

PORTFOLIO PRESENTATION OF
DOUGLAS D. DAVIES



www.douglasddavies.com



Banana Split

Milk Shake




Client Steak 'n Shake

Flavor ID: Designed identification for the Banana Split premium shake, specifically addressing the appetite appeal and unique distinctions of the flavor.



www.douglasdaves.com



**Franchise with us and benefit from
A PROVEN BRAND**

Strong unit economics
Range of investment options
Most Established Brand in the Premium Burger and Milkshake Segment

CONTACT US AT:
steaknshakefranchise.com
877-747-5329

Steak 'n Shake is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

Steak 'n Shake

The Most Established Name in the Premium Burger and Milkshake Segment of the Restaurant Industry.

Steak 'n Shake, under the ownership of Right Holdings, has succeeded in attaining exceptional, industry-leading financial results.

For many reasons, this 77-year-old classic American brand will continue to maintain its primacy in the industry and to translate its long-standing reputation into achieving its goal of opening 1,000 newly franchised restaurants in the U.S. - all done in a disciplined manner to ensure sustainability in success.



Reasons to Invest

By investing in the best performing premium burger and milkshake brand, Steak 'n Shake is the business to join! The brand is actively seeking single and multi-unit operators to expand the company's network of nearly 500 locations to 25 states by offering:

- Enduring brand strength and history
- Range of investment options
- Strong unit economics
- Unmatched systems and support
- Stealing new designs and high-performing operations

Consequently, Steak 'n Shake achieved exceptional results, one of the best in the restaurant industry in fiscal 2013 including an increase in company same-store sales of 7.3 percent, company revenues of nearly \$700 million and company average unit volume of nearly \$1.6 million.



Building Design Choices

Steak 'n Shake has 2 options to build out a new restaurant, spotlighting a range of investment options and floor plans.

Steak 'n Shake Freestanding

The new Steak 'n Shake design entices guests by providing the theater to showcase the production of the famed made-to-order 'Steakburgers' and luscious hand-dipped milkshakes.

Steak 'n Shake Signature

Steak 'n Shake Signature is a new format that provides prospective franchisees with the opportunity to own a Steak 'n Shake at a less costly investment, smaller footprint, and a more simplified operation centered on signature menu items. This new menu rapid counter service model is ideal for shopping centers.



USA Expansion

Steak 'n Shake is adding new territories across the United States. Visit steaknshakefranchise.com or contact 877-747-5329 to learn how to franchise with a proven brand.



Steak 'n Shake Signature

Square Footage:
In-line: 2,000 / Non-traditional: 300-400
Dining and Menu:
Limited menu with limited or common area seating.
Investment Range:
In-line: \$402,000-\$540,000*
Non-traditional: \$275,000-\$345,000*

Steak 'n Shake Freestanding

Square Footage:
3,200 with drive thru
Dining and Menu:
Full service, open 24 hours, seven days a week.
Investment Range:
\$870,000 - \$1.1 million*

Key Facts

Company Name: Steak 'n Shake
Phone: (877) 747-5329
Website: steaknshakefranchise.com
Years in Business: 77
Number of Current Units: 491
Looking to Expand Into the Following Regions: U.S. and International

HOMETOWN FAVORITES

4 MEALS UNDER \$4

Photo: Steak 'n Shake with Home 'n Shake

1/2 PRICE HAPPY HOUR DAY & NIGHT!

ALL SHAKES & DRINKS WEEKDAYS 2-4 PM

Photo: Steak 'n Shake with Home 'n Shake

ALL-AMERICAN CLASSICS

4 MEALS UNDER \$4

Photo: Steak 'n Shake with Home 'n Shake

1/2 PRICE HAPPY HOUR

ALL SHAKES & DRINKS WEEKDAYS 2-4 PM

PROUD SPONSOR OF THE INDIANAPOLIS COLTS

Client Steak 'n Shake

Advertisements: Created an advertising program to attract additional interest in the Steak 'n Shake franchise program. Also created advertising campaign directed at patrons of Indianapolis sports teams.



www.douglasdaves.com



double chocolate fudge *Milk Shake*



Client Steak 'n Shake

Flavor ID: Designed identification for the Double Chocolate Fudge premium shake, specifically addressing the appetite appeal and unique distinctions of the flavor.



www.douglasdaves.com



Client Steak 'n Shake

ISME: Developed in-store merchandising items to highlight seasonal and promotional events.



www.douglassdaves.com



Client Steak 'n Shake

Gift Card Creation: Conceptualized gift cards which communicated to the consumer both the heritage of the classic Steak 'n Shake brand, as well as the innovations occurring within the company.



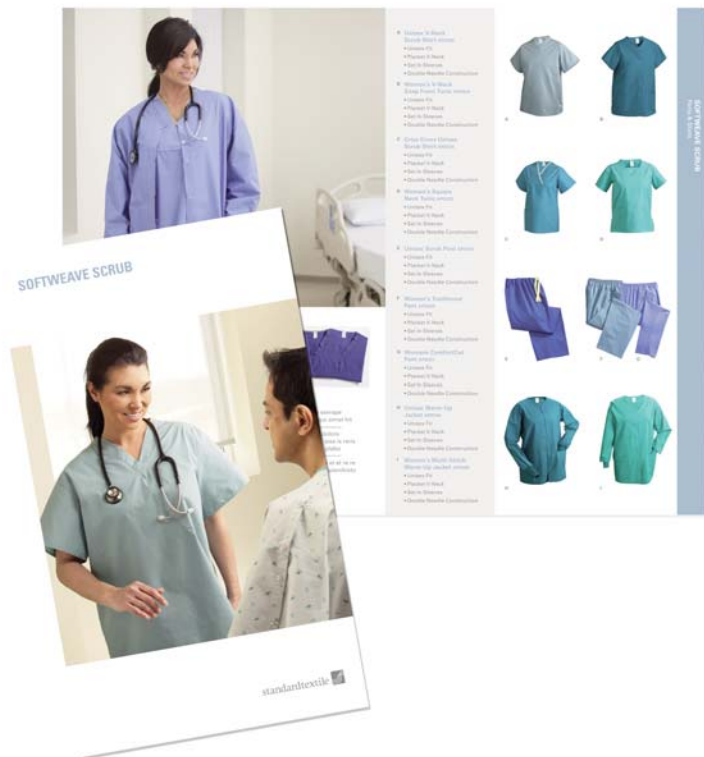
www.douglasdovies.com



Client Standard Textile

Product Brochures: Designed multi-page brochures introducing Standard Textile's professional healthcare line product lines.





Client Standard Textile

Product Sheets: Developed a series of double sided brochures highlighting the product features of Standard Textiles professional healthcare line.





Client Reckitt Benckiser

Package Design: Implemented an existing design concept into a line extension, which preserved the integrity of the original design, yet also highlighted another marketing strategy for the product.



www.douglasdaves.com

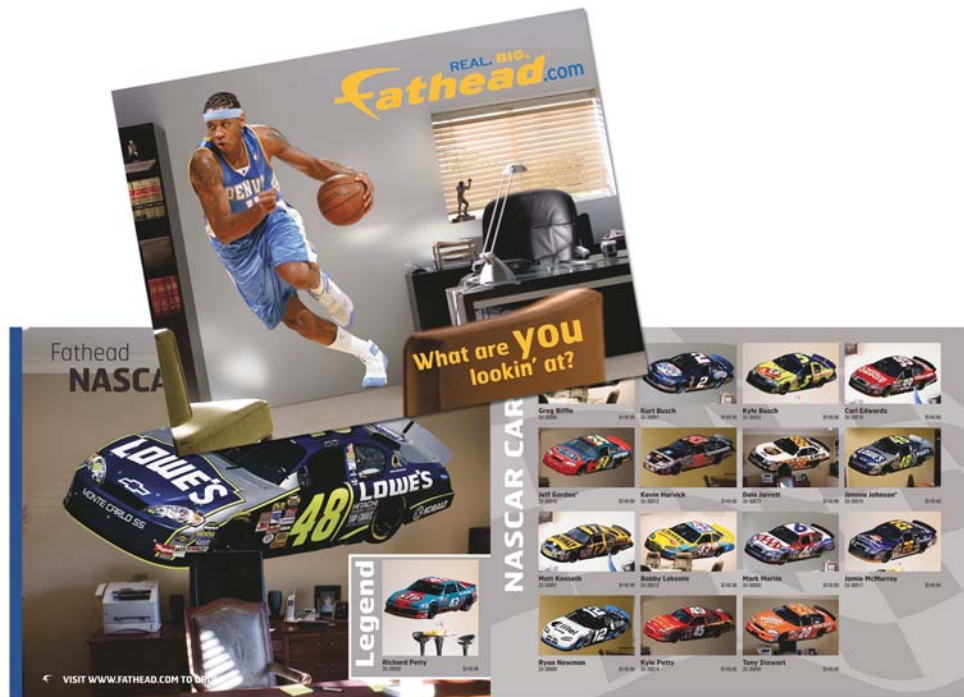


Client Reckitt Benckiser

Package Design: Reorganized the design hierarchy for a low performing product to redirect attention to other facets of consumer appeal.



www.douglasdaves.com



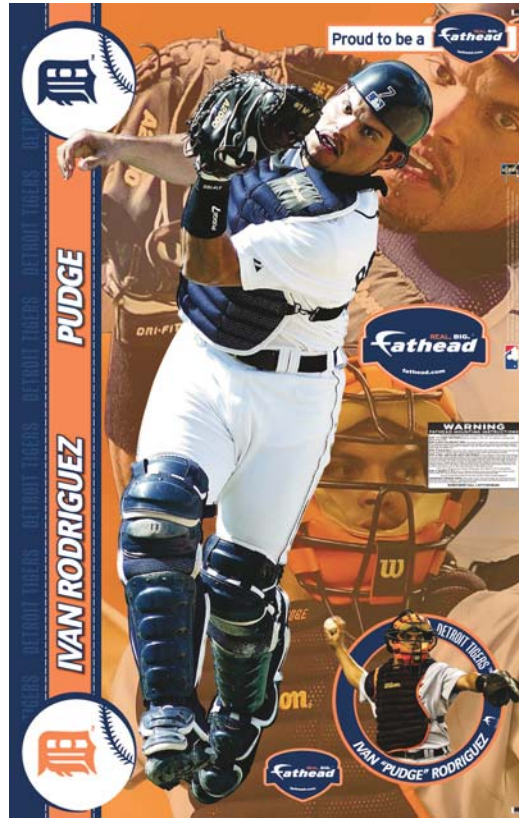
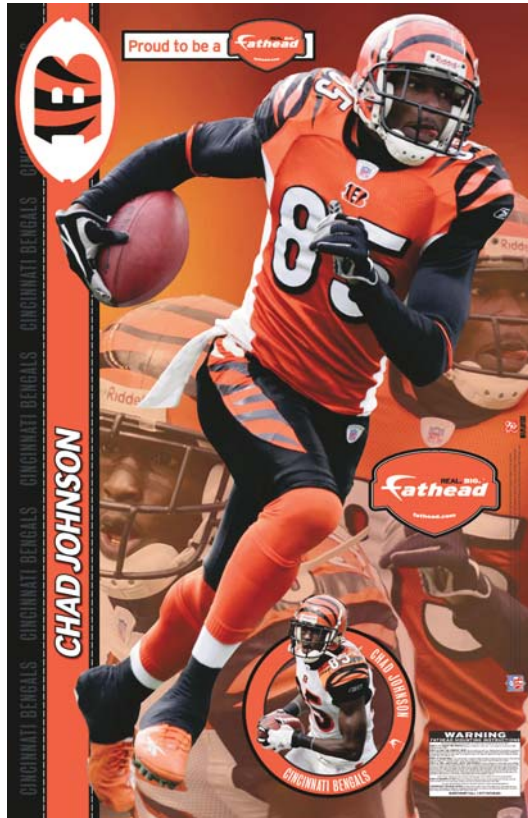
Client Fathead

Logo: Created an ID to introduce a new brand in a new market category.

Catalog: Developed to show the extensive Fathead product line.



www.douglasdaves.com

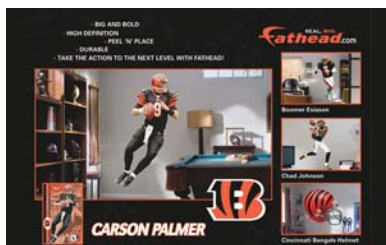


Client Fathead

Product: Unique challenge designing and developing a process for a new product using popular professional athletes and team marks from a variety of licensed properties.



www.douglasdavies.com



Client Fathead

Retail Development: Introduced a retail presence for Fathead in team pro-shops.

Media Kit: Created brand awareness through a variety of media outlets.



www.douglasdavies.com



Client Kroger

Fruit Jar Packaging: Created appetizing private label packaging that would compete with the national brands.



www.douglasdaves.com



Client Kroger

Pouch Packaging: Developed an inexpensive option to the national brand while maintaining the look of quality.



www.douglasdavies.com



Client Kroger

Scented Candle: Create a visually appealing candle label suggesting distinctive quality most commonly associated with larger national brands.



www.douglasdaves.com



aromafusions
electric gel air freshener



Client Kroger

Brand Development: Developed an extensive private label brand for a new product line to compete with the look and feel of other established national brands.



www.douglasdaves.com



Client Kroger

Coconut Packaging: Created an inexpensive option to the national brand while developing an easy identifiable labeling system to show the variety of stock-keeping units.



www.douglasdaves.com



Client Marsh

Poster Design: Conceived publicity poster to draw public awareness to a weekly summer concert event.





Client CKE Restaurants

Promotional Cup Graphics: Originated graphics for a cup designed to coordinate special marketing for CKE Brands with a series of skateboarding events.



www.douglasdavies.com

 marsh

REAL SOLUTIONS



**SMART
FINISH**



Client Sherwin-Williams

ID Creation: Explored a variety of different logo treatments for Sherwin Williams products in order to reach a broader base of consumers.





Client Flying Pig Marathon
Spectator Guide: Created a race events guide for The Flying Pig Marathon that also detailed all the entertainment associated with the event.

