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Global franchising updates

The latest highlights, expansions, and goings-on in the world of international franchising

If this news round-up showcases anything, it's that the international world of franchising is back in full force. Development across brand-new markets like Brazil and Jamaica has been rife, and it's genuinely

exciting to see how the entire world is bouncing back from a prolonged period of considerable disruption. This is just a selection of the latest stories; to keep up to date, make sure to bookmark globalfranchisemagazine.com/news.

NerdsToGo: Forging ahead with Florida plans

The IT services brand, owned by Propelled Brands, has announced plans to develop upward of 65 new locations in the Florida market over the next five years.

"With the rising number of people working from home, managed IT services for both small and medium-sized companies is a definite need," said Mark Jameson, chief support and development officer at Propelled Brands.

"We see great growth potential in Florida and are confident that our proven business model, along with the support and resources we provide, will allow potential franchisees to thrive."

Having started franchising in 2017, NerdsToGo currently operates 25 independent locations across 16 U.S. states.

"Jamaica offers a diverse luxury lifestyle which appeals to a wide variety of buyers"

Sotheby's International Realty: Hitting Jamaican shores

The international realty franchisor has opened its first location in Jamaica following a conversion agreement with Reside Realty. This marks Sotheby's 30th location in the Caribbean, after recently expanding into St. Kitts and Nevis.

"Jamaica offers a diverse luxury lifestyle which appeals to a wide variety of buyers," said Philip White, president and CEO, Sotheby's International Realty.

"In recent years, closed transactions have seen steady growth and new construction is booming on the island. The Jamaican market has historically appreciated year after year with interest from domestic and international interest in North America, Europe, Canada, and most recently the Middle East, motivated by the island's many opportunities and its tourism sector."

Dickey's Barbecue Pit: Celebrating Brazilian growth

Having recently opened international sites across Japan, Pakistan, as well as planned locations in Botswana, Dickey's Barbecue Pit has expanded its global footprint with a flagship location in Sao Paulo – the first of 110 sites planned for Brazil.

The new location will be owned and operated by partners Bruno Gallucci and Cyro Pires Xavier. The partners have extensive entrepreneurial experience and over a decade of experience in restaurant operations and agricultural production.



Extrawurst: Sizzling success in the U.K.

German hotdog brand Extrawurst has announced plans to expand to the U.K., building off the back of its more than 30 locations currently operating in its domestic market.

This U.K. development is being helmed by Sam Shutt, who brings extensive experience in brand-building as former Debenhams head of retail hospitality operations, partnerships, and business development.

“As a nation we love sausages. They are the perfect food to eat on the go all through the day, whether as a breakfast snack or a lunchtime meal with a coffee. We are confident our menu will appeal to consumers and entice them to become Bratwurst enthusiasts,” said Shutt.

“We will be rolling out our franchise model into 2022 which will be a compelling and affordable option for many with the potential to drive a great return.”

Choppaluna: Big plans for Berlin

U.K.-based healthy QSR brand Choppaluna has opened its first Berlin location in Kreuzberg/Mitte, after launching its flagship London location last year in Bloomsbury. This Berlin site is expected to be the first in a long line of new locations, in line with aggressive franchising growth for the region.

“We are excited to be launching our first restaurant in my home city of Berlin as we bring Berliners a super-delicious, healthy dining experience that offers guilt-free indulgence,” said co-founder and CEO, Nikras Agha.

“It is particularly pleasing to open our restaurant in Berlin so quickly after the launch of our first restaurant in London’s Bloomsbury in October last year. It’s a huge achievement for our team.”

Camy’s Chargrill Chicken: Development Down Under

In partnership with Aussie development organization DC Strategy, Camy’s Chargrill Chicken plans to build new sites in Sydney and then across the rest of Australia.

“We’ve always believed in our product and are really excited that we will now be able to share our happiness and passion with more people, while spreading our flavors and traditions in more places,” said founder Cameron Khilla.

“Camy’s Chargrill Chicken brings a new era to the casual dining food space and paves the way for a young generation of franchise owners. Cameron has built a successful business operation and created a humbling work environment for his family and staff, all while being in his mid-twenties!” said James Young, head of franchise development at DC Strategy.

7-Eleven: Making an Indian debut

The iconic convenience store brand is entering the Indian market for the first time, with its inaugural location having opened in the Andheri East suburb of Mumbai. This site is owned and operated by 7-India Convenience Retail Limited, a wholly-owned subsidiary of Reliance Retail Ventures Limited (RRVL).

“At Reliance, we pride ourselves on offering up the best to our customers and we are proud to bring 7-Eleven, the globally trusted convenience store, to India,” said director of Reliance Ventures Limited, Isha Ambani.

“7-Eleven is among the most iconic global brands in the convenience retail landscape. The new pathways we build together with 7-Eleven will offer Indian customers greater convenience and choices within their own neighborhoods.”

