

SASKATOON

STEAKS • FISH • WILD GAME

The opportunity you've been hunting for



Quickview

Concept Saskatoon Steaks, Fish and Wild Game

Company Big Hunters Stand Tall, Inc.

Franchise contact Greg George

Franchise phone (800) 399-1270

Franchise website www.saskatoonfranchise.com

Home office Greenville, SC

Type of business Full service dinner house

Current locations 477 Haywood Rd, Greenville, SC

Expansion rate Aggressive

Priority markets SC and surrounding states

Franchisee desired Restaurant experience helpful

Investment required \$260,000 –590,000

Royalty fees 5%

The Saskatoon restaurant franchise is the culmination of years of experience, trial and error and fine-tuning by one of the most meticulous, detail-oriented restaurateurs in the industry: Edmund Woo. Edmund and his team is the key reason to consider this concept and the franchise. Edmund Woo has spent his entire life in the restaurant industry. He was in his twenties when he decided to get serious about being a restaurateur. After reading about the restaurateur he admired, Chicago's legendary Richard Melman, he picked up the phone and called until he got through to Melman himself. He asked Richard Melman if he could come to Chicago and follow him around in order to learn from him. Melman agreed. Edmund continued to learn best practices from many restaurateurs. The Saskatoon concept is his crowning achievement, incorporating elements that create a highly appealing business for the operator and a fulfilling dining experience for the customer.

A unique niche

Edmund Woo knows that his franchisees need a unique brand image. His Saskatoon restaurant menu offers unique wild game dishes such as hickory-grilled Emu or Elk tenderloin, herb-roasted Pheasant, and Kangaroo Steak. While most of the menu offerings are of tamer fare—from Sizzlin' Rainbow Trout and Campfire Chicken to aged, hand-carved beefsteaks—the wild game offerings generate substantial word-of-mouth advertising and memorable experiences.

Captivating decor

The Saskatoon dining lodge decor has recreated the look and feel of a Northwest lodge, with beautiful pine wood ceiling beams, wall coverings, and furnishings. Dining at Saskatoon provides a welcome break from everyday routines.

Limited hours

Edmund realized that long hours take their toll on a restaurant operator's quality of life, and were also financially unproductive. He designed the Saskatoon concept to focus solely on the dinner hours, reducing staffing and administration to a single shift.

Innovative design

Thanks to Edmund Woo's meticulous approach to restaurant design, Saskatoon restaurants are built with a unique modular beam-and-wall system that enables operators to create larger rooms for private parties and events, or intimate dining areas for couples and small groups.

Saskatoon is a one-of-a-kind concept and franchise opportunity. It could be easily adapted for large cities or even very small towns, and could be a perfect addition to a hotel or resort. The uniqueness of the concept makes Saskatoon viable as a destination location, unlike generic casual-theme restaurants that require higher visibility, higher dollar locations. It's a truly innovative concept with opportunities as vast as the great outdoors.

Call Edmund Woo to discuss this unique opportunity. A trip to Saskatoon would certainly be memorable...especially if you order the Kangaroo Steak.

— Sean Kelly, IdeaFarm



Edmund Woo



Get more information on the Saskatoon franchise opportunity by visiting www.saskatoonrestaurant.com

Sean Kelly is president of IdeaFarm® (www.IdeaFarm.net), a leading brand development and marketing firm, and is the founder of FranchiseMarketing.com. Email him at info@IdeaFarm.net. For free franchise marketing information, visit www.FranchiseMarketing.com.

