

A&W University

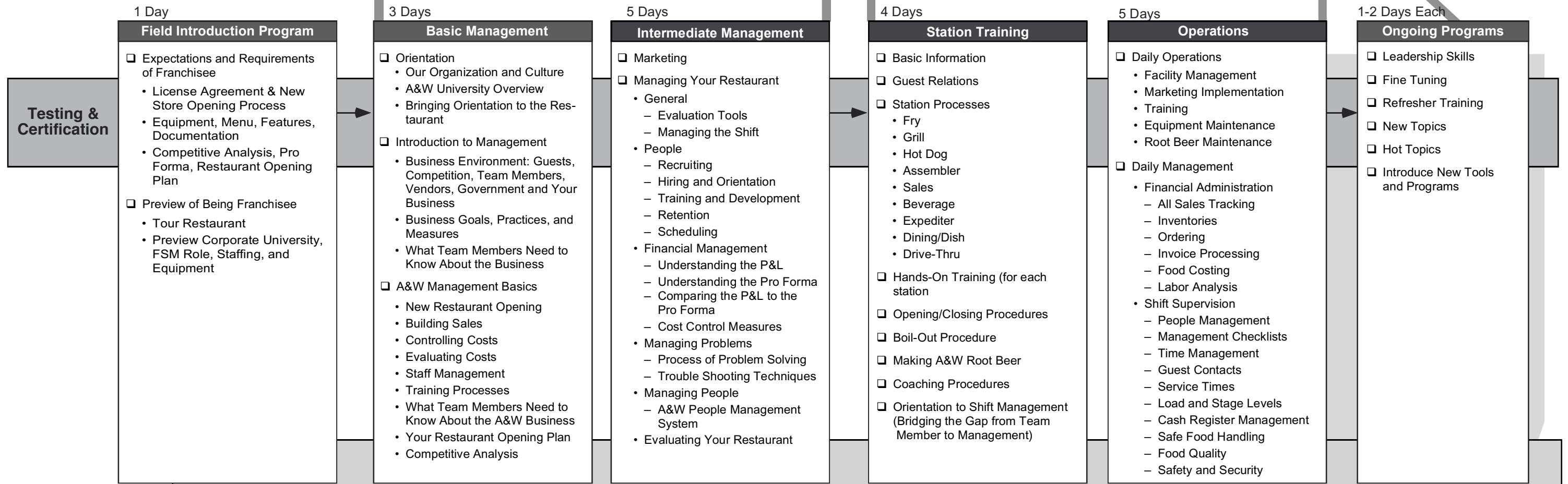
New Franchise Training

Corporate A&W College (Farmington Hills)

Corporate & FSM Field Seminars

Business Program

Operations Program



In-Field Materials
(manuals, aids, videos, tools, etc.)

Continuous Training

- Build Regional Colleges**
- Pilot five venues (campuses) in Detroit.
 - Pilot five venues in four US locations.
 - Expand nationally or internationally as needed.

Future Development

Regional A&W Colleges*

- Free Standing Campus
- In-Line Campus
- Food Court Campus
- Co-Brand Campus
- C&G Campus

* Regional Colleges are certified training restaurants set up for training and mentoring new franchisees in each regional area of the country. Each area will contain at least one restaurant of each venue type. These Regional Colleges will be within driving range of any new restaurant.

New Franchise Open For Business