



Grinners Franchising

Thank you for your interest in becoming a licensed Grinners Catering franchisee.

We are a proudly Australian-owned company and have built a reputation for excellent standards of service through our successful franchise outlets across the country. Becoming a Grinners franchisee opens up a world of opportunity and gives you access to our proven management support system and leading-edge technology to help you build and grow your business at every stage.

We invite you to read through the following information to learn more about us, our process, and what you can expect from a Grinners franchise.

We hope to welcome you to the Grinners team in the near future.

The Management Team

The Management Team
Grinners Catering (Australia) Pty Ltd



Grinners Franchising

The Grinners Standard

Grinners Catering has been a proudly Australian-owned company since we first opened our doors in 1987. In the two decades following, we have gone to great lengths to build our reputation as one of the country's premium catering groups.

Today, with outlets stretching from our NSW head office all the way to Darwin and Perth, we have serviced in excess of 250,000 functions and have become a multi-award-winning leader in our industry.

Our vast national network allows us to provide unprecedented choice to our customers, and we pride ourselves on our capability to service functions of all sizes – from casual backyard parties to elaborate government balls.

While we never forget the lessons of yesterday, we also embrace the opportunities of tomorrow, utilising the latest leading-edge technology to ensure we continue to strengthen our fundamental commitment to customer satisfaction.

Grinners constantly strives to deliver a seamless, complete service to each and every one of our customers, and in doing so, we recognise the value of a supportive franchise network that assists each Grinners outlet to achieve the highest possible standard.



To help safeguard the investment of our franchisees Grinners Catering, as members of the Franchise Council of Australia are committed to conducting our franchising activities professionally and in accordance with the Franchise Code of Conduct and in accordance with Australian law.

To further enhance the public perception of the Grinners Catering reputation and to ensure up to date information and support is always available, all Grinners franchisees receive as part of the start up process membership of the Restaurant & Caterers association in the state in which they open their new business.



Grinners are Winners

We recognise that taking the step to begin your own business comes at a significant financial investment. That's why you need to be able to trust the brand you'll be working with and ensure you have the same future goals.

Grinners not only operates on a system proven over two decades and more than 250,000 functions, but we pride ourselves on being early adopters of the new technology needed to keep our business running at pace within the 21st century business environment.

As a Grinners franchisee, you also get access to our national network of successful operators who are always willing to share their expertise and ideas to ensure Grinners continues to build strong new territories.

Here are just some of the reasons why choosing a Grinners franchise makes good business sense:

National network: Each individual franchisee becomes part of the Grinners national team with access to our online network of resources and content-sharing system to help spread successful ideas and innovations.

Leading-edge technology: Our innovative systems give you greater control over the day-to-day running of your business and put cutting-edge automated marketing solutions in your hands.

Proven concept: Operating since 1987 Grinners Catering has established outlets across Australia serving more than one in ten Australians. We boast high levels of repeat business made possible by our tried and tested operating system.

Constant support: From start-up marketing campaigns, to on-site training and the ongoing development of your business, our experienced NSW head office staff are always willing to assist you with any problem.

High safety standards: As a Grinners franchisee you gain access to our national training standards including our Safe Food Management System and Accredited Grinners OH&S System. This assurance package also includes full Public and Product Liability insurances.

Fixed royalty program: At Grinners you are not penalised for growing your business. Our fixed royalty program, complete with 20-year projections, means you will never be hit with any inflated or unexpected royalty costs.

Flexible agreement: Our fully transferable 10-year franchisee agreements offer a 10-year renewal option within a protected territory so you can be comfortable planning and achieving your long-term goals.

Finance available: We're concerned with attracting the right people to continue to take the Grinners brand to new heights. That's why we also offer finance options for approved applicants.

“...you also get access to our national network of successful operators who are always willing to share their expertise.”



Grinners Franchising

Caterers for all occasions

Our Network

Becoming part of the Granners team gives you access to a range of high-level support through all stages of your business development. From assistance with site selection and fit out in your initial stages, to a start-up marketing campaign and pre-booking help, the expert staff at Granners' NSW headquarters are always happy to help you build your business.

But the real beauty of the Granners franchise system is the level of communication and knowledge sharing between franchisees. Our innovative web-based system allows you to log in and download promotional, marketing or even menu items that proved successful for one of our other franchisees.

Online support: The Granners franchise network opens up a world of support. Every franchisee has access to the common online resource system, as well as business-hours admin support from Granners headquarters to tackle any problem.

Pre-booking support: Included in your franchisee licensing fee is a local advertising and marketing campaign that aims to build interest in your territory before you even open your doors. Our headquarters will even handle the bookings for you while you focus on your store fit-out and training.

Start-up support: Granners also provides a very high level of start-up support to ensure new franchisees enjoy a smooth welcome into the Granners family. We'll assist with everything from site allocation and fit-out, to in-house training and Head Office Personnel working in your new franchise as you fulfil your initial bookings.

MYOB support: Granners headquarters also uses the services of a specialised MYOB consultant, so franchisees can avoid unnecessary accountancy expenses and refer directly to us for any MYOB advice or troubleshooting.

Content sharing: Using our innovative Internet Marketing and Communications System (IMACS), Granners franchisees are encouraged to pool their expertise with facilities to share promotional and operational ideas and material online, and conduct automatic direct marketing campaigns.

Promotions calendar: When planning your marketing strategy refer to our promotions calendar that suggests the best times of year for specific campaigns based on our extensive experience.

“The expert staff at Granners' NSW headquarters are always happy to help you build your business.”



occasions
birthdays christenings graduations engagements
corporate function christmas anniversaries new years eve celebration

Our Technology

While the strength of the Granners business is based on the hands-on experience we've gained over the last two decades, we continue to look to the future for new ways to develop and grow our business. That's why we're proud to be early adopters of on-demand applications and offer our franchisees access to our leading-edge technology.

IMACS system: Our innovative web-based system drives our network communications with many downloadable resources and powerful quoting and purchasing systems, as well as an automated emailing facility for seamless direct marketing campaigns.

On-demand applications: Our IMACS system utilizes on-demand technology, which means the powerful application is web-based and avoids any difficulties and time delays associated with software updates and malfunctions.

DYMOS software: DYMOS is our tried and tested operations software that helps franchisees manage everything from the day-to-day running of their business to appropriate cooking times for menu items and required staffing levels.

Client retention system: Granners franchisees all enjoy excellent rates of return business, in part thanks to our fully automated client retention system. The application automatically sends out a thank you card to the host the day after their functions, as well as occasion cards each year and comfort letters to customers with advance bookings.



Customer feedback: Automated survey technology also allows Granners franchisees to instantly monitor customer feedback and identify areas for improvement – part of our practical commitment to customer satisfaction.

National telephone number: Local Granners franchisees can also take advantage of Granners national presence via our 1300 number that automatically connects callers with their closest Granners outlet.



Your Customers

The flexibility of Grinners' menus and our capacity to service functions of all sizes opens up several different markets to our operators. Our excellent service standards have delivered high levels of repeat business, and we often become a trusted service provider for local families who continue to invite us back to help celebrate their milestones.

Our capability to cater for large functions while maintaining the highest standards also makes us appealing to the corporate and government sectors, while a focus on building relationships with local function venues and party hire companies can reveal another strong revenue stream.

Private customers: No job is too small for a Grinners caterer, and our complete service package has proved extremely popular among birthday party, wedding reception, anniversary celebration, and family reunion hosts. Our service standard is so high that many families look to Grinners to help celebrate all their milestones.

Corporate customers: Our flexible menus and capacity to service large functions have made Grinners a valuable resource for corporate event planners. Our reputation for reliability and ability to handle the entire event, from set-up to service and clean-up, keep corporations coming back to Grinners.

Government customers: Grinners capacity to provide top-notch service and restaurant quality sit-down dining has appealed to the lucrative government sector, with one of our company owned franchises having recently successfully hosted a five-star Prime-Ministerial function.

Venue management: We encourage Grinners operators to build relationships with local function venues with a view to becoming a preferred supplier or even identifying opportunities for exclusive catering rights management.

Local party hire companies: We have found that also building relationships with local party hire companies can contribute another revenue stream to Grinners outlets as hire companies refer their customers to Grinners as trusted catering agents.

“ Our capacity to service functions of all sizes opens up several different markets to our operators. ”



Caterers for all occasions

Your Qualifications

While Granners offers franchisees a world of opportunity and support to build a successful local business, we are also selective of the people we partner with and choose only those who we feel will maintain and extend the Granners brand.

Becoming a Granners franchisee is a commitment for a two-person management team, and requires a fundamental focus on customer service and the drive to go above and beyond to satisfy customer needs.

It's also important for applicants to understand that the catering industry is very different to the restaurant business, and while we look fondly on a passion for food, we value your proven management skills and ability to run a business much more.

Professionalism: Communicating with clients makes up a significant portion of the day-to-day business of a Granners franchisee. We need to be confident that all new franchisees have the skills to deal with varied clients in a professional manner.

Passion: Your new Granners franchise will be a hands-on business, so we're looking for people who are not only passionate about the hospitality industry, but also those who have the necessary business drive to sustain a heavy management role.

Service-orientated approach: It's not only Granners' wait staff from who we expect the highest levels of customer service. Franchisees must understand that the strength of the Granners franchise is based on our ability to deliver customer satisfaction at all levels of the business.

Work ethic: We suggest that all franchisees implement a two-person management team. The reason we require a two-person management team is to properly balance the workload required for running a successful business of this size.

Management skills: Your proven ability to motivate staff, manage resources, identify market opportunities and deliver top outcomes will become the catalyst to uncapped growth as your franchise caters multiple functions day after day.



Join Grinners

Thank you for your interest in Grinners Catering and for taking the time to learn more about our business.

If you would like to proceed further with your enquiry, please request the Expression of Interest Form by calling or emailing us via the details below.

Alternatively, please direct any interim questions to:

Grinners Catering (Australia) Pty Ltd
Ph: 02 4655 9342
Email: headoffice@grinnerscatering.com.au

