



SERVING HIGH END SOURCED MEATS, AUTHENTICALLY SMOKED DAILY ON-SITE. AND OFFERING A SENSORY DINING EXPERIENCE WITH A SIGNATURE FLAVOR PROFILE



**OUR OFFERINGS ARE INFUSED WITH
SMOKEY WOODS SIGNATURE MARINADES**

WHO WE ARE

We are a Hybrid Smoke House restaurant preparing and serving Smoked Beef Brisket, Ribs, Chicken, Steak, Burgers, and several flavours of barbecue sauce for immediate consumption to the people of Jordan, Amman.

Our restaurant is built in an environment that is specifically designed for our consumers to socialize and network while they enjoy our delicious food. We have created an atmosphere that welcomes all customers from different backgrounds of all ages, families and BBQ food enthusiasts





OUR FOUNDERS

Ghanem and Mandouri both shared the desire and genuine passion for barbequing and serving good quality food.

Using their collective decades of experience in hospitality and food serving industry, they designed this magnificent Brand smokehouse to bring Authentic reminiscent flavors to the Middle East.

Our head chef has a long experience in Beef cooking methods. He was a private chef of King of Jordan for the last 17 years, and he had the chance to travel and be exposed to all type of beef cooking especially the American BBQ cuisine.





OUR STRENGTHS

- ★ We procure our meat from the best source of USA Prime meat in Jordan called Meat Master, a company known of its high end quality and has an excellent credibility in the market.
- ★ We became the #1 American BBQ restaurant in Jordan in no time where we managed to steal and secure our market share without compromising on quality.
- ★ We are a certified restaurant by CAP “Certified Beef Angus Brand” which gives us a great credibility.
- ★ We have an excellent relation network in the Middle East, which gives us an advantage of outstanding reach out.

OUR PRODUCTS

SMOKEY WOODS BBQ operates a standard Hybrid BBQ restaurant to service and satisfy our customers. Our Slow & Low methods include but not limited to: -

- ★ **Brisket, Blade, & Shoulder** are slow smoked for 10-12 hrs. at 225F. We load meat every night from 8 p.m. to 10 a.m. the next day.
- ★ **Beef Ribs, Tri-Tip, & Chicken** are smoked for 8-10 hours to achieve the Smokey flavors.
- ★ **Our special traditional side dishes** are Mac n' Cheese, BBQ Baked Beans, Rice, Corn and Potatoes.



A rack of ribs is shown against a black background. The ribs are cooked and have a dark, charred exterior with a reddish-brown glaze. Wisps of white smoke are rising from the ribs, creating a dramatic and appetizing effect. The lighting is focused on the ribs, making them stand out against the dark background.

**RUBBED,
SMOKED,
HANDCRAFTED**

OUR VISION

Our vision is to establish a standard BBQ restaurant in Jordan that will become a melting pot for all BBQ lovers, offering different flavors of BBQ Sauces, Smoked Meat, Steak, and Burgers

OUR MISSION

Our mission is to establish a BBQ restaurant that will offer different flavors of BBQ & and serve non-alcoholic drinks at every given time to our highly esteemed customers and a place where people can network and socialize



“Our passion is to give our customers value for their money; we want to give people the opportunity to choose and enjoy from the wide range of authentic Smoked Meat and American Barbecue we have available at SMOKEY WOODS BBQ Restaurant.”

OUR LOCATION

SMOKEY WOODS BBQ Restaurant is a neighborhood BBQ restaurant that is located in the capital city of Jordan - Amman at reputed Abdoun district.

The facility is centrally located and it is close to the potential segment Center and a residential estate in Amman.

We are planning to expand in Middle East and have established some locations in the pipeline.



FRANCHISEE SUPPORT

Becoming a Smokey Woods franchisee gives you the independence of running your own business, with the added support of our systems that guarantee a greater chance for success.

Our support services include:

01

Site selection

02

Equipment selection

03

Management hiring

04

Intensive training

05

Management guidelines

06

Rights to Smokey Woods Brand

07

Continuous operational support & Access to confidential operations manual

08

Guidelines for restaurant design & construction

09

Marketing plans through the Franchisor's central marketing department

10

Professional training covering all aspects of the business for all levels of the hierarchy

WHAT IT TAKES

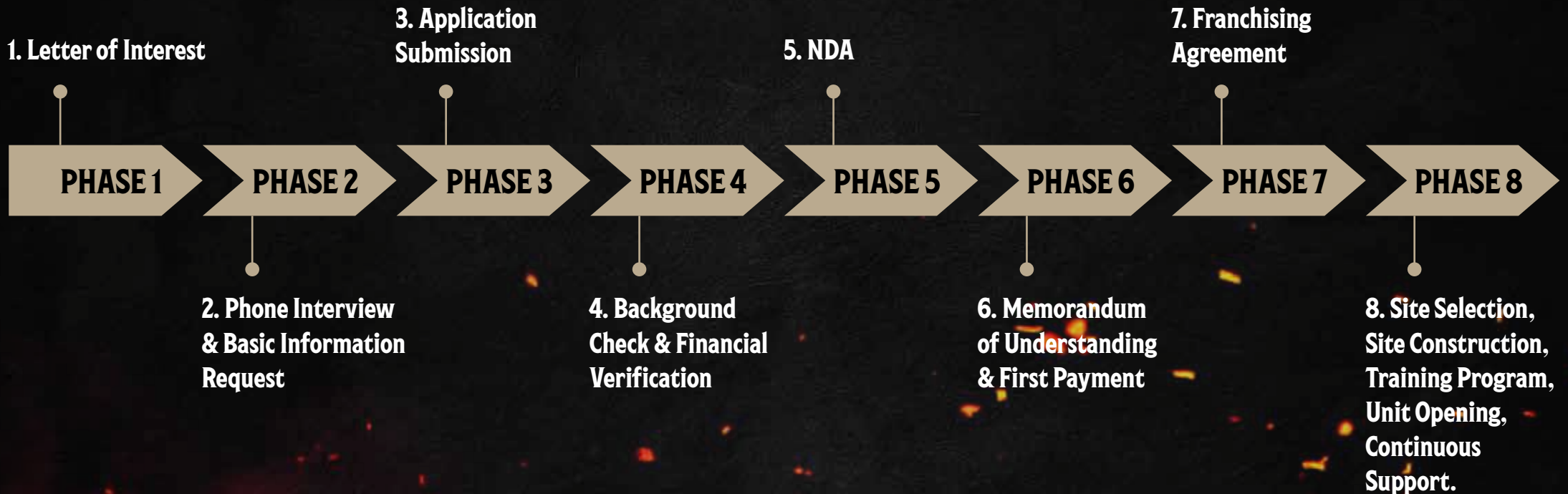
If you're ready to bring your passion and commitment to our system, we will work closely with you to build a strategic partnership that not only adds positive ownership to our brand, but also puts financial growth and remarkable returns at its forefront.

Do you share these traits as our most successful franchisees have?

- 01 **IMPECCABLE INTERPERSONAL SKILLS**
- 02 **FOCUS ON CREATING/MAINTAINING THE BEST CUSTOMER EXPERIENCE POSSIBLE**
- 03 **ABILITY TO RUN ALL OPERATIONAL ASPECTS OF A BUSINESS**
- 04 **ABILITY TO ADAPT TO VARIOUS MARKET NEEDS & TRENDS**
- 05 **ABILITY TO PRODUCE FINANCIAL RESULTS**
- 06 **DESIRE TO LEARN & FOLLOW OUR OPERATING SYSTEM**

MOVING FORWARD

Our selection process consists of 8 phases starting with you sending us a letter of interest.



" WE MAKE YOUR SMALL BUSINESS BOOM "

smokeywoods.com