

THIRD WAVE



EST. 2010

DON'T JUST BUILD A BUSINESS. BUILD A LEGACY.

JOIN THE MOST VIRAL BBQ BRAND IN AUSTRALIA.

Food theatre

A significant demand engine

An operator-led model

One iconic opportunity



**MOST PEOPLE DREAM OF "GOING VIRAL."
WE'VE MADE IT A REPEATABLE SCIENCE.**

**3.6M+
FOLLOWERS
& MORE EVERY DAY**

**73M+
MONTHLY VIEWS
& MORE EVERY DAY**

**150K+
DATABASE**

**6 STORES
3 CORPORATE
3 FRANCHISE**

**7 MORE
STORES
OPENING SOON**

BUILT FOR CROWDS. ENGINEERED FOR OPERATOR SUCCESS.

BUILT FOR DEMAND

An organic marketing machine that drives foot traffic from day one.

BUILT FOR CROWDS AND CAMERA

Food theatre people film and share.

BUILT FOR EASY OPERATIONS

Battle-tested SOPs, supplier standards, extensive training, in-venue support and process-driven food production.

BUILT TO SCALE

6 venues trading
6 more opening this year





ORGANIC MARKETING MACHINE VALUED AT OVER \$30 MILLION.

A demand engine that drives
opening-week traffic.

3.6M+ FOLLOWERS

73M+ MONTHLY VIEWS

172K EMAIL AND SMS DATABASE

**OPENING WEEK
MOMENTUM**

We activate this engine to ensure
your first 30 days are explosive.

WHAT MAKES US UNIQUE

FOOD THEATRE

Products designed to be filmed and shared

MARKETING MACHINE

Content + database + local launch playbooks

SYSTEMS-FIRST

SOPs, training, supplier standards,
QA Layout notes

BUILT SYSTEMS, PROVEN EXECUTION

WE CREATE **WOW** **MOMENTS**



32 YEARS TO PERFECT. 30 DAYS TO MASTER.

*I didn't build Third Wave in a boardroom -
I built it in the trenches. Since 2010, I've
obsessed over every detail: the food, the
theatre, the system. I made the mistakes so
you don't have to pay for them.*

*But here's what stops people in their tracks:
alongside the operational machine, we've built
a social media marketing engine valued at over
\$30 million. Four and a half million followers.
Up to 300 million views a month. The kind of
reach that global brands spend decades and
tens of millions trying to manufacture.*

You don't buy into Third Wave. You plug into it.

Greg Rips



A MODEL BUILT TO SCALE.

Three corporate stores.
Two proven franchises.
A third launching now.

What started in Albert Park, Hawthorn, and Moorabbin has been handed to independent franchise owners - and it works.

The systems travel. We didn't build a restaurant. We built a replicable machine, and the proof is already on the scoreboard.



THIRD WAVE



URBAN
:LIST



Herald Sun



THE
AUSTRALIAN



THE AGE
INDEPENDENT. ALWAYS.

News Corp Australia



CREDIBILITY YOU CAN'T BUY.

When the national media wants to talk about BBQ, they call us. **Combine prime-time trust from Channel 7, Nine, and The Age with thousands of five-star reviews**, and you inherit a 15 years of goodwill the moment you put our sign on your door.

WE HAVE BEEN FEATURED IN



THE THIRD WAVE FOOTPRINT.

FORMAT

220–350 sqm footprint optimised for high-volume dine-in and rapid takeaway.

CAPACITY

Built to handle high throughput with seating for up to 80-110 guests.

REVENUE STREAMS

In-house dining, significant delivery demand, and ever expanding retail line of Merch, Sauces, Rubs and Ready to Eat options.





YOU ARE NEVER IN THE WEEDS ALONE.

COMPREHENSIVE TRAINING AND SUPPORT



PRE-OPENING:

Site selection support, hiring plans, and local content strategy.

IMMERSION:

1 to 2 weeks of intensive training at our Albert Park HQ.

LAUNCH:

1 full week of on-site launch team support at your store.

CALIBRATION:

3 days of follow-up training within your first 4 weeks.



LOW ENTRY. HIGH IMPACT.

TOTAL INVESTMENT RANGE:

\$550k - 750k + GST.

INCLUDES:

Fitout, equipment, signage, initial stock, training, and a working capital buffer.

TERMS:

10-year term with a 7% Royalty and 5% Marketing Levy.

**WE DON'T
TAKE
EVERYONE.**

**WE TAKE
THE BEST**

We're not looking for chefs.
We're looking for operators -
business-minded, hands-on,
and ready to lead. If you can run
a team, own your results, and
back yourself with a
\$500K-\$600K investment, you
might be exactly who we're
looking for.
Might be. We'll decide together.



THIRD WAVE



WHAT THE OPPORTUNITY LOOKS LIKE FINANCIALLY

Before you invest, you deserve to understand exactly what a Third Wave location looks like as a business.

Average Weekly Revenue per Location

\$50,000 - \$115,000

Average Transaction Value

\$60 - \$70

Typical Food Cost

30% - 32%

Typical Labour Cost

30% - 32%

Average Covers per Week

1200

Estimated Payback Period

2.5 TO 3.5 YEARS

The financial information presented is based on the performance of a corporate-owned site and is provided for illustrative purposes only. Actual results achieved by franchisees may vary and are dependent on a range of factors, including the franchisee's skill, effort and business management. Franchisee financial performance may differ materially from corporate site performance due to the application of franchise fees, royalties and other costs. Prospective franchisees should undertake their own independent enquiries and financial due diligence, and obtain professional advice, before making any decision to proceed.

WHAT YOUR 12% BUYS YOU

YOUR 6% ROYALTY + 3% MARKETING LEVY ISN'T A COST. IT'S YOUR UNFAIR ADVANTAGE.

Here's exactly what you get.

Try buying any of this on your own for 12% of revenue.

A MARKETING MACHINE THAT GENERATES 200M+ VIEWS MONTHLY

Our centralised content team creates the social media content that drives customers to your door. You don't hire a social media manager. You don't shoot content. You don't run ads. We do it - and it reaches an audience most restaurant groups couldn't buy for ten times the cost.

NATIONAL & LOCAL MARKETING CAMPAIGNS

Coordinated seasonal campaigns, new product launches, PR activations, and local area marketing support for your specific territory. Grand opening marketing plan included.

SUPPLY CHAIN & PROCUREMENT

Access to our national supplier agreements, negotiated pricing on all food inputs, equipment, packaging, and consumables. Our buying power becomes your buying power.

BUSINESS INTELLIGENCE & REPORTING

Proprietary dashboards and reporting tools so you can see exactly how your business is performing - daily sales, food cost, labour cost, customer metrics - in real time.

OPERATIONS MANUAL & SYSTEMS

The complete Third Wave playbook - recipes, procedures, service standards, training modules - refined over 15 years. This is the difference between building a restaurant from scratch and stepping into a proven system.

ONGOING OPERATIONAL SUPPORT

Regular check-ins with your dedicated franchise support manager. Operational audits. Menu development. Problem-solving when you need it.

TECHNOLOGY STACK

POS system, online ordering platform, booking system, CRM, customer database integration. All set up, all maintained.

CONTINUOUS TRAINING

Ongoing training programs for you and your team - new menu items, operational improvements, marketing skills, leadership development.

LET'S PUT IT IN PERSPECTIVE:

If your location turns over \$30,000 per week, your 12% contribution is \$3,600. For that, you get a world-class marketing engine, a national supply chain, proven operational systems, and a dedicated support team.

Hiring just one social media manager would cost you more than that. And they wouldn't generate 200 million views.

FIRST YEAR BONUS:

Your royalty and marketing contributions are **discounted by 50% for the entire first year of operation** - giving you more cash flow when you need it most.

TOP QUESTIONS

DO I NEED HOSPITALITY EXPERIENCE?

Not mandatory, but you must be a strong people leader.

DO I GET AN EXCLUSIVE TERRITORY?

Yes, defined during the approval process to protect your trade.

CAN I SEE THE FINANCIALS?

Yes. We share full historical performance data—including the exact P&L breakdown for our corporate sites - immediately after an NDA is signed.

NEXT STEPS

LET'S SEE IF WE'RE A FIT.

Book a 20-minute, no-pressure intro call.

To book your call contact Rori Kokken
Franchise@ThirdWaveBBQ.com.au
0403 174 161

Sign the NDA to unlock the full
Financial & Operations Pack.

Visit a store and meet the owner.

A close-up photograph of a barbecue grill. A hand is pouring a thick, red barbecue sauce from a bottle onto a piece of meat. The grill is filled with various meats, including ribs and chicken, and there are some bread rolls and coleslaw visible in the foreground. The background is a dark, textured surface, possibly a brick wall or a grill grate.

WE ARE LOOKING FORWARD TO HEARING FROM YOU

**PLEASE CONTACT OUR
FRANCHISING TEAM:**

RORI KOKKEN

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