



★ THE AMERICAN STYLE ★
Stars
AND STRIPES
★ STEAKHOUSE AND BAR ★

**A BRAND
FILLED WITH
PASSION
AND
EXPERIENCE**

ON A MISSION

To be the best **American-style restaurant experience** by adding digital experience to our menu.

By passion, quality and friendliness we want to make the guests feel the same love that we do for the American kitchen.

**FROM BROTHERS
TO BROTHERS
THE HISTORY OF
STARS**

We have always loved the American restaurant culture, and with hearts full of magical sports moments, we chose to begin our journey within O'Learys in 1999. During 10 years as a franchisee, we created an incredible amount of knowledge and experience within the industry.

The idea of Stars and Stripes was born in September 2009 after several tours of the United States, and numerous visits to sports bars and more modern steakhouse restaurants. The biggest inspiration source was found in Denver, Colorado.

The premiere of the first Stars and Stripes restaurant took place at Stortorget in Karlskrona in the spring of 2010.

The recipe was really simple, we focused on what we like; good American food, service system where all guests are seen, an informal and comfortable restaurant atmosphere, and topped with great sports and games.

The first night in Karlskrona was a massive success and we realized that our concept could work in more places throughout Sweden. The Stars and Stripes Trademark was therefore formed the following year. We joined the Swedish Franchise Association and worked hard to secure the foundation we knew was needed to create a successful franchise chain.



**NIKLAS HOLGERSSON
& JOHAN HOLGERSSON**

FOUNDERS OF STARS AND STRIPES

THE STARS TIMELINE

2019

COMMUNICATING THE BRAND

Ny webb, ny varumärkesplattform,
ny kommunikationsplattform
Nya paketeringar, nytt intranät

2018

NEW POSITION

Vi arbetar fram en helt ny varumärkesposition
tillsammans med Milou.

2016

STARS 2.0

Vi utvecklar ett **nytt inredningskoncept** tillsammans
med Jidström & Gil. Den råa, enkla men genuina och
och sportiga inredningen signalerar vad vi står.

2013

FRANCHISE SUCCESS

Efter 2 års prövotid blir vi fullvärdiga medlemmar i
Svenska Franchise föreningen som granskar allt vi gör.

2011

STARS FRANCHISE

Med hjälp av Franchise Group byggs Stars and Stripes
Franchise upp. Avtal, handböcker, mm. skapas för att
kunna bli en ledande kedja.

2010

STARS IS BORN

Efter resor runt i USA lanseras föds Stars and
Stripes och första restaurangen lanseras.

THE STATS

STARS TODAY

*Stars and Stripes is an organization in constant motion.
We are not afraid to try new things or to have high goals.*

- 3 units in Sweden.
- We will have a turnover of about 40 million in 2020.
- We employ about 40 people.
- We aim to establish 1-2 units per year from 2023.
- For us, finances and profitability are more important than dots on the map.

Vänernborg



Kalmar



Karlskrona



OUR CORE VALUES

For our Family

We are a family helping families. With respect, compassion for each other and those we serve. At Stars and Stripes we take care of each other!

Full of Passion and Expertise

We strive for excellence in everything we do. We have both the insight and ability to deliver high quality in everything from the service, the food and the experience, to all our guests.

Creative thinkers

We never settle for the first, easiest, or quickest solution. We use our creativity to take us above and beyond.

Loyal to the bone

We value loyalty more than anything. Loyalty for us is listening, caring, adapting and loving - and we love our guests. Everything we do we do for them.

THE BRAND
RECIPE AND
OFFERING



BRAND RECIPE

LOVE FOOD AMERICANA

From prime cuts to the freshest greens.
Share with us the love for food Americana.

1 STEAKHOUSE

2 THE BAR

3 ATMOSPHERE

4 EXPERIENCES

STEAKHOUSE

The smell reminds you of a warm summers day in your backyard, the meat is tender, the sauce incredible and all your tastebuds just light up, in a good way. That's a steakhouse we'd like to visit.

Our food is a collage of all the flavors in American cuisine. We serve everything from triple fried to the freshest salads. Nothing leaves the kitchen without us being super proud of just that plate of food. Everything from flavors to frying temperatures should be a 100% right. We want our guests to experience the love for the American kitchen, in just as we do everyday.

STEAKHOUSE IS

From the Grill
Fresh
Well thought of
Going the extra mile

STEAKHOUSE ISN'T

Just food
Manufactured
Sloppy
A tired "no"

THE BAR

A disarming laugh, a beautiful cocktail, a slightly crowded feeling, the derailed story and that contemporary tune that makes your knees swag, just the right amount. That's what we call a great bar.

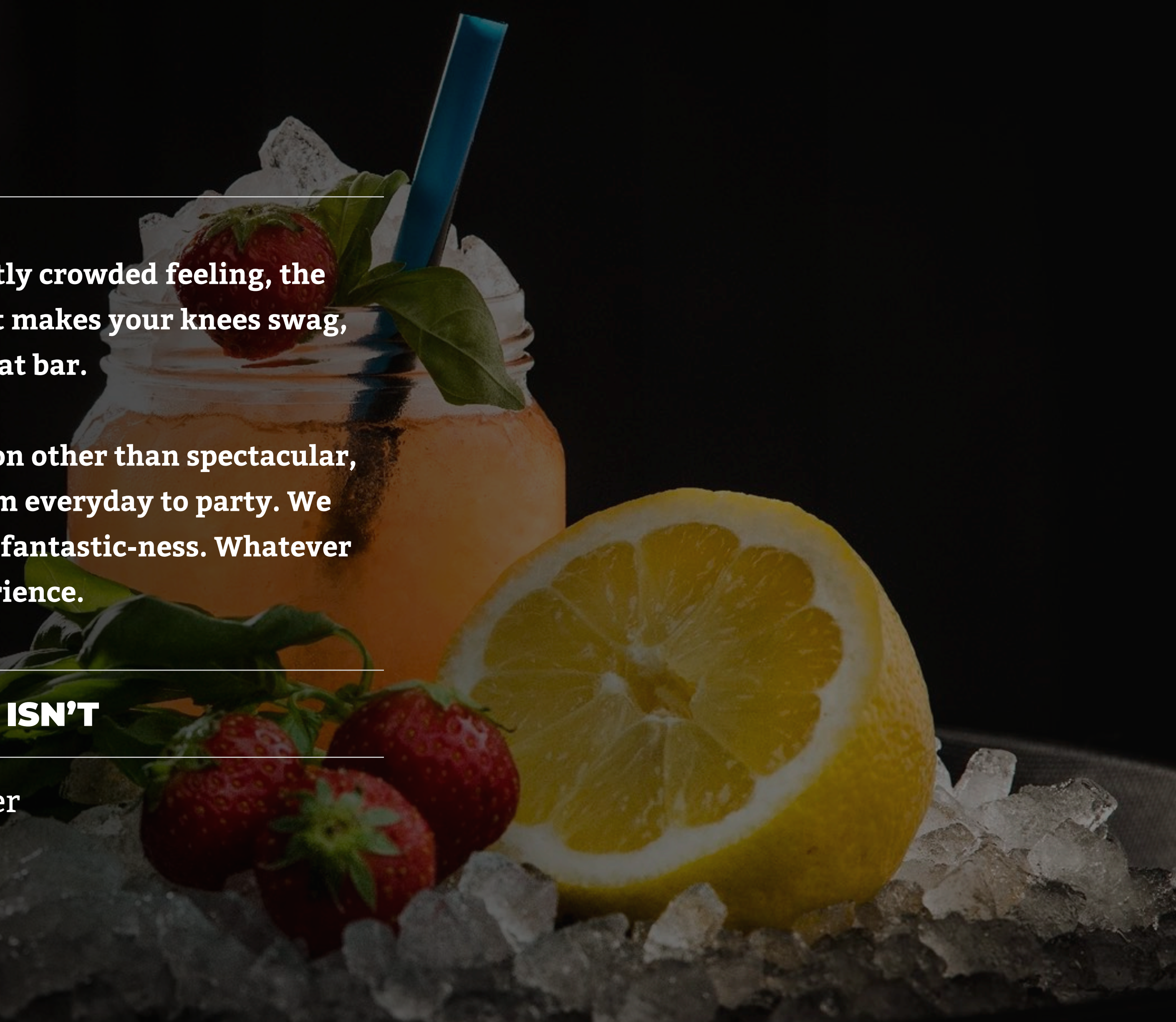
The variety and quality of our bar offering is non other than spectacular, from the simplest to the most complicated, from everyday to party. We have the knowledge to guide our guests to that fantastic-ness. Whatever our guests ask for, we deliver a next level experience.

THE BAR IS

High Quality
Handcrafted
Unique
Contemporary

THE BAR ISN'T

Spilled beer
Pre-maid
Generic
Oldies



THE ATMOSPHERE

Our restaurant decor is the physical version of everything that Stars and Stripes stands for. A perfect extension of our brand.

We enhance the physical experience by taking care of our guests just as if it is a private dinner party at your own home. With a warm welcome, friendly hellos and honest smiles. And of course, great service.

We want our guest to think of Stars as a place to talk, to enjoy, to laugh, to relax and to have a really, really good time. Just as you would have at a dinner table in your best friends house.

THE ATMOSPHERE IS

Inspiring
Personal
Family engagement
Casual

THE ATMOSPHERE ISN'T

Dull
Standardized
Quiet conversations
Uncomfortable

THE EXPERIENCE

Big crowds, young couples, hardcore fans, a loving family or just some students looking for a party. It doesn't matter who you are. The Stars experience invites everyone to a good time.

Everything from contemporary music, fun-loving quizziness, a big, BIG game, a lazy day in the sun, some after work drinks, or just another night out. We deliver our experience the Stars way. With love and care, just as we do with our closest family.

THE EXPERIENCE IS

Inviting
Including
Genuine
Sharing

THE EXPERIENCE ISN'T

Stiff
Excluding
Artificial
Reclusive

A DINNER WORTH smaller plates

- Spicy Pork Bun** 79,-
Bakad skinka, picklad rödvin, gurka, senap, smetost och korv.
- Shirataki Bun** 79,-
Sushirätter, picklad fröskal, vegetabilisk smetost, vitlöksolja och sesamolja.
- Sticky Kimchi Wings** 118,- 119,-
Korvskinka med kryddigt senapssås och picklad rödvin och smetost.
- Smoky Tiger Wings** 62,- 124,-
Sushirätter i en kryddig och smetostsås, serveras med picklad rödvin och smetost.
- Hot 'n' Cheese** 49,-
Kryddigt smetostsås med picklad rödvin och smetost.
- Garlic Bread** 49,-
Smetost med vitlöksolja.

sides

- Fries 22,-
- Sweet potato fries 43,-
- Halloumi fries 79,-
- Asian salad 40,-
- Sesame roasted broccoli 45,-
- White chris 45,-
- Grilled baby gem salad 45,-
- Hot bean salad 45,-
- Kimchi 45,-
- Roasted vegetables, mushrooms and kale with miso mayo 45,-

swap out your fries!

- Hot chili 45,-
- Hot potato skin 47,-
- Halloumi fries 47,-

THE ORIGINALS

- Chili & Cheese Burger** 166,- 189,- 211,-
Chiligrödd, smetost, 2 ostar, bacon och smetost, serveras med pommes.
- Bacon & Cheese Burger** 159,- 179,- 198,-
Med smetost och smetostsås, serveras med pommes.
- Italian Style Burger** 162,- 185,- 207,-
Smetost, picklad rödvin, smetostsås med italiensk senap och picklad rödvin, serveras med pommes.
- Crispy Umami Burger** 159,-
Picklad rödvin, smetostsås med italiensk senap och picklad rödvin, serveras med pommes.

dip sauces

- Miso mayo / Sriracha mayo / Kimchi mayo
- Grillad paprika / Sriracha sauce
- Mushroom mayo / Halloumi herb mayo

from the grill

- Grilled tenderloin 256,- 305,-
Grillad nötkött
- Grilled chicken 175,- 199,-
Grillad kyckling
- Grilled sirloin 252,- 299,-
Grillad tröskelfärs
- Grilled celeriac* 169,-
Grillad rotterlilja

- * Glutenfri
- * mjölkfri
- * Vegetansk

Kamrija grillstuga
grillar med värme
medföljer. Skriv
sammansättning och
beställning på
beställningskort som
följer din grillade
smörgås.

SHARING bigger plates

- Smoky BBQ Ribs** 219,-
Ritiga BBQ stekta ribs, smetostsås, serveras med pommes.
- Half rack utan pommes** 110,-
- Korean Kimchi Ribs** 222,-
Kryddiga kimchi glassade ribs, serveras med pommes.
- Half rack utan pommes** 112,-
- Caesar Salad** 182,-
Smetost, vitlöksolja, smetostsås, serveras med en smetost pommes och 200g.
- Grilled chicken** 182,-
- Grilled scalpi** 204,-
- Korean Grilled Steak Salad** 229,-
Söt kryddad stek, paprika, sallad, 20 chilis, toppad med smetost, smetostsås och smetost, serveras med pommes och chilimajonnäs.

All our plates are perfect for sharing! All our plates are perfect for sharing! All our plates are perfect for sharing! All our plates are perfect for sharing!

what's a combo?

Glöm inte att beställa pommes till ditt måltid! Glöm inte att beställa pommes till ditt måltid! Glöm inte att beställa pommes till ditt måltid!

combos

- Glorious Beef Combo** 44 429,-
Grillad ryggsnitt med kimchi, smetostsås, smetostsås med smetost och smetost, smetostsås med smetost och smetost, smetostsås med smetost och smetost.
- Tpic Chicken Combo** 44 354,-
Grillad kyckling med kimchi, smetostsås, smetostsås med smetost och smetost, smetostsås med smetost och smetost.
- Ultimate Veggie Combo*** 44 343,-
Grillad tröskelfärs med smetostsås, smetostsås med smetost och smetost, smetostsås med smetost och smetost.

the stars way of dining

Välkommen till Stars! Vi erbjuder dig ett stort utbud av smetostsås och smetostsås med smetostsås och smetostsås. Vi erbjuder dig ett stort utbud av smetostsås och smetostsås med smetostsås och smetostsås.

SWEETS

- Silky Rooftop Pudding** 79,-
Smetostsås med smetostsås, smetostsås och smetostsås.
- Not your Grandma's Apple pie** 89,-
Smetostsås med smetostsås, smetostsås och smetostsås.
- Street Style Churros and Donuts** 82,-
Smetostsås med smetostsås, smetostsås och smetostsås.



KIDS' MENU

- Classic Pancakes** 69,-
Två stycken pannkakor, serveras med godis och smetostsås.
- Kids' Burger** 79,-
Smetostsås med smetostsås, smetostsås och smetostsås.
- Chicken Nuggets** 84,-
Med smetostsås och pommes.

STEAKHOUSE MENU



Stortorget 2
371 34 Karlskrona
+46 (0) 455-152 40
karlskrona@starsnstripes.se

www.starsnstripes.se



**SUNDAYS
FAMILY SUNDAY**

On Sundays we have family fun at Stars. We'll have everything from classic American diner's hearty food to the place. It's a place where you can relax in the back garden and we're recharging for the next day with the people we love most.

Take up to 12 years out for free from the kids menu and skipping starter is 10% off all day.

**EVERY SUNDAY
11:00-21:00**

[BOOK TABLE](#)

**WEDNESDAYS
QUIZ NIGHT**

Here at Stars, we love trivia nights. Being the family, your partner or your colleagues and compete for gift vouchers and prizes.

The quiz is usually very popular so make sure you book a table in advance. We recommend making a reservation for 2-3 hours before the quiz starts so you'll have time to eat before the quiz starts.

**EVERY WEDNESDAY
17:00-22:00**

[BOOK TABLE](#)

**MONDAY - FRIDAY
AFTER WORK**

Demolish after a hard days work in our cosy little room. We offer a 15% discount on food drinks (except alcohol). We have your favourite and large selection of cocktails and beverages.

**MONDAY - FRIDAY
17:00-22:00**

[BOOK TABLE](#)

STARTERS

Gluten free Vegeto

<p>Garlic bread 49kr</p> <p>Our famous garlic bread served with oil.</p> <p>Waffle appetizer 89kr</p> <p>Waffle with our signature hot sauce and protein with apple and lemon with extra special hot sauce.</p> <p>Steak and potato hot wings 119kr</p> <p>Full of flavor in hot sauce. Served with soft cheese on our choice dip.</p> <p>Steak string salad 129kr</p> <p>Our delicious hot salad topped with steak.</p>	<p>3 for 149:-</p> <p>Steak palette Protein plate</p> <p>Fried chicken wings Hot wings</p> <p>French fries Macaroni</p> <p>Macaroni Macaroni</p> <p>Macaroni Macaroni</p>
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[BOOK TABLE](#) [ORDER ONLINE](#)

MAINS

Gluten free Vegeto

<p>ORIGINAL BURGERS</p> <p>Original beef cheese burger 189kr</p> <p>25% of food budget and 10% of alcohol. Served with</p>	<p>Burger sides</p> <p>Steak palette Protein plate</p> <p>Fried chicken wings Fried chicken wings</p>
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STARS AND STRIPES EXPERIENCES

CONFERENCE

8-20 people

Treat yourself and colleagues to something special. Enjoy an American inspired menu and a well organized conference.

[MORE INFO +](#)

GAME NIGHT

2-8 people

Watch, compete and enjoy! Celebrate the best moments in sports with carefully selected dishes and hand-crafted drinks.

[MORE INFO +](#)

PARTY

12-40 people

From private events to cocktail parties, our business meetings, we offer a high level of quality to your experience.

[MORE INFO +](#)

SHARING DINNER

[SEE MENU](#)

EVENT MENU

[SEE MENU](#)

BESTÄLL DIREKT I TELEFONEN

Nu kan du enkelt beställa och betala för mat och dryck med din egen mobiltelefon.

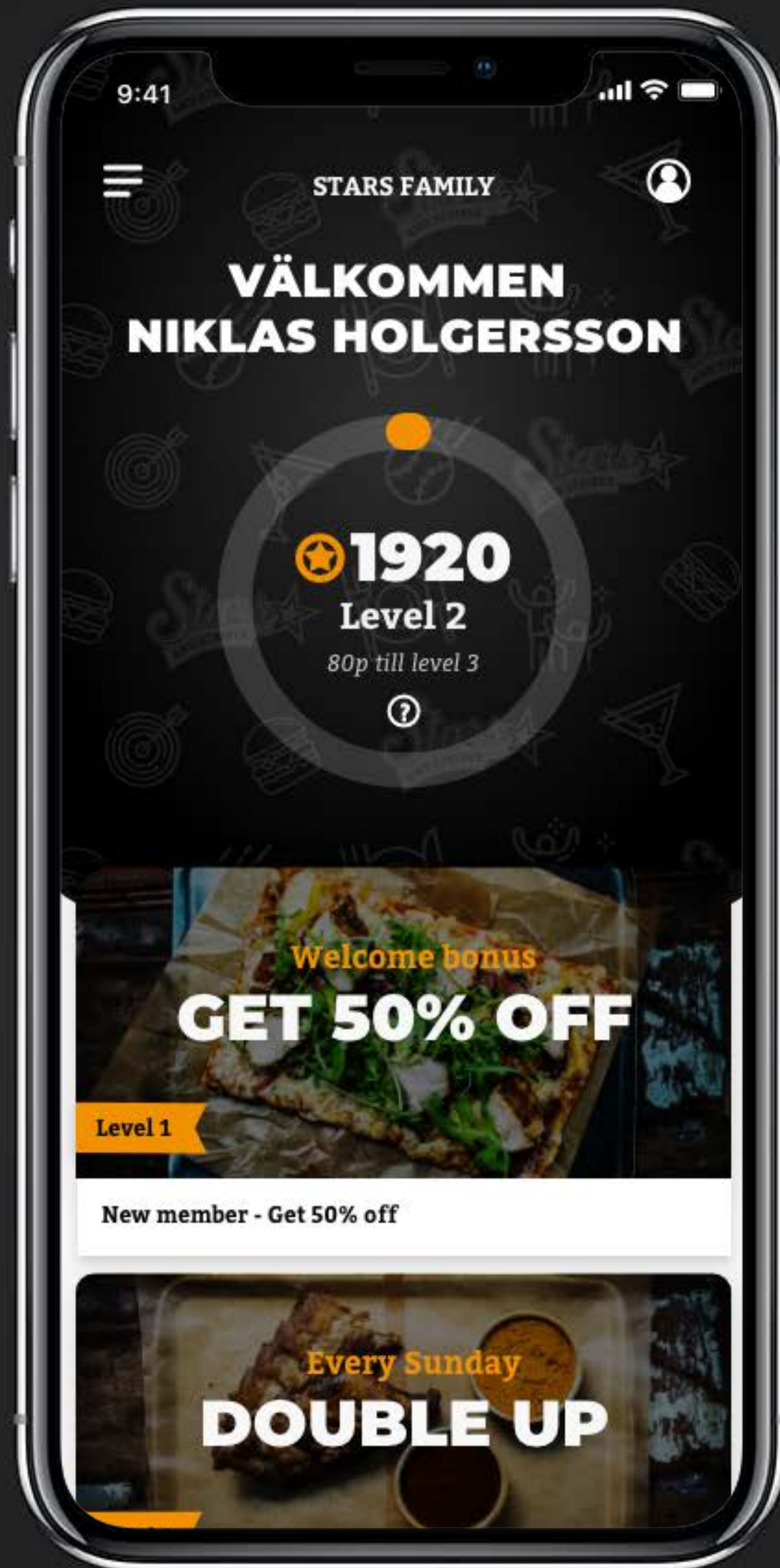
Självklart finns vi i personalen här för dig som vill ha personlig service.

INGEN BEHÖV AV
ELLER MEDLÖSNING!

SKANNA, BESTÄLL OCH BETALA

Vid varje bord finns en unik QR-kod. Använd koden vid ditt bord för att lägga din beställning.

1. Skanna QR-koden med din kamera
2. Följ länken, kolla igenom vårt sortiment av mat och dryck
3. Beställ och betala
4. Sitt lugnt, så kommer vi ut med din beställning



LOYALTY PLATFORM

Loyalty is to be **rewarded**

The loyalty platform is developed as a mobile-first web application, integrated with Trivec.

- Easy-to-use signed-up in your smart phone
- Earn points for activity & purchases
- Get offers and discounts to be used in your local restaurant.

STARS

FRANCHISE

AN OPPORTUNITY

WE OFFER

- Strong and well-developed brand and concept
- Affordable entry cost and fees
- Proven Sales System
- Training and Support
- No wasted food costs
- Receive orders easily through our website
- Tailored American-inspired menu and lunch concept

WE PROMISE TO

- Deliver outstanding, high quality recipes and ingredients.
- Set-up authentic and well planned restaurant at your place of business.
- Provide an infrastructure for success.
- And an unheard of loyalty and commitment from the brand.

AND OF COURSE..

PLENTY OF **SUPPORT**

With over 20 years under our belt, our franchise model has been carefully crafted and is a proven success. Our affiliates have access to all of our resources and support systems, including:

- Comprehensive training at our Karlskrona headquarters
- Trusted vendors and all necessary equipment
- Top of the line software for order management, business development and sales
- Outstanding marketing materials, marketing and development plans

SITE REQUIREMENTS

What are we looking for

Since 2010, Stars and Stripes has been busy nurturing and growing an established franchise restaurant offer throughout Sweden.

Consumer demand is at an all time high, and we are on the lookout for interesting locations in new markets.

Preferred locations are city centers and/or in development areas.

We prefer high-visibility locations, with reasonable competition in the area. Strong daytime demographics are a must. We are looking for established locations with presets to run a restaurant business.

Size: 250-400 Square meters

Daytime Population: 10,000+ (1 mile radius)

Residential Population: 15,000+ (1 mile radius)

Site: Ground floor w. opportunities for a patio (preferably on the sunny side)

High visibility: Site center and/or development areas

Criteria will vary depending on individual markets.

FINANCIAL REQUIREMENTS

Financial Requirements

- Credit Rating: No bankruptcies; ability to finance initial investment of 4,5 - 7M SEK
- Sign-up fee: 199tkr
- Royalty: 4% of net sales
- Education: High School Graduate or Higher

Experiential Requirements

- Food Service or Restaurant Experience (Manager, Owner, or Franchisee Level) Preferred
- Ability to manage a complex kitchen
- Business understanding (P&L's, hiring, customer service)
- Ability to respect and work within a proven system



FOR MORE INFO:
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