

# Leading The Movement: Lord of the Fries Franchise Owners

My journey with Lord of the Fries began before I even knew LOTF existed.

In my early 20s, a friend showed me some pretty harrowing footage of a meat production slaughterhouse. It impacted me so much so that I completely changed my diet and went vegan pretty much overnight.

Years later, on a visit to Melbourne, I walked into a Lord of the Fries store. Having been a vegan for some time, I knew a good thing when I found it: the food I ate blew me away.

It was also clear that Lord of the Fries wasn't just about food – it was a movement that changed people's dietary choices and personal impacts one bite at a time. And I knew the best way to keep the momentum of veganism going was to create plant based fast food opportunities here in New Zealand for like-minded business owners to get involved. Because the more bites, the more impact.

So, I introduced New Zealand to Lord of the Fries.

Since then, it has joined the global movement of helping make people aware of the impact they have on the world with the food they put in their mouths. In the last decade we have seen a massive growth in people choosing to make a difference with their food intake, by making changes to their diet, in order to create a better future for the next generation.

There has never been a better time, or a more necessary time, to join this movement.

## **Becoming a franchise owner**

When looking at a prospective franchisee, the first thing we ask ourselves is, "Is this a good fit?" Not just for us but for you as well. This is an organisation whose offer is closely tied to purpose based values, so it's important that both the skill to carry out the job and the passion to do so are reflected in our franchisees.

While you would be running your own business, setting your own times, and managing your own staff, you won't be doing it all alone. We work closely to support our franchise owners to help them become profitable from day one.

Part of being a successful franchise owner at Lord of the Fries is understanding all operations of the business, which means undertaking a six-week training course. During this time, you'll get the chance to experience everything from cooking burgers to greeting customers to understanding your KPIs (Key Performance Indicators). This way, you'll know the business from the inside out.

## **Being a franchise owner**

As a franchise owner, you get out what you put in, and you get to decide just what that looks like. While your hard work will ultimately determine your success, Lord of the Fries will give you the tools to make that process as simple and seamless as possible.

We've developed a strong series of systems to support franchisees that have been put to the test with our company-owned stores over our first 5 years here in NZ. Our operating manuals have been built off of our own experiences of running our own Lord of the Fries stores, and are a culmination of everything we've learned along the way. As a franchisee,

you'll benefit from being handed an instructional manual crafted from our years of hard work and learning.

### **Why become a franchise owner at Lord of the Fries**

As someone who has worked in the stores, who has flipped burgers in the kitchen, and worked my way up in the business, I can certainly say that it is a privilege to put my energy work into a business that I know is helping create a better future for our communities, for the animals and for our environment.

Our 10-year plan for Lord of the Fries is to make our brand as recognisable and prevalent as some of the big fast-food establishments, and have our stores in all major cities, towns and suburbs around the country.

The big difference is, our food will be making a positive impact.

Every single person that walks through our doors is joining our movement by reducing animal harm, reducing ozone gases, and reducing human illnesses and the diseases associated with eating animal protein.

And, as a franchise owner, you get to be one of the leaders in that movement.

Please join us and consider playing your part by Joining the Revolution and becoming a LOTFNZ franchise owner.