



2023 BRAND BOOK

World Famous Since 1952



TABLE OF CONTENTS

SECTION 1:

WHY IS RANDY'S THE BEST

- Donut Making Expertise
- Highest Quality Ingredients
- Handmade Goodness
- Extra Loaded Donuts
- Customer Friendly Pricing

SECTION 2:

HERE, THERE & EVERYWHERE

- A Pop Culture Icon
- Awards, Buzz & Accolades
- Proud Partnerships
- Public Relations & Media
- Community Outreach
- Licensing & Retail

SECTION 3:

MORE THAN 50 VARIETIES

- Classic Donuts
- Deluxe Donuts
- Fancy Donuts
- Premium Donuts

SECTION 4:

WE CATER TO CUSTOMERS

- Custom & Limited Edition Donuts
- Catering & Special Events
- Online Ordering Pick-up & Delivery
- Randy's Rewards Loyalty Program
- Beverage Program
- Full Service Coffee Program

SECTION 5:

SHARE THE LOVE WITH US

- Social Media Presence
- Reputation Management

SECTION 6:

BRANDING

- Brand Identity Guidelines
- Logo Usage & Hierarchy
- Proprietary Packaging
- Merchandise

SECTION 7:

LOCATION LOCATION LOCATION

- Domestic Development
- International Development
- International Flavor
- Drive Thru Location
- Inline Location
- Kiosk Location
- Special Venues

SECTION 8:

FRANCHISE WITH US

- Domestic Franchise Criteria
- International Franchise Criteria
- Site Characteristics
- Executive Team

**The World Famous
Pop Culture Icon**



CRITICS HAVE RAVED about our donuts for decades.

"WHENEVER I'M TRAVELING AND I COME BACK AND SEE THAT,
IT'S LIKE 'OK, I'M HOME.' I HAD TO GIVE A CAMEO."

- DOPE DIRECTOR, RICK FAMYIWA

"IT'S A CLASSIC. YOU CAN'T REALLY SHOW SCENES AROUND
LOS ANGELES WITHOUT SHOWING RANDY'S DONUTS."

- ENTOURAGE EXECUTIVE PRODUCER, MARK WAHLBERG

"WE'RE ALL GOING TO RANDY'S DONUTS AFTER THIS!"

- RED HOT CHILI PEPPERS

"THIS COULD EASILY BE THE
BEST GLAZED DONUT IN THE CITY."

*- LOS ANGELES TIMES,
SEPTEMBER 2017*

"THE STANDARD RAISED WITH GLAZE
IS EVERYTHING A DONUT SHOULD BE:
FRESH, LIGHT, AND NOT TOO SWEET."

- CHOW YUM JAN, 2018



SECTION 1:

WHY RANDY'S IS THE BEST

Randy's
DONUTS

Donut Making Expertise

- 70 years of donut making experience
- Handmade daily
- A classic



Highest Quality Ingredients

- Proprietary flour and mix
- Soybean Oil (no trans fat)
- Premium Chocolate and Toppings



Handmade Goodness

- Fresh donuts made daily
- No two donuts are exactly the same
- Always fresh and never frozen



Extra Loaded Donuts

- We never skimp on fillings, icing, glaze, sprinkles or other decorations
- You'll never ask, "Where's the icing?"



Customer Friendly Pricing

- Highest quality ingredients at affordable prices across all product lines



SECTION 2:

**HERE, THERE &
EVERYWHERE**

Randy's
DONUTS

A Pop Culture Icon

Featured in countless movies, TV shows, music videos, advertisements, & more!

MOVIES: Iron Man 2 • Earth Girls are Easy • Dope • Drift • 2012 • Mars Attacks! • Ghostbusters • Clifford • Kissing Booth • and many more!

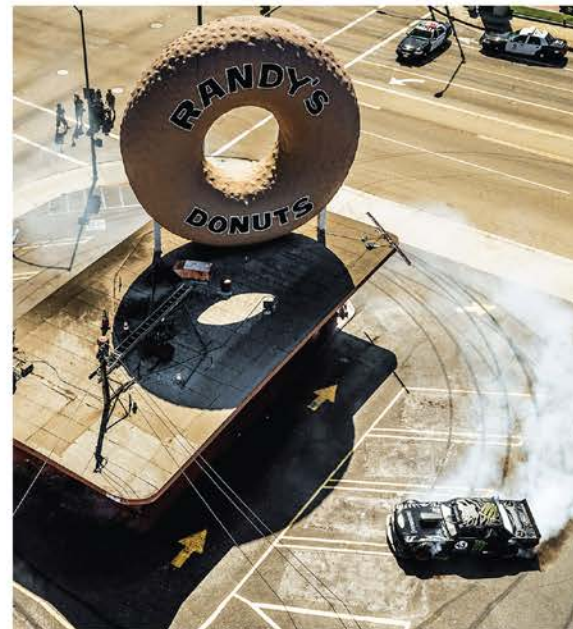
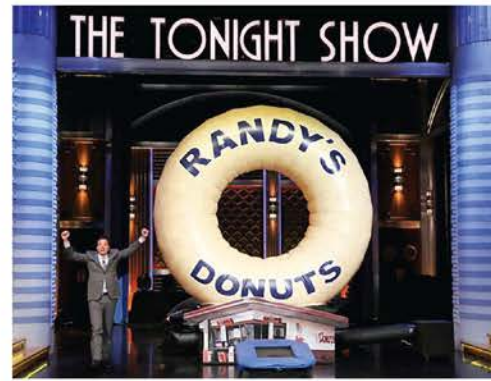
TELEVISION: Tonight Show with Jimmy Fallon • Jimmy Kimmel Live! • Futurama • HBO's Entourage • MTV Movie Awards • The Price is Right • Mr. Mayor • and many more!

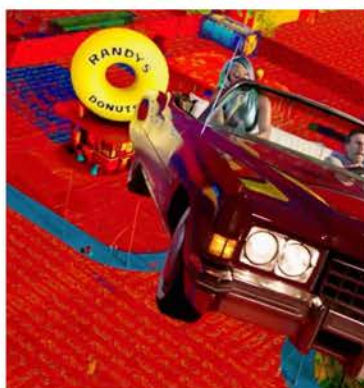
CELEBRITY APPEARANCES & EDITORIAL FEATURES: Snoop Dog Adidas launch • Odd Future • John Legend In-Style Magazine • Zootopia • Maroon 5 & Megan thee Stallion – Beautiful Mistakes Music Video and countless others!

ADVERTISING & BRAND PARTNERSHIPS: Nike/Rams House • Disney • TOMS Shoes • The Masked Singer on FOX • Snowpiercer on TNT • Pepsi Superbowl LVI 2022 • Red Hot Chili Peppers • WWE

NATIONAL & LOCAL INSTITUTIONS: Endeavor Space Shuttle Parade • City of Inglewood Mural • LA Kings • University of Southern California • Los Angeles Football Club • Sight-Seeing Bus Tours • and many more!







Awards, Buzz & Accolades

- Best of the Southland - L.A. Times 2021 & 2022
- Most reviewed and highest rated donut shop
- Best Donuts – *Los Angeles Hot List*
- Top 10 Best Places for Donuts – *Bon Appetit*
- America's Best Donuts – *The Master List*
- USA Today's America's 12 Best Donut Shops
- America's Best Donuts – *Travel & Leisure*
- America's Best Donut Shop – *Fox News*
- Best Places to Get Donuts – *CBS News*
- America's 10 Best Donut Shops – *relish.com*
- Best Donuts in Los Angeles – *thrillist.com*

Entrepreneur Magazine Rankings

Top 500 Franchises (#336)

Top 200 Global Franchises (#54)

Top New & Emerging Franchises (#12)





Proud Partnerships

- Nike
- Los Angeles Rams
- LAFC
- Delta Airlines
- Marvel Studios
- ZARA
- Pepsi
- Live Nation
- TOMS Shoes
- Guess
- Fox Studios
- Lucky Brand
- TNT
- Dr. Pepper

Public Relations & Media

- The Press Loves Randy's Donuts
- Randy's is featured regularly in the news year after year
- News channels, Radio Stations and entertainment media film at Randy's all year long
- ESPN, CBS, KTLA, ABC, NBC, FoxLA, Telemundo, Univision, LA Times, USA Today, MSN, JackFM, EaterLA, AdAge, 247 Sports, BuzzFeed





Community Outreach

- Randy's gives back to local communities throughout the year
- A portion of our sales from our June Pride donut are donated to local LGBTQ charities
- During October, a portion of our sales are donated to local Breast Cancer charities
- Partnership with [MakeMarchMatter.org](https://www.makemarchmatter.org) and Children's Hospital Los Angeles



Licensing and Retail

- TOMS
- Guess
- Zara Worldwide
- Odd Future
- Zumiez



SECTION 3:

**MORE THAN
50 VARIETIES**

Randy's
DONUTS



Classic Donuts

- Entry price point
- Top sellers include Glazed Raised, Chocolate Raised, Sprinkles Iced Cake and Devil's Food Cake



Deluxe Donuts

- Special mixes and toppings
- Top sellers include Twists, Long Johns, Crullers, Buttermilk and Old Fashioned



Fancy Donuts

- Oversized with fillings and toppings
- Top sellers include Apple Fritter, Jelly Filled, Cinnamon Roll and Long Johns with cream filling



Premium Donuts

- Introduced in 2017
- Varieties only limited by your imagination
- Top sellers include Nutella, Oreo, Red Velvet Ganache, M&M's, Bacon Maple Long John and S'mores



SECTION 4:

WE CATER TO CUSTOMERS





Custom & Limited Time Offer Donuts

- We make custom and limited edition donuts for holidays, special events and parties
- Christmas, Valentine's Day, St Patrick's, Easter, July 4th, Halloween and more!
- LA Rams, LA Dodgers, LAFC & World Cup, Ghostbusters, Clifford, Pepsi, Dr. Pepper, Red Hot Chili Peppers, Maroon 5, Cap'n Crunch, WWE and more!



VISIT RANDY'S FOR A CHANCE TO SCORE
CHAD CAROTHERS
CUSTOM SNEAKS!

Catering & Special Events

- Catering is a key strategic initiative
- Fox Studios, Delta Airlines, Singapore Airlines, YouTube, Google, LAX, Amazon Go and more!
- Orders range from a few dozen to over 5,000 donuts
- Door Dash Drive and in-house delivery vehicles and team



Online Ordering Pick-Up & Delivery

- Randy's Donuts uses OLO, the leading online ordering platform, to serve our customers via pickup and delivery
- Randy's has an online ordering APP featured in the Apple and Google Play Store
- We also are on all major 3rd party delivery platforms: Door Dash, Grubhub, Postmates and Uber Eats





Randy's Rewards Loyalty Program

- Randy's Donuts Rewards program is our new loyalty program aimed to reward our customers with free donuts and drinks when placing online orders

SIGN UP FOR RANDY'S REWARDS!

*EARN FREE
COFFEE, DONUTS,
& DOZENS!*

\$1=1 POINT

40 POINTS

FREE DONUT OF YOUR CHOICE

200 POINTS

FREE CLASSIC DOZEN

450 POINTS

FREE DOZEN OF YOUR CHOICE



*EARN POINTS
WHEN YOU
SIGN UP!*

1. SCAN THE QR CODE BELOW
2. CREATE AN ACCOUNT
3. PLACE A PICKUP OR DELIVERY ORDER THROUGH OUR NEW APP OR WEBSITE!



The Beverage Program

New Beverage Program Featuring:

- Lemonades
- Refreshers
- Milk Shakes
- Boba Teas
- Smoothies



Full Service Coffee Program

Modular program based on location size

- Hot & Iced Coffees
- Frappes
- Cold Brew
- Blended Iced Coffees
- Cappuccino
- Espresso Line



SECTION 5:

SHARE THE

LOVE WITH US

Randy's

DONUTS



Social Media Presence

- Over 175K followers across all social media
- Instagram, Facebook, TikTok, Twitter handles: @RandysDonuts
- Find us on LinkedIn @ Randy's Donuts



Reputation Management

- We actively monitor, respond and engage across all review platforms
- Active Yelp, Google and Facebook communities





SECTION 6:

BRANDING

Randy's

DONUTS

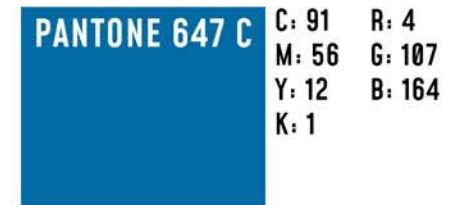
Brand Identity Guidelines



- Randy's Donuts utilizes primary and secondary logos in full color, one color, as well as photo and cartoon styles
- Randy's Donuts headline/display fonts are **Ultra & Futura**
- Randy's Donuts marketing font is Century Gothic
- Brand colors include orange, white, blue, and black. Pantone, CMYK, RGB, & HEX color values:



hex#: ff4e00



hex#: 046ba4

Logo Usage & Hierarchy

Baker Logo

Photographic Logo

Diamond Logo

Cartoon Logo

PRIMARY



SECONDARY



Randy's Signature Packaging

- Unique and memorable orange boxes
- Branded Water Bottles
- When you see that bright orange box, you know it's us!



Merchandise

Randy's carries a variety of merchandise
at randysdonuts.com & in stores

- Hoodies, Sweatshirts, T-Shirts
- Coffee Mugs
- Baseball Caps
- Magnets
- Postcards
- Bumper Stickers



SECTION 7:

LOCATION

LOCATION

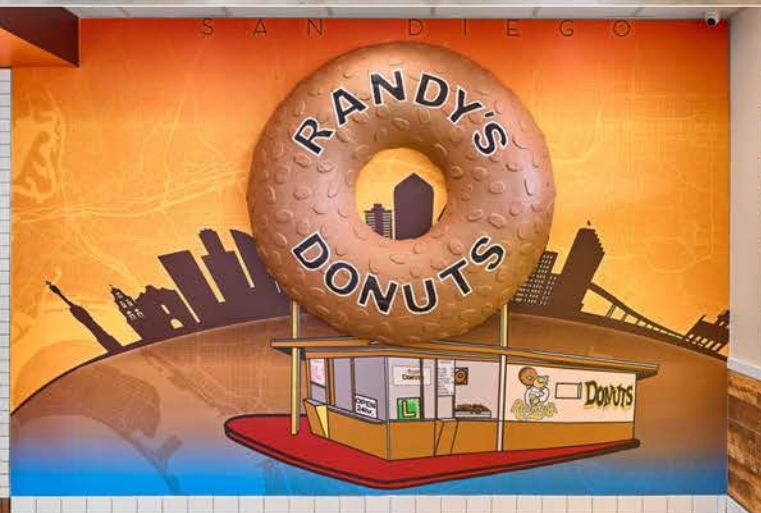
LOCATION

DONUTS



Domestic Development

- Current company and franchisee locations in Inglewood, Santa Monica, El Segundo, Torrance, Downey, Burbank, Pasadena, Costa Mesa, Santa Ana, Riverside, San Diego, Las Vegas (2), Las Vegas Resorts World and many more coming!





SOUTH KOREA - GANGNAM-GU



SOUTH KOREA - JEJU ISLAND



SOUTH KOREA - DAEGU



PHILIPPINES - MANILA



PHILIPPINES - MALL OF ASIA



PHILIPPINES - PASAY



SAUDI ARABIA - RIYADH



SAUDI ARABIA - JEDDAH

International Development

● Over 60 International Franchise stores in development.

● Current locations:

Philippines - 10 locations with Bistro Group as licensee

South Korea - Jeju Island and 5 locations in Seoul

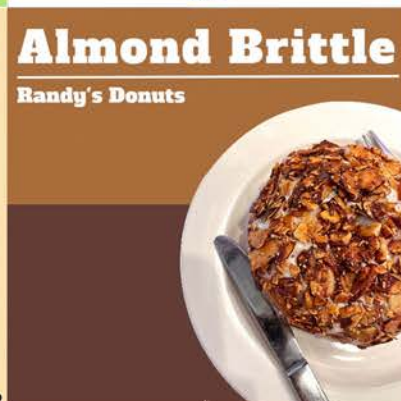
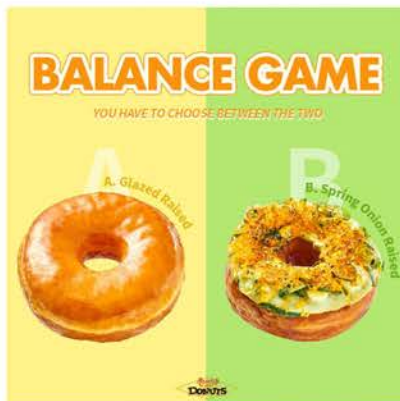
Saudi Arabia - 2 locations

France - Paris

● Currently in talks to expand to many more countries.

International Flavor

- Randy's allows international franchisees to add local flavors, toppings and icings that appeal to local tastes



Drive Thru

- Novelty Architecture with 32' donut
- Open 24 hours with parking
- Drive Thru and walk-up
- One of Los Angeles' top tourist stops and a social media photo favorite!





Inline

- In-line stores are great for locations where a drive thru is not possible



Kiosk

- Kiosk stores are perfect alternatives in areas where you cannot bake



Special Venues

- Airports, Train Stations, Sports Facilities and Stadiums



SECTION 8:

FRANCHISE

WITH US

Randy's

DONUTS



Domestic Franchise Criteria

- Ownership or operating experience with multi-unit food service business
- Desire to open multiple units
- Proven track record of multi-unit development, real estate savvy
- Passionate about donuts and our industry
- Capital necessary to achieve market penetration of multiple outlet commitment
- Franchise Fee of \$35K for 1st location, 2nd location \$25K
- 5% Royalty, Flexible Brand Marketing Fees See FDD for details

International Franchise Criteria

- Ownership or operating experience with multi-unit food service business
- Desire to open multiple units
- Proven track record of multi-unit development, real estate savvy
- Passionate about donuts and our industry
- Capital necessary to achieve market penetration of multiple outlet commitment
- Reasonable Initial Franchise Fees
- 5% Royalty
- Low store fees





Site Characteristics

- Kiosk - "sales only": 300sq ft - 500sq ft
- In Line with Baking in store: 1,000sq ft - 1,200sq ft
- Drive-Thru with Baking in store: 1,500sq ft
- Mix of commercial, office, residential areas, and high traffic streets



Randy's Donuts Executive Team

Mark Kelegian
President

Nicolette Kelegian
SVP of Domestic Franchising
& Marketing

Ashley Kelegian
SVP of International Franchising
& Supply Chain

Samara Friedman
VP of Operations

Kathy Poelke
Controller

Ismael Garcia
Master Baker
& Production

Brandon Barron
Franchisee
& Store Training



A cartoon illustration of a baker with a large nose, wearing a white chef's hat and apron over a white shirt. He is smiling and holding a large chocolate-glazed donut in his right hand and a steaming orange coffee cup in his left hand. The background is a solid blue color.

THANK YOU

FROM THE ENTIRE RANDY'S DONUTS TEAM

FOR MORE INFORMATION ON FRANCHISE OPPORTUNITIES,

PLEASE EMAIL CORPORATE@RANDYSDONUTS.COM

OR CALL (424) 371-6500

QUAD QUEENS LLC
936 W. FLORENCE AVE.
INGLEWOOD, CA 90301

THIS ADVERTISEMENT IS NOT AN OFFERING. AN OFFERING CAN ONLY BE MADE BY A PROSPECTUS FILED FIRST WITH THE DEPARTMENT OF LAW OF THE STATE OF NEW YORK. SUCH FILING DOES NOT CONSTITUTE APPROVAL BY THE DEPARTMENT OF LAW. MINNESOTA FILE NO. F-8849

