



FAB

Federation against Bratwurst

Confidential

Trendfood since 1999

NEW YORK POST

Dear Ladies and Gentlemen,
thank you very much for your
interest in our synopsis.

On the following pages you will
find an excerpt of our offers,
products and information about
Tom's Original Hot Dogs.

With kind regards
Tom Henriksson - Founder





"There is always someone hungry out there - and then it's only us between them and a plain Bratwurst."

Tom Henriksson
Founder of Tom's Original

On a mission from dog.

We are the FAB - the Federation Against Bratwurst. Our mission: defending the "American Way Of Sausage". Since 1999 our agents have been cultivating the "Sausage in a Bun" in Germany and the whole of Europe. 'Cause we're on a mission from dog.

The original american hot dog.

Now let's get serious. We've got nothing against Bratwurst ... apart from the hottest alternative to Wiener-, Brat- & Currywurst.



Authentic & true to the Original american style.

Tom's Originals stand for hot dog culture in Germany. Mobile or permanent, extremely flexible but always original. For more than six years our American trendfood has been an essential part of European fashionable events, nightlife and the hot spots of German cities - there would be a whole lot missing without us.

Trendfood since 1999



Who let the dogs out?

Tom's Originals - an innovative & ambitious company aiming at the top, thus following the ideas of its founder Tom Henriksson. As the Finn, at that time a successful dentist, emerged one night during a holiday in 1998 from a club in Stockholm to take a break from Swedish nightlife, he suddenly found himself in front of a hot dog stall.

A vision.

Exactly like about a hundred others who were standing in line for a hot dog. But obviously for him this situation had a profounder meaning than for the others, who were waiting patiently for a snack. He had the vision of a mobile, true American-style hot dog stall.



International company.

Back in Germany suppliers for technical and other equipment were found in the USA and instantly commissioned to develop and build the first mobile hot dog stall for Tom's Originals. But that was only the beginning, since the trendfood-catering service has developed into an international company with customers Europe-wide.

Trendfood since 1999



"We will not rest until every poor Bratwurst has become a hot dog."

Agent Mitchell



Germany turns Dogland.

FAB-Agents are busy around the clock. Out- and indoor, at permanent locations and from mobile stalls they bring the true American hot dog onto the streets of Europe. As Tom's Originals' licensees they profit from a comprehensive support, which especially comprises the provision of the equipment and all ingredients as well as the know-how of a professional net of agents. And of course, headquarters in Hanover are always ready to provide help and advice.



Advantages.

Frequent training sessions keep our agents alert for their daily commitment to the cause of good taste. We are constantly looking for new and unconventional ideas to advance the hot dog culture in Germany. That way it's fun to go to the dogs.



The Hot-Dogma.

The moment of truth has come - not only for the sausage. We accept only ingredients of the highest quality. And exactly like the technical equipment they are all produced according to our special requirements and original recipes. Exclusively for Tom's Originals. True to our motto: Keep it Real! So our favorite "doggy" is created from a combination of authentic look, highest quality and extraordinary taste. Unique in Germany.

Trendfood since 1999



"Nothing but an original
can replace an original."

Special Agent
Jefferson



Thank dog!

Animal lovers are overjoyed: Up to 400 doggies can be placed in loving hands every hour with the help of our specially designed "Mobile-Task-Stalls". And since all our agents are thoroughly prepared for their mission at the "Hot-Dog-Front" this success is theirs from the first day.

The Hot-Dogma.

Additionally, our licensees obtain a privileged right of use for all locations in their region. So in case somebody is interested in opening a stall within a certain area, the agent already active there will be offered the location first.



Unique Is Unique.

To profit from our well established brand, our marketing and our product range, the licensees pay just once a licence fee of 1.500 Euro. There are no running, turnover-related franchise fees. And what's more, we do not set the retail price for our products - so all agents are free in their pricing.



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Hot wheels, hot dogs – the Mobile-Task-Stalls

The efficient task force: Let's open up shop & get ready. All FAB mobile task stalls are ready for use in a moment. Come last, make profit and go home first. Tom's Originals mobile stalls of all sizes come provided with a standard equipment that includes everything needed for the hot dog business. As trailer or van, our hot dog stalls are always eye-catching. And of course a hundred percent American. Additionally, all our stalls can easily be adapted to further product lines. Almost everything is conceivable, from French crepes to freshly baked bagels.

Bad dogs got to hell, good dogs drive Piaggio.

A complete shop on three wheels. For an impressive performance in every situation. Due to its extensive and well thought-out equipment, with the Piaggio you can manage crowds as well as working profitably in cases of low demand. Thanks to its motorization, you have a wide range of action.



Hot Dog Trike

There is no cheaper way of mobilizing sausages. The hot dog trike is the smallest self-sufficient hot dog stall and the best choice for locations with low customer demand. The charming solution for limited outdoor activity.



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Dogs of New York

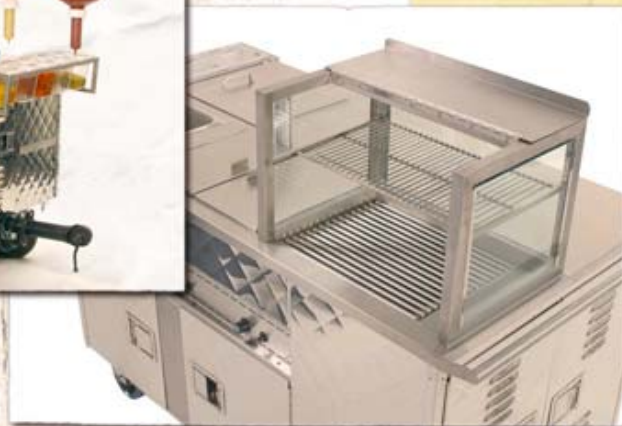


Mack G & E 100

The "American Way of Sausage" in its smallest manifestation. Fresh from the Big Apple, authentic and individual. Easily transportable due to its compact size. But nevertheless equipped with everything a hot sausage can ask for. Since the Mack G & E 100 can run on gas or electricity, it can be used equally well indoor and outdoor.

Mack G & E 500

The big brother of the Mack G & E 100. The ultimate hot dog stall directly from the USA. With the plus of equipment and storage space. As a trailer it must be moved by car. The built-in sink helps to meet the hygienic requirements. Like the Mack G & E 100, the Mack G & E 500 can run on gas as well as electricity.



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My home is my kennel

For those agents who prefer to work at a permanent location, Tom's Originals bases are an excellent solution. As fixed stalls, for example in a station, or as trendfood restaurants. Of course, the same goes for bases as for the mobile stalls: all agents receive complete support from headquarters – from the idea to its realization.

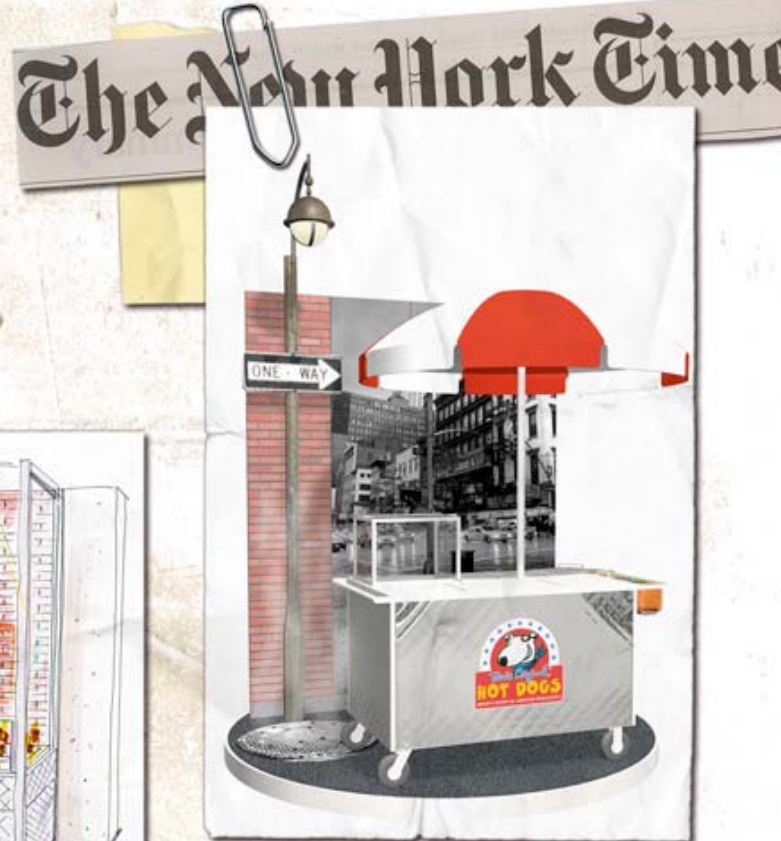


Mack turnable

Indoor, but still flexible. For all locations with varying placement. For the Mack Turnable we have copied a typical NY street corner on 5 square meters. Including a steaming drain cover, traffic noise and Big-Apple-Flair. The highlight: The Mack Turnable rotates slowly and is therefore not only the ultimate eye-catcher but also the only 360° hot dog stall (of course the rotation can be stopped for hot dogs to change hands). Can also be used outdoor. It steams, it rumbles, it's noisy and it's busy.

Shops

A home for dogs. 15 square meters are sufficient to realize a Tom's Originals trendfood restaurant and to run it profitably. The support of our interior designer is available to all potential licensees. It comprises planning the location and supervising the execution of the plans. In future we'll even be able to offer our agents locations, since we have an exclusive contract with Aichinger, Germany's biggest building firm for shops.



Trendfood since 1999



The Mac turnable



Indoor und outdoor
5 square meters
360° turning
an original piece of New York

It smokes, it roars, it is noisy
and allways busy.



Trendfood since 1999



The Wurst-Case.

The most important ingredient, Tom's Originals hot dog sausage, is produced exclusively for us by Herta according to our special recipe. Our customers have the choice: pork, beef, chicken or veggie.

Got big buns?

Tom's Originals hot dog buns are not produced industrially but completely handmade by a well-known traditional bakery. Only these buns deserve the label Tom's Originals.



Are you relishious?

Authentic taste - seven different top-class relishes, from spicy to sweet. Imported from Canada and obtainable exclusively from us. Without these chunky sauces any hot dog would only be a poor Bratwurst.



Powered by Heinz

Even Mustard-Dogs like Cat-Sup. Perfectly to be supplemented all ours added by products of Heinz.

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Doggiestyle

From stylish uniforms to paper napkins - Tom's Originals advertising materials guarantee a good start, a busy business and of course a corporate performance on the market. All advertising materials are obtainable against a fee.

Powered by Trendfood since 1999

Ist günstiger.
Und schmeckt besser!

Tom's Originals. Trendfood since 1999

Powered by

Trendfood since 1999



The FAB wants you!



Join the FAB! You can order detailed information directly from FAB headquarters in Hanover. We'd be delighted to inform you personally about the complete range of our service.



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Trendfood since 1999





Hot Dogs are **OUR** Business.



SANTA VALET
364-0342

Thank you for your interest!

Visit us on the web at:

www.toms-original.de