



# THE BEERHEAD FRANCHISE PROCESS

## STEP 1: INTRODUCTORY CALL & CONFIDENTIAL QUESTIONNAIRE

- ☛ Speak with one of our franchise development team members for us to get to know one another and for us to answer any questions you may have regarding "Beerhead Bar & Eatery".
- ☛ Complete Confidential Questionnaire (CQ)

Once completing the CQ, we will provide you with the Franchise Disclosure Document (FDD), and will later set up a time to review it together.



## STEP 2: BUSINESS OVERVIEW CALL

- ☛ Interactive 30-minute webinar to give you a high-level overview of our entire business and franchise. Designed as an open discussion and will give you great insight into our franchise and operations.
- ☛ From here, we will look to arrange a time to go through FDD together.





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## STEP 3: VALIDATION CALL WITH THE EXECUTIVE TEAM AND FRANCHISE OWNERS

- 🍷 This is a chance for you to have a conversation with our executive team and to get to know them! It is a great time for the executive team to provide you key insights and data about the business and franchise.
- 🍷 Also, the chance for you to connect with our franchisees and ask them any questions you see fit.

## STEP 4: DISCOVERY DAY & NEXT STEPS

- 🍷 Held in Cleveland, OH
- 🍷 Chance for you to meet the executive team and franchisees face to face. All while seeing our locations first hand! Opportunity to learn more about Beerhead, ask questions, experience and inquire about the day-to-day operations and potential, engage with the brand, and much more.



YOU MAY EVEN  
“DISCOVER” SOME  
OF BEERHEAD’S  
SIGNATURE BREWS!

- 🍷 After your visit we will both determine if this is the right fit for the both of us. If so, we will move forward in awarding your Franchise Agreement.

Questions about the Beerhead Franchise Process? Don't hesitate to contact us:

(847) 925-5112 | [info@beerheadbar.com](mailto:info@beerheadbar.com)