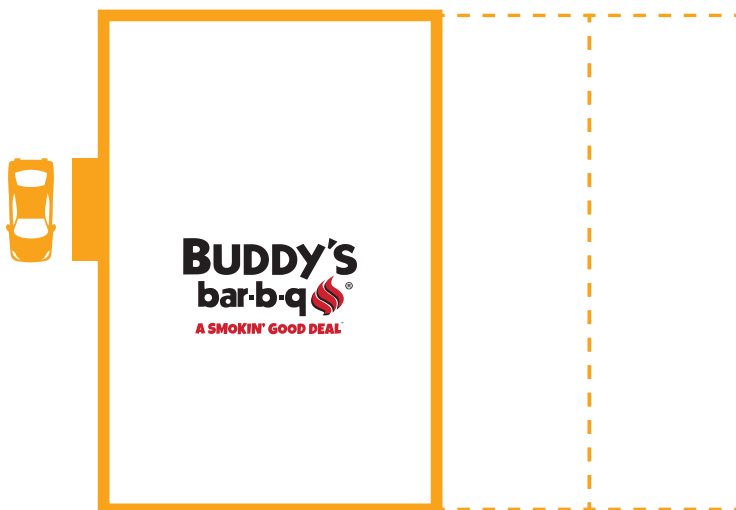
Buddy's offers a 2,400-square-foot, 56-seat, brand-new prototype available for freestanding, end cap and conversion. Buddy's is also currently developing a 1,000-square-foot drive-thru-only prototype.



**FREESTANDING**  
2,400–3,000 sq. ft/  
56–80 seats



**CONVERSION**  
Flexible sq. ft



**END CAP**  
2,400–2,800 sq. ft/  
56–75 seats



**DRIVE-THRU ONLY**  
1,000 sq. ft

# STARTUP COSTS

**\$2,583,830\***

**AVERAGE UNIT VOLUME (AUV)**

**\$1,086,600-\$1,314,200**

**END CAP DRIVE-THRU BUILD-OUT COST**

**\$2,128,600-\$2,392,200**

**FREE-STANDING DRIVE-THRU BUILD-OUT COST**

**\*Top 25% of restaurants**



# STARTUP COSTS

**\$40,000**

**INITIAL FRANCHISE FEE**

**\$5,000**

**TRAINING FEE**

**3 UNIT MINIMUM**

**AREA DEVELOPMENT AGREEMENT**

**OR**

**SINGLE UNITS AVAILABLE UPON REQUEST**

**\$1,750,000**

**AVERAGE UNIT VOLUME (AUV)**

**\$750,000**

**MINIMUM LIQUID CAPITAL**

**\$1,500,000**

**MINIMUM NET WORTH**



# FRANCHISEE TRAINING AND SUPPORT

## INNOVISION MARKETING GROUP

Buddy's bar-b-q partners with InnoVision Marketing Group, a global, full-service marketing agency based in San Diego, for an array of services such as branding, creative design, media buying, digital advertising, web development and SEO, video production, social advertising and management, public relations and digital content. Offering a full suite of marketing capabilities, InnoVision Marketing Group creates cutting-edge campaigns that combine a classic old-school advertising philosophy with new-school style, technologies and trends.

All of InnoVision's services are done in-house with around-the-clock care and accessibility, ensuring Buddy's business thrives in every aspect of branding and marketing. To learn more about InnoVision and the services they provide, please visit [TeamInnoVision.com](http://TeamInnoVision.com).



### **POLYGONAL TARGETING AND ATTRIBUTION (PTA)**

PTA is a technology proprietary to InnoVision that is used to target individuals based on their locations. InnoVision uses PTA to go back to previous periods of time or specific locations where people's unique mobile device IDs were captured. InnoVision then maps those IDs back to the individual's homes and shows those individuals specific ads across their devices.

## DOM PAIOTTI

Dom Paiotti is the franchise development coordinator for Buddy's bar-b-q. With an expertise in development, Dom is dedicated to driving the expansion of Buddy's by providing franchisees with the intentional and collaborative partnership necessary for the success and growth of their portfolios. His extensive knowledge of the franchise and passion for working with Buddy's employees inspire his role in helping to grow the Buddy's bar-b-q brand.



If you are interested in becoming a Buddy's franchisee, or for more information on franchising opportunities at Buddy's, please contact Dom at [Domp@buddysbarbq.com](mailto:Domp@buddysbarbq.com) or call (865)-770-1949.



# READY TO JOIN THE BUDDY'S BAR-B-Q FRANCHISE FAMILY?

Scan for Franchising Opportunities



GET SOCIAL  
@BUDDYSBARBQ



The information provided herein is for general informational purposes only and does not constitute an offer, guarantee or prediction of actual financial performance. Prospective franchisees should understand that the actual costs, revenues and financial performance of any Buddy's bar-b-q business can and will vary significantly based on numerous factors including, but not limited to, location, market conditions, management and operational capabilities. Prospective franchisees are strongly urged to conduct a thorough independent investigation and due diligence, including consulting with a financial advisor, before making any investment decisions.