



Franchise Concept & History

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The Little Dooley Barbeque & Blues™ will revolutionize the way people perceive barbecue. As a true blues restaurant and bar, we offer a relaxing environment that encourages guests to mingle by providing unique elements such as multi-level indoor and outdoor seating, a creative interior décor, and live music. Our ‘fine dining meets casual comfort’ concept pairs a comfortable, blues-themed atmosphere with an exclusive menu of high-quality barbecue cuisine. The entrees are inspired by traditional family recipes, using the freshest ingredients and homemade sauces to prepare our signature dishes. This blend of fine food and entertainment makes **The Little Dooley Barbeque & Blues™** the perfect meeting place for friends, family and co-workers. Our concept’s differentiation can be found throughout the restaurant’s design and product offerings, which have been established to make **The Little Dooley Barbeque & Blues™** a creative and repeatable concept that can be successful in many markets throughout the country.

The Original Restaurant

The original The Little Dooley™ restaurant was founded in 1985 by Barry and Margaret Ann Wood in Starkville, Mississippi, and has become the most popular barbecue destination in eastern Mississippi, attracting guests and publicity from all over the country. The Wood’s currently own and operate the original restaurant in Starkville, which is located across from the Mississippi State University campus. Their son, Bart Wood, owns and operates two additional The Little Dooley™ restaurants in Columbus, Mississippi. In an operating agreement dated September 2004, the Wood family granted LDQ the rights to The Little Dooley™ name, recipes and sauces that are the foundation of our barbecue and blues restaurant concept.

Over the years, The Little Dooley has achieved numerous accolades and awards over the years for its one-of-a-kind hot and mild barbecue sauces and slow-cooked dishes, including several features on *The Food Network*, and publication in *The Wall Street Journal* and *Southern Living Magazine*. The sauces are a Wood family recipe, handed down through generations, and are served with appetizers and entrees in the restaurants as well as bottled for retail sales. Currently, the sauces are manufactured by Bobbees Bottling in Louisburg, NC, and LDQ, LLC oversees the manufacture, distribution and retail sales.

The Atmosphere

A combination of comfort, music and excellent food will allow guests at **The Little Dooley Barbeque & Blues™** to have an enjoyable dining experience. We believe that dining out is about social interaction and relaxation – not distractions. Every element of the restaurant is designed to create a positive experience for our guests.

Our prototype restaurant is separated into four distinct sections: the main dining room, the bar/lounge, the elevated mezzanine, and the multi-level outdoor terrace. Each section has access to the other areas of the restaurant and accommodates a variety of dining possibilities for our guests while maintaining an open atmosphere.

Furniture and décor are key components and help to create our unique and fun dining atmosphere. All of the furniture in our restaurant is selected and arranged to meet the needs of a variety of different party sizes and moods. Our guests have many options including table seating, private booths, elevated mezzanine seating, counter seating at the bar, and outside dining. Giving our guests these choices caters to their different lifestyles and preferences while dining out. Color selections include different shades of blues and reds in the fabrics and finishes along with some metallic elements and warm wood tones.

Blues music is the heartbeat of **The Little Dooley Barbeque & Blues™**. We will be unique among the competition by offering live blues entertainment to our guests in a restaurant setting. In the absence of live music, traditional blues music will be piped into all areas of the restaurant.

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Menu Development

Entrees at **The Little Dooley Barbeque & Blues™** are unique in their quality, style and potential for exceptional profit margins. We offer a full menu that includes our signature dishes complimented by our own line of specialty barbecue sauces. Unlike most other barbeque venues which serve their barbecue meals on paper plates with plastic wares on upscale picnic tables, we offer our guests a higher quality dining experience by using the freshest ingredients, a tasteful atmosphere, and creative presentation.

Our menu is a compilation of classic and one-of-a-kind barbecue entrees, appetizers, side dishes, sandwiches, salads and desserts. Meals include ribs, catfish, chicken, pork and beef, all prepared a variety of ways to appeal to a larger portion of the customer base. We also offer salads, sandwiches, and a wide array of appetizers.

Flagship Restaurant Design

Our prototype building design for the Charlotte, NC region is a 4,900 square foot freestanding restaurant with a full-service bar, elevated mezzanine area for private parties, and patio dining. The restaurant exterior features interesting structural characteristics including a rustic, tumbled brick on the outer walls with accents of custom ironwork and woodwork. The front of the building features over-sized storefront windows, custom copper work over the main entrance, and a painted brick mural of **The Little Dooley Barbeque & Blues™** logo. Other features include multi-level, open-air terrace seating along one side of the building with brick accent work and wrought iron light fixtures. Interior décor will capture the musical energy of “the blues” with a related décor package and upscale furnishings using blues-themed memorabilia, photographs and artwork.

Franchise Development Strategy

Our efforts to find premium locations that compliment our barbeque and blues restaurant theme and positioning goals have just begun. During the first quarter of 2006, LDQ finalized its Uniform Franchise Offering Circular (UFOC). Additionally, LDQ has registered to transact business in states where we will focus our initial expansion. LDQ is currently active in Florida, Georgia, Mississippi, North Carolina, Ohio, South Carolina and Texas. We are presently accepting inquiries from franchisees and area developers throughout the country, and are taking the necessary steps to transact business in new territories.

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