



BESTWORSCHT[®]

IN TOWN



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BWIT
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Dear Worscht Fan,

since the history and success but especially the name of “Best Worscht in Town” is linked to Frankfurt in Germany and its local language we have to start with an intensive language course on “Frankfurt Slang” and the “Worscht” in order to avoid any misunderstanding or confusion.

“Worscht”, pronounced almost like “washed” or “warshed” (but fast spoken) is the typical Frankfurt Slang for the High German “Wurst”, the English “sausage”.

BWIT consequently stands for nothing less than the “best f... sausage in town”.

And as the Frankfurters love their language the name “Best Worscht in Town” is to be understood as a declaration of love towards the “Worscht”.

And now we can start ...

BWIT much appreciates your interest into our company.

Since 2005 BWIT not only sells the best Worscht in Frankfurt am Main, but also has developed into a Fast Food Franchise enterprise that today is leading the market for Curry sausages in Germany. In recent years BWIT is strengthening and expanding its leading market position more and more. Largest growth is generated together with our motivated and reliable Franchise partners who have been given the chance to participate in the success of our well received and established business model. Apart from the basic necessary economical skills BWIT's concept requires a high degree of social skills, joy to work with people and the ability to make people feel happy while serving them. BWIT is especially known for its ever friendly and very casual sales staff. The relaxed and laid back contact with our customer is one of the most important elements of BWIT's concept.

On the following pages you will get an insight into BWIT's history, our concept and what it takes to become a member of the "BWIT-family".



We know what matters around the “Worscht”

Our success proves us right every day. Our customers know that we are the “original” and they know that we are the creator of the spicy curry sausage (the “Worscht”).

However, not only this publicity makes us special but also our highest standards as to the exclusive use of products without any addition of artificial flavor enhancers, preservatives or other questionable ingredients.

Our commitment to quality, freshness and taste is definitely another one of the secrets of success of BWIT, which we like to share with you.



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"A success story", or: How it all began ...



1970: Irma and Georg open what today is known as "Old School Wurst Stall" in Frankfurt am Main, Grüneburgweg 37, the breeding ground of later Best Worscht in Town.

1973: Irma's and Georg's son, Karlheinz, took over business and sold Curry Sausages for 20 years until 1993

1993: Due to Karlheinz' health reasons his sister and brother in law, Brigitte Ernst & Obendorfer, were leading the business until 1994 when their son Lars Obendorfer joined took over.

1997: Lars can accept everything but "boring" or "we have always done it this way..." - That's why it did not take him long to walk away from the classical curry sausage. With the help of a good friend, a Michelin Star Cook, they tried new spices and created a variety of new exciting flavors that are so popular until today.

2001: Standing still is a no go for Lars. Only 4 year after the taste revolution Lars adds "Chili" to the flavors, at this time still largely unknown in Germany. From now on customers can combine any flavor with any spiciness, the next revolution in Curry Sausages.

2005: The year of the first "Chili Contest". Local and national media called on the scene and due to the nationwide presence Best Worscht in Town now no longer was just an insider tip in Frankfurt. The run on the wurst stall was overwhelming and as a consequence the first franchise subsidiary has been opened in the Northwest Shopping Mall in Frankfurt in the same year.

2006 – 2011: In the following six years the business developed so well that in Rhein-Main-Area eight new branches between Darmstadt and Mainz have been opened.

2012: Lars is starting the advertising agency "Audience All" especially in order to guaranty best possible Marketing and Promotion Support for the growing "BWIT family" including Franchise Partners and BWIT branches.

2013: BWIT and Audience All move into new premises. Warehouse, offices and the complete infrastructure are now under one roof. This guaranties a highly efficient communication and workflow.

2015 - Opening of the franchise branch in the "Skyline Plaza" center, the most prestigious shopping mall in Frankfurt am Main.

2015:

Currently BWIT is busy opening its first branches abroad. At the same time we are about to market BWIT branded products in the retail sector. Both projects will further increase the popularity of BWIT on a national and later on an international level.

Meanwhile the expansion in Germany continues unchecked far beyond the Rhine Main area.

2016 - 2018:

Its done! first master franchise contracts where closed and we just launched our first stores in Dubai and Jeddah/ Saudi Arabia.
more to come...

2019 :

branch in Munich just opened and Expansion moves on.
More branches in Germany and another one in Dubai are currently on build.

.....

Where else the "Worscht" will lead us to?
We do not know yet, but we look forward to it!



And that's the way we and our customers like it:

First our customer chooses between barbecued pork and beef sausage, both just as a single sausage or in a set. Depending on the individual BWIT branch sometimes even poultry or vegetarian /vegan sausage variations are offered.

After his choice our customer selects his desired degree of spiciness. The possible range is from a perceived 4000 SCU up to 1.2 million SCU and it is obtained by adding selected Chili Powders or our very own secret Hot Sauces. In the next step our ketchup joins the Worscht. And, of course, both our Ketchup as well as our Chocolate Drink are BWIT's own brand.

Last but not least, the customer now selects his preferred flavor that consists out of various herbs and spices as well as further secret ingredients. All flavors are BWIT own and their recipes are secret.

For further variety BWIT offers an additional flavor that is changing every month and that is communicated on the website, in flyers and in the shops as "Monthly Style". Its recipe is based on suggestions from employees or it is developed BWIT HQ.

As we don't want our "Worscht" to feel lonely

We generally serve our Worscht with our traditional German Bauernbrot (handmade bread) or as an option with our crisp/tender fries made from fresh unfrozen potatoes. These can be ordered with ketchup, mayonnaise, curry powder or even fresh chopped onions, just as our customer likes it best.

Soooo Yummy!!!





HOT SPICE

feels like:
1.200.000 SCU

FBI. fuc\$#ng
burning
Injection

feels like:
666.000 SCU

**GODFATHERS
DEATHKISS**

feels like:
333.000 SCU

ORALWARRIOR

feels like:
110.000 SCU

MOUTHORGASM

feels like:
50.000 SCU

BIT MORE B

feels like:
8.000 SCU

EU - CHILI

feels like:
4.000 SCU

TICKLE

If you think you are
hot enough

NOTHING



F

E

D

C

B+

B

A

HOT LIKE
TABASCO® SAUCE

NO!

NO!

MIX IT YOUR WAY

+



1

OLD SCHOOL Madras Curry Special

2

X - MAS Cinnamon & Coriander

3

LEMON Fresh Lemon Taste

4

PIRAT Lemon, Jambalaya & Ramson

5

BBQ Orange Zest, Salt & Sugar

6

JAMBALAYA 17 different Spices

7

FREE - STYLE Jambalaya & Curry

8

CHEEZY Lemon, Jambalaya, Onions & Mozzarella Cheese

9

HONEY - LOVE Honey-Dill-Mustard, Mozzarella Cheese & Onions

FLAVOR



Feel hungry?

If you now even more feel more ambitious to join the BWIT family and to open your own BWIT branch, here are some more tasty tidbits for you, how BWIT supports its Franchise Partners

- **consulting for ideal site selection**
- **support during the planning phase**
- **support during shop fitting through recommendation of experienced third party specialists**
- **support during the opening phase and during ongoing daily business.**
- **Franchisee system training and personnel training.**
- **Optimal support in restaurant management.**
- **Basic support of promotional activities by in-house advertising agency (Audience All).**
- **Guaranty of product quality through internal quality management.**
- **support the purchase of goods.**





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Take away/bring along?

What documents we need from you for our first personal meeting we will let you know upon making our appointment with you.

You can reach us Monday throughout Thursday 9:00h to 14:00h on

Tel: +49 6102 7985677

or any time by email to: **office@bestworschtintown.de**



Last but not least

Again thanks a lot for your interest into BWIT. We are happy about any feed-back and recommendations as well as crit from you as our customer. But we also look forward to hearing from you as our potential Franchise partner.

May the Worscht be with you!





www.BESTWORSCHT.DE