

# FAMILY TRADITION

It's an authentic story that began over a century ago on Hoopers Island, a small watermen's community located within the abundant waters of the Chesapeake Bay. It was here that Captain Augustus E. Phillips started a continuing family legacy of processing the Bay's bounty of wild crabs, fish and oysters and bringing the daily catch via steamship to fishmongers and restaurant tables of Baltimore, Maryland.

In 1956, the family created an outlet for their surplus crab by opening a simple "crab shack" in the famous seaside resort of Ocean City, Maryland. So there it was, 60 years ago, that the first of the Phillips Seafood Restaurants collection acquainted new generations with flavorful memories of the family's fresh, delicious seafood delights. The Phillips family tradition, now in its fourth generation, continues to expand and refresh its culinary offerings.

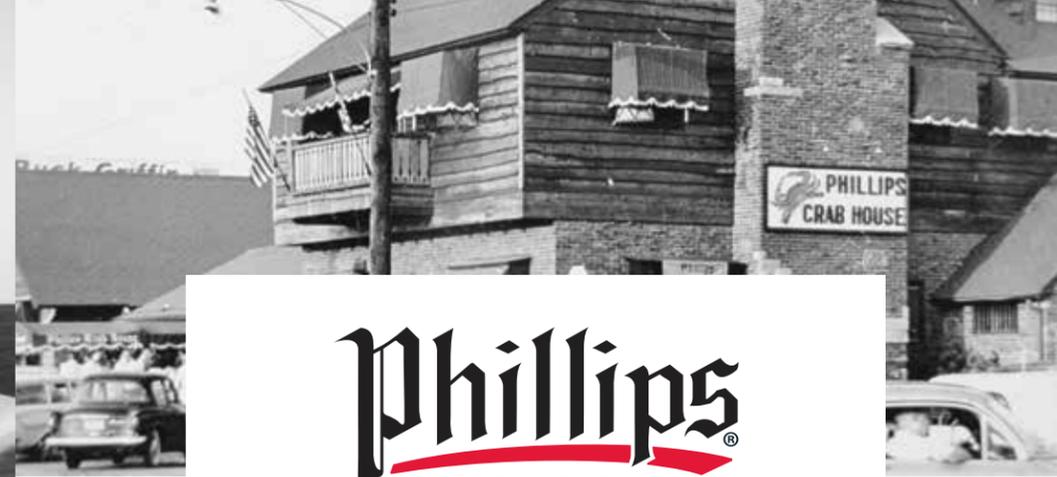


FOUNDERS BRICE AND SHIRLEY PHILLIPS



## PHILLIPS SEAFOOD TODAY:

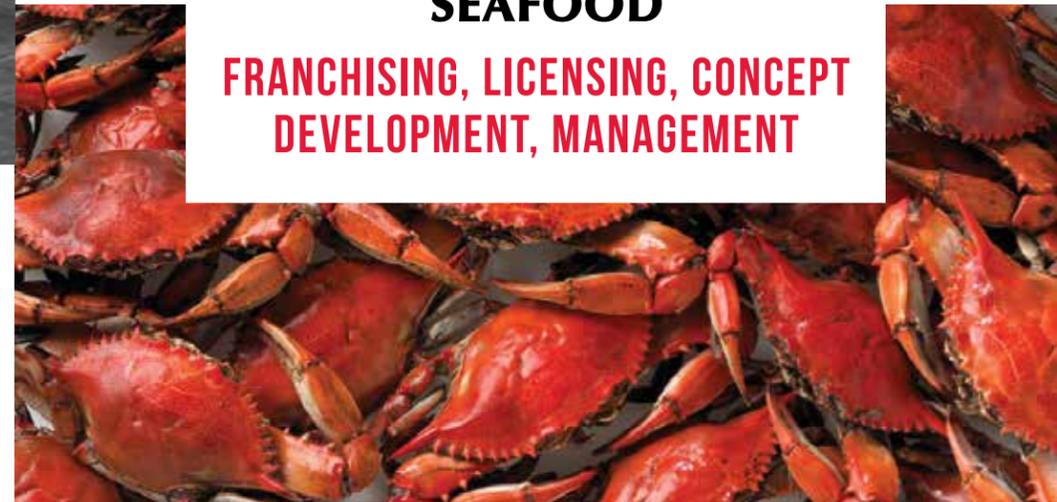
- Operates and franchises restaurants located in:
  - Freestanding
  - Airports
  - Casinos
  - Motorways
  - Resorts
  - Stadiums/Arenas
- Top choice of crab meat according to hotel and restaurant executive chefs
- #1 selling frozen crab cake in the USA
- #1 selling brand of frozen seafood soups
- #1 selling brand of 8oz refrigerated crab meat
- Safely produces and processes millions of pounds of crab, fish and shellfish in Southeast Asia and its original seafood plant on the Chesapeake Bay
- Vertical integration from water to table ensures quality and consistency



# Phillips

## SEAFOOD

**FRANCHISING, LICENSING, CONCEPT DEVELOPMENT, MANAGEMENT**



## LEADING THE WAY

### CHART A SUCCESSFUL COURSE WITH A 100 YEAR-YOUNG HERITAGE BRAND

For four generations, the Phillips family has set the highest standards in the seafood industry. Known for award-winning high volume restaurants, worldwide quality seafood production facilities and dominance in seafood retailing, Phillips has served millions of families, travelers, vacationers and seafood lovers from around the world. Phillips lives and breathes the restaurant industry and fully understands what it takes to be successful.

### PRE & POST OPENING SUPPORT

We believe our level of support is unmatched as a franchisor/licensor and improving as we grow. Our philosophy is simple; we view our franchise/license business operators as partners, and will do whatever we can to make them successful. We stand on our past results and current reputation. As a private concern with no public capital, we are historically sensitive to expenditures and appropriate returns. In short, we are passionate about restaurant operations and stand ready to assist.



# Phillips

FRANCHISING

### FOR MORE INFORMATION, CONTACT:

888.234.CRAB(2722) or [franchise@phillipsfoods.com](mailto:franchise@phillipsfoods.com)

FRA0317



# OUR BRANDS

For over 60 years, Phillips has conceived, created and developed unique and award-winning concepts for many different offerings, locations and demographics.

- Deep experience operating and licensing high volume, award-winning restaurants
- Menu creativity and versatility
- Legendary hospitality and service
- Award winning design suitable for new or remodel construction
- Quality support both Pre and Post opening including:
  - Rapid Mobilization
  - Management
  - Operations
  - Design
  - Training
  - Branding

- Higher revenue through quality products and appropriate premium pricing
- Vertically integrated seafood delivery improving quality, safety, consistency and cost
- Labor costs favorably leveraged with Phillips' value-added seafood products and systems
- The history, heritage and heartbeat of Phillips Seafood's time proven concept in traditional and non-traditional venues



## KEY FEATURES

- 1,500 - 10,000 square feet
- All day parts
- High volume
- High check average
- High performing wine, beer and cocktail program



A dining experience focused on quality seafood products, friendly service and a comfortable atmosphere. Creative use of design materials results in a clean, crisp timeless décor; this concept has been incorporated successfully into airport programs and family environments. Travelers can order up Phillips' famous crab cakes, gourmet seafood soups, fresh salads, seafood appetizers and entrées. Service is focused on shorter dining times with meals made to order.



## KEY FEATURES

- 2,500 - 7,000 square feet
- Regional menu offerings
- Outdoor open kitchen with theatrical cooking demonstration
- Made to order
- High volume and check average



## CASUAL SEASIDE DINING

Centered around our Chesapeake Bay heritage and the authentic recipes of the Maryland Eastern Shore, the Crab Deck features seafood soups and sandwiches, our famous crab cakes and seafood platters, steamed crabs and steamer buckets in a welcoming, lively atmosphere. The Crab Deck is ideally located outdoors, with partial outdoor exposure, or inside depending on interior structures and ambiance (such as interior waterfalls or ponds.)



## KEY FEATURES

- Concept launched in Winter 2016
- Featuring the best happy hour specials in the neighborhood
- Extensive menu of hand-crafted cocktails and local craft beers



## CHEF-INSPIRED TAVERN CUISINE

10 Tavern goes above and beyond traditional tavern fare to serve up an upgraded spin on the classics. Our seasonal chef-inspired menu features gourmet sandwiches, artisan pizzas on hand-pulled dough, and bistro snacks and appetizers such as tavern chicken wings with housemade sauces. It's a true sports lover's destination, with over thirty high-definition televisions showcasing the day's sports spectacles.



## KEY FEATURES

- 250 - 1,200 square feet
- Made to order quality seafood
- High throughput
- High check average
- Exceeds other QSR/fast casual concepts
- Satisfies high consumer demand for QSR format



## CREATIVE. FLEXIBLE. EFFICIENT.

This food court and concession-style service concept harkens back to our earliest days of casual oceanside dining, with crab cake sandwiches, seafood soups, shrimp, fish, crab pretzels, salads and other popular items. Applications are flexible and attractive and allow for a unique set of quality, made-to-order choices with a relatively low cost of entry. Designed for new construction, retrofits and non-vented sites.



## KEY FEATURES

- 600 - 4,000 square feet
- Creative use of basic materials for economical and impressive trade dress with Asian flair
- Communal table, lounge and bar-top seating layouts accommodate a variety of occasions and spaces



## SIMPLE. SEASONAL. SENSUAL.

Souzai features a diverse menu of hand-rolled sushi, fresh sashimi and traditional Japanese dishes along with innovative cocktails and an intriguing range of Japanese sake and beer. Souzai strives for authentic service with a polished-casual, friendly tone. We capture the energy of interactive, communal dining, with friends and family sharing plates and stories around the table while exploring new flavors together.



## KEY FEATURES

- Opening Summer 2017
- Recipes developed with indigenous ingredients and authentic flavor by our team of R&D chefs in Asia
- Unique balance of salty, sweet, bitter, sour and spicy - the five Asian flavor notes



## TASTE THE AUTHENTICITY

Experience a new world of flavor - Street Karts is inspired by the wonderful food served by street vendors in Bangkok, Thailand and across Southeast Asia. Enjoy unique combinations, freshly prepared and served fast to dine in or take away. The culture of each region comes through in every bite, delivering the true harmonious blend of flavors that's key to authentic Asian cuisine.