

# ORANGE TREE: Jacksonville Tradition Plans Expansion

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Interest has been strong; over 100 qualified leads have been received. Franchisees, Emling said, must have a willingness to succeed in a proven business concept. "Orange Tree has a tremendous amount of benefits to give to our franchisees, and with the right person in place, the concept is a proven success."

the contractor and build-out process, to the ordering of supplies and food, Orange Tree Hot Dogs, Inc. will be with them every step of the way. Our field representatives will also be present to support each location, ensuring quality, efficiency, and overall success."

To ensure consistency and quality, corporate

Dogs. Emling attributes the concept's success to the quality of the product and to the enduring popularity

of the hot dog. He also cites quality customer service and popularity of the restaurant's unique recipes.

"Peter Koppenburger started something simple but very unique – the Orange Tree way."



A second Orange Tree in Regency Square Mall's food court offers walk-up service; a third restaurant is located in Orange Park Mall.

The franchise program has been well-planned, with a lower initial investment cost than other franchises. Corporate plays a large part in determining site location. Franchisees will undergo an extensive training program; training continues once the new location has opened.

Ongoing support, said Emling, is the key to each new store's success. "From

headquarters will prepare and distribute certain menu items to each franchise. The company's supplier contract is also designed to ensure consistency, keep costs down, and allow the restaurant to maintain high margins on its menu items.

A simple, yet successful menu and a carefully managed expansion add up to a bright future for Orange Tree Hot

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