

**LOCAL  
HERO**  
MICHELIN  
SINGAPORE

Franchise Info

**Australian Emerging Franchisor 2022 Finalist**  
**Most Popular Asian Restaurant 2022**



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# Introducing Local Hero Singapore

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Welcome To Local Hero Singapore!

Launched in December 2020, Local Hero Singapore (Local Hero) is the **first restaurant in Australia** to host **two Michelin brands under one roof**. It showcases the best of Singapore's street food cuisine and diners can enjoy six-time Michelin Bib Gourmand-accredited favorites in one place. The two Michelin brands on board include Tiong Bahru Hainanese Chicken Rice and A Noodle Story. Both were awarded the Michelin Guide Bib Gourmand for six-consecutive years in 2016-2022.

What matters in a food franchise is not just the ingredients – it's how those ingredients are put together and the whole experience served. With menu designed by a team of multi-awarding-winning Asian Chefs – Anders Cheong, Gwern Khoo, Ben Tham and Colin Lau, we ensure all our dishes are nicely crafted and freshly made to order, while prepared to an exquisite level of quality and taste for our customers to enjoy.

- Tiong Bahru Chicken Rice (TB) recipe is the original recipe by Chef Anders.
- A Noodle Story (NS) recipe is the original recipe by Chefs Gwern and Ben.
- Local Hero's extended menu is designed by ASIA award-winning Chef, Colin Lau.

Our dedication to delivering quality meals at an affordable price has seen Local Hero become one of the market leaders in authentic South-East Asian cuisine, helping us expand to 5 outlets in just 2 years.

We're now looking for a select group of franchisees that are as passionate about our food and brand as we are. The Local Hero family works closely with you, you can believe we have your back and want you to succeed from day one with us.

## ”



# Ven Chin

Founder, Managing Director and CEO

## OMI Group

Australian Emerging Franchisor of the Year

OMI

LOCAL  
HERO  
MICHELIN

KZO

PRIVÉ  
CHEF

SHIRO

XENZE

MONDÉ

AOZÈ

LVO PIZZA

Thai Capella





MICHELIN  
BIB GOURMAND

**Australian Emerging Franchisor of the Year 2022 Finalist**  
**Most Popular Asian Restaurant 2022 by World Gourmet**



# The Local Hero Story

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## **1. Gap in The Market**

Singapore food is well recognized by all nationalities around the world, but there are almost none among the restaurants or food court choices. Furthermore, there is no Singapore restaurant chain in Australia.

## **2. No Restaurant In Australia Has 2 Michelin Brands Under One Roof**

Michelin branding will instantly create a buzz and we are the first restaurant in Australia to have 2 Michelin brands under one roof. Moreover, Singapore food is accepted by Westerners and Asians, of all ages and era.

## **3. Typical Asian Food Are Chef-dependent**

Our concept is non-chef-dependent at the outlet level, making our system fool-proof and easy to operate.

”



# Who We Are

We are a fast casual restaurant concept with a difference. **Non-chef-dependent** at the outlet level, while making our system **fool-proof** and **easy to operate**.

Before we dive in, why 'Local Hero Singapore'?

It's the words that get to the core of why we exist as a brand - to become an iconic establishment within Australia and Asia's culinary landscapes, showcasing the best of Singapore's street food cuisine and Michelin Bib Gourmand-accredited favourites with authentic flavours and distinctive atmosphere.

**Local Hero** features the **success stories** of **street food** vendors who have perfected their individual authentic dishes which **brings communities together**. **It is through this spirit, they cook food from their heart and become heroes in their local areas.**

Hawker food is the very heart of Singapore. Inspired by the rich culinary landscape, the hawker culture and the authentic taste of home to many of us, each dish has been developed with authentic flavours of Singapore in mind and prepared with the freshest ingredients available to us.







## Tiong Bahru Hainanese Boneless Chicken Rice

**Michelin Bib Gourmand  
for 2016 – 2022**

Chicken rice, considered one of Singapore's national dishes, excels because of its simplicity; poached chicken on white rice, served with soy sauce, chilli and ginger dip. The recipe and techniques to make chicken rice came to Singapore through a mix of Hainanese and Cantonese cultures. In 2011, chicken rice was listed in CNN as one of the 50 best foods in the world.

Michelin Chef Cheong Weng Wah (Anders) is the founder of Tiong Bahru Chicken Rice, a six time Michelin Bib Gourmand winner (2016-2022). Established in 1988, Tiong Bahru Chicken Rice has been serving up the national dish of Singapore for decades - tasty chicken rice and smooth juicy poached chicken. It is one of the most popular brands in Singapore frequented by Celebrities including Chow Yun-fat, Sandy Lam, Lee Heung Kam and more. It has also been featured by several major Singaporean print media companies and internationally, was also featured on the late American Celebrity Chef Anthony Bourdain's Travel Channel.

Working with Michelin Chef Anders, the team combined the traditional secret recipe with modern cooking techniques, ensuring a consistent quality in every plate of chicken rice served.

# A Noodle Story

Michelin Bib Gourmand  
for 2016 – 2022



Combine the elite skills of chefs trained in some of Singapore's best fine-dining restaurants with the rich, complex flavours of Singaporean noodle dishes and the outcome can only be amazing.

Gwern Khoo and Ben Tham met at culinary school and honed their skills in top restaurants before coming together to create A Noodle Story at Amoy Street Food Centre – a hawker food hall that serves some of the best street food in the country. Inspired by modern European techniques and Asian flavours, their signature "Singapore-style Ramen" is a true fusion of Asian cuisines with influences of Japanese Ramen, Hong Kong's Wonton Mee and Singapore's dry-tossed noodles.

Winning the Michelin Guide Bib Gourmand Selection for 6 consecutive years, this is a dish that screams attention. The snaking queues are a strong testament to Gwern's and Ben's passion for excellence and to have an unforgettable dining experience for every guest.





## Local Hero Sub-Brands

(Katong Laksa, Punggol Nasi Lemak, Newton BBQ, Changi Village Street Food, Bugis Toast, Local Hero Chendol)



We also created our own extended menu with other sub-brands to boost the offerings. Each outlet can have different unique sub-brands, the upside is - we can further introduce new sub-brands to expand the menu!





# Mission & Vision

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We started this adventure in 2020 with the mission to bring the authentic flavours of Singapore and tastes to Australia and around the world. Local Hero Singapore will be a culmination of street food vendors featured on Michelin Guides and Heritage brands.

Our vision is to become known as the first in Australia to boast 2 Michelin award-winning brands under one roof. We demonstrate we are authentic, passionate, persistent, better value and higher quality than other Asian food offerings.

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## Local Hero Desserts

Our dessert range features traditional desserts which every Singaporean grew up eating. It includes Chendol, which made it on the list of CNN's "50 of the world's best desserts" list.





# LOCAL HERO

M I C H E L I N  
S I N G A P O R E



# Values

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Our values act as a set of guidelines that steer our choices and actions, helping us make difficult business decisions including who we hire and what franchisees we select. Think of our values as the code by which we do business.

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## **Quality**

It is our quality that makes Local Hero stand out from the crowd. This dedication to quality extends to all things Local Hero, from our store designs and processes to staff and franchisees.

## **Meticulous**

We believe in doing things the right way and with precision. This is reflected in everything we do, down to weighing individual ingredients to ensure optimum meal consistency.

## **Suprising**

We aim to pleasantly surprise customers, staff and franchisees as often as possible. Our core offering reflects this: premium meals at a surprisingly affordable price.

## **Teamwork**

We value every member of our team and truly believe that when everyone is working together, amazing things are possible.

## **Honest**

We believe in honesty and strive to always operate and communicate in a straightforward and truthful manner.

# Why Local Hero?

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At Local Hero Singapore, we focus on delivering outstanding value in three key areas to ensure a successful business with happy customers and franchisees.

These key areas are:



On the following pages, we go into these three key areas in more details.



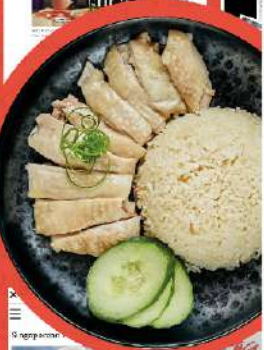
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# MEDIA REVIEWS FOR MICHELIN BRANDS

## TIONG BAHRU CHICKEN RICE AND A NOODLE STORY



# Standout Food

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## **Michelin Quality**

We only use premium ingredients and have strict SOPs to ensure the quality that Local Hero is famous for. Leveraging on 2 Michelin Brands made our brand known in a short time.

## **Pure Goodness**

Crafting and bringing out the aromatic flavour of each dish is our element. At Local Hero, we set high standards by continuously improving our menu offerings, while maintaining a high quality brand reputation that all employees can be proud to be part of. This help elevate Local Hero dishes above the competition.

## **Great Things In Harmony**

The beauty of having multiple sub-brands under one roof is that we get the opportunity to reach new groups of targeted customers through our extremely flexible menu options with added value. From a bowl of spicy creamy Katong Laksa, to fragrant plate of Punggol Nasi Lemak, to delicious spoonful of Durian Chendol, the choices are carefully selected to ensure only the best is served at Local Hero.

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# Smart & Proven Systems

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## **Excellent Efficiency**

Just about everything we do is designed to maximise efficiency. With this in mind, we don't have a large menu and weigh all produce prior to delivery to stores, making it easy to maintain standards while providing quick service. It also ensures we have better control on COGs despite our premium offering.

## **No Outlet Chef Required**

Unlike many other quick service restaurant (QSR) brands, Local Hero is closely managed by its parent company, OMI Group, which owns and operates its central production kitchen which provides our core daily ingredients. With 80 percent of the cooking done in our central kitchen by our Chef Team, our outlet systems are simple enough they can be carried out by junior staff. This leaves more staff free to focus on delivering great customer service.

## **Easy Ordering**

Our large menu display screens make it easy and quick for customers to select their favourite Local Hero delicacies. This helps speed up the ordering process and ensures customers receive their food quickly. Plus, we offer quick service and food court locations for customers in a hurry as well as casual dining options for those who want to savour their meal.

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# Superb Support

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## **Initial Training And Launch Support**

Our Local Hero training program is designed to set you up for success. Franchisees work in a training store where they are guided by our experienced in-store and support centre team members. Our dedicated New Store Opening team will also directly support you during the opening of your store.

## **Operational Support**

Each franchisee outlet is assigned to an Area Manager who will schedule visits to support you and your team in operating all aspects of your Local Hero store.

## **Marketing Support**

We believe in the importance of a strong brand, new product development and regular marketing activities. Having already opened a number of Local Hero stores, we have proven campaigns and marketing programs to launch your store and give you a great start. We always take a localised approach to marketing new stores, ensuring consumers in your immediate surrounding area are fully aware of Local Hero and what we offer. We then continue to help you grow your store with regular promotions, social media and activities to help drive sales or increase customer spend.

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# Our Central Kitchen

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## **Xenze Food Supplies**

Our unique ingredients, quality proteins and tasty premium sauces are prepared by Xenze Food Supplies, the food service supplier to a range of restaurants and hospitality businesses both locally and internationally.

Unlike many other brands, we own the Central Kitchen (CK). We are proudly Australian owned and we use local produce to support Australian farmers across the country.

With Xenze Food Supplies' manufacturing capabilities, they are also able to provide white label OEM products to restaurants and cafes. They also have a strong network of Australia's best producers, which guarantee only the best quality is delivered to all our outlets.

Operating from our central kitchen in Tullamarine, Xenze is well placed to supply within Victoria, interstate, and internationally. Xenze Food Supplies built its production capabilities and processes to the highest safety and quality standards, offering customers peace of mind and assurance when they partner with us.

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# The Local Hero Franchise Model

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Our franchise model is designed around you – the franchisee. We aim to make running a successful Local Hero franchise as easy as possible.

We do all the work to construct and set up your store complete with all the equipment and POS systems, so you can be confident it will look great and work perfectly from day one.

Not only does this take a lot of work off your plate (leaving you free to focus on training, staff selection and initial promotions) but also ensures all stores have a consistent look and feel, which helps increase brand recognition and the ultimate value of your business.

Plus, we ensure your store is in the ideal location in your preferred area and negotiate the lease terms with the shopping centre or landlord on your behalf. Happily, there's nothing quite like Local Hero. This makes it easier for us to acquire prime locations in shopping malls as we have no direct competitor (landlords typically try to avoid having two similar food options in the same location).

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# Training & Launch Preparation



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We work with you to customise your training, plan your store opening and guide you on various marketing options. Then, during your early months, we continue to work closely with you to ensure the systems and procedures are working properly so you can get the best out of your business and location.

We also provide you with management training to give you the knowledge and hands on experience required to run your Local Hero store.

Your Initial Training Covers:

- Business planning and management
- Staff selection, training and management
- Menu and pricing strategy
- Customer service
- Food preparation and back of house procedures
- Food handling and workplace safety
- Point of sales and business systems
- Compliance requirements

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# Investment

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The total investment required for a new store will depend on the location, size and layout of the site. In most instances, the set-up cost is between **\$450,000 - \$550,000 +GST** for a quick service concept and **\$800,000 - \$1 million +GST** for a casual dining restaurant.

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THIS FIGURE  
IS INCLUSIVE  
OF:



Store Design  
And Fitout



Equipment

Detailed financial information will be provided during one-on-one meetings, following successful progression to that stage.



Training Fee



New Store Opening  
Operational Support



Franchise Fee

## ROYALTY FEE

Our franchise service fee (royalty) is the greater of 7% of gross sales per month.

## MARKETING AND PROMOTIONS FEE

Although our franchise partners are not required to directly contribute to the Local Hero marketing fund, however a portion of ongoing royalties is allocated toward marketing activities and initiatives.



# Are you Local Hero quality?

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We want all our Local Hero franchisees to excel. That's why we take the time to make sure all potential franchisees are a good match for the brand and have the **right attitude** to give their franchise the best chance of success. **No prior Food & Beverage experience required.**

As with any business, being an Local Hero franchisee requires some hard work, but we have the systems and processes in place to help you succeed.

## **To Be A Successful Local Hero Franchisee You Will Need To Be:**

- Operating the outlet full time for a year.
- Passionate about our food and brand
- A true foodie who is meticulous about food presentation and quality
- Dedicated to excellent customer service
- Prepared to complete our training program designed to give you the tools and knowledge to run your Local Hero successfully
- Willing to learn and stick to our proven systems and procedures
- Looking to build the most successful business you can (with our support)
- Able to devote full-time attention to your franchise including the day-to-day operation (not an absentee investor)
- Able to commit to our general offer of at least a 7-year term (subject to lease term)
- Prepared to make significant initial, and ongoing, financial investments to ensure your success
- Prepared to meet the financial targets and expectations set by Local Hero

**If this sounds like you, let's start talking about the next steps to running your own Local Hero store.**

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# Next Steps

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If you're as passionate about Local Hero as we are, we would love to welcome you to the team. We've got a simple staged process to guide you through becoming an Local Hero franchisee.

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The key steps are:

### **1. Initial Enquiry**

Complete our Franchise Enquiry Form at [www.local-hero.com.au/franchise](http://www.local-hero.com.au/franchise)

### **2. Information Pack**

Next, we will provide you with a copy of our Franchise Prospectus and the Risk & Rewards Statement. This will allow you to better understand Local Hero's story, culture and what sets us apart from our competitors.

### **3. Phone Interview**

Once you've reviewed our prospectus, checked out our website and hopefully experienced Local Hero, it's time to chat with our team over the phone. This gives us an opportunity to explain the franchise process with you and allows you to ask any questions you may have. At this point we will also invite you to complete our Application Form and Confidentiality Agreement.

### **4. One-on-one Meeting**

Next, it's time to meet in person. At the one-on-one meeting you will learn more about Local Hero and the new store opportunities that are available. Following the meeting, we'll send you a detailed email confirming what was discussed, indicative costs and fees along with all supporting documentation.

### **5. Franchise Financing**

If you require financing, we can refer you to our financing partner at this stage who are well versed over 50+ banks and financial institutions.

### **6. Deposit and Legal Contracts**

To secure a location, firstly we request a refundable fee of \$30,000 +GST. Next, it's time to review and sign the Franchise Agreement, Disclosure Documents and Lease Agreement making you an official Local Hero franchisee. Welcome to the team!

### **7. New Store Opportunity**

We will now invite you to secure a location. To Upon securing a location successfully, we request payment of the remaining amount.

### **8. Franchise Training**

All new franchise partners are required to complete our Local Hero Training Program which includes working in a training store. There, franchise partners are trained by experienced in-store and support centre team members, typically over a three-week period.

### **9. Grand Opening!**

The big day is here! Along with our marketing support, our dedicated New Store Opening team will also directly assist you during your first two weeks to help make your opening a big success.

We look forward to working with you and having you as part of the OMI Group.

**LOCAL  
HERO**  
**MICHELIN**  
SINGAPORE