

**Own the Gateway to Cajun-Creole Cuisine**



**FILE GUMBO BAR® FRANCHISE OPPORTUNITY**



# The Opportunity Behind the Recipe

Four years into one of the toughest dining markets in the country, **Filé Gumbo Bar®** hasn't just survived — it's proven the model works.

**Filé** is a Cajun-Creole casual fine dining restaurant built around an inherited gumbo recipe, a destination oyster and cocktail bar, and a full menu of Louisiana classics: jambalaya, Louisiana BBQ shrimp, char-grilled oysters, crawfish toast, po' boys, and house-made bread pudding, all served in a dining room made for celebration.

Before **Filé**, Chef Eric McCree spent years touring as an audio engineer. When the pandemic paused the entertainment industry, he turned to an early passion, running a private chef business before deciding to open a restaurant of his own. The centerpiece was a gumbo recipe inspired from his grandfather, Aubrey "Tiny" Gaines, a man who believed nothing beat shellfish and spice.

In 2022, that recipe anchored the opening of **Filé Gumbo Bar®** in New York City. It's since been named home to NYC's best gumbo and one of the city's 38 essential restaurants by *Eater.NY*. Eric is now opening the concept to franchise partners ready to bring that same recipe — and that same success — to their own market.

# Why Filé is a Smart Investment

## **Upscale Urban Positioning.**

Most Cajun-Creole concepts live in suburban strip malls or tourist towns. **Filé** is built for dense, sophisticated dining markets instead — a destination restaurant, not a drive-by.

## **A Guided Guest Journey.**

Our “First Timer Path” turns newcomers unfamiliar with Cajun-Creole cuisine into regulars, rather than relying on guests who already know the cuisine.

## **Built for Every Daypart.**

Weekday lunch, date-night dinner, private events, and weekend brunch all draw guests through the door, spreading revenue across the week instead of leaning on one shift.

## **A Brand With a Point of View.**

**Filé** is positioned as the best gateway into Cajun-Creole cuisine: approachable for first-timers, authentic for aficionados.

## **Protected, Exclusive Territory.**

Each franchisee receives an exclusive territory, so you’re not competing with another **Filé** down the street or next city over.

## **Room to Grow.**

Ready for more than one location? Our Multi-Unit Development Agreement offers a reduced franchise fee on each additional unit.

Cajun-Creole is one of the most underdeveloped categories in American franchising. No brand currently owns the intersection of authentic cuisine, elevated hospitality, and urban market positioning —and **Filé** is built to fill that gap.





# Our Ideal Franchisee

## **A People Person.**

Genuinely energized by face-to-face guest interaction and building repeat relationships.

## **An Organized Operator.**

Comfortable juggling staffing, P&L, and inventory without losing the thread.

## **Business-Minded.**

A management background and sound, independent decision-making instincts.

## **High Personal Standards.**

Puts the guest experience first, every service, without exception.

## **Present & Invested.**

Ready to be on-site and engaged. **Filé** is built for owner-operators, not passive investors.



You don't need Cajun-Creole cooking experience. Our training and standardized recipes cover that.

# Training & Support

You're not building this alone. Filé's systems are already built, so you're stepping into a proven operation, not starting from scratch

## **Comprehensive Training.**

A structured curriculum covering brand culture, kettle-chef technique, operations, and management, backed by standardized recipes and allergen specs.

## **Operational Support.**

On-site guidance for your opening, plus ongoing access to our Brand Standards Manual and administrative systems.

## **Marketing Support.**

Playbooks for seasonal campaigns, paid social, and your market introduction plan, backed by the brand's national marketing fund.

## **Purchasing Power.**

Access to negotiated pricing through our approved food distribution network, the same supplier relationships built through years of operating in New York.





# Investment Overview

FRANCHISE FEE:

**\$40,000**

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ESTIMATED INITIAL INVESTMENT:

**\$600,500–  
\$1,841,500**

(includes franchise fee & initial working capital)

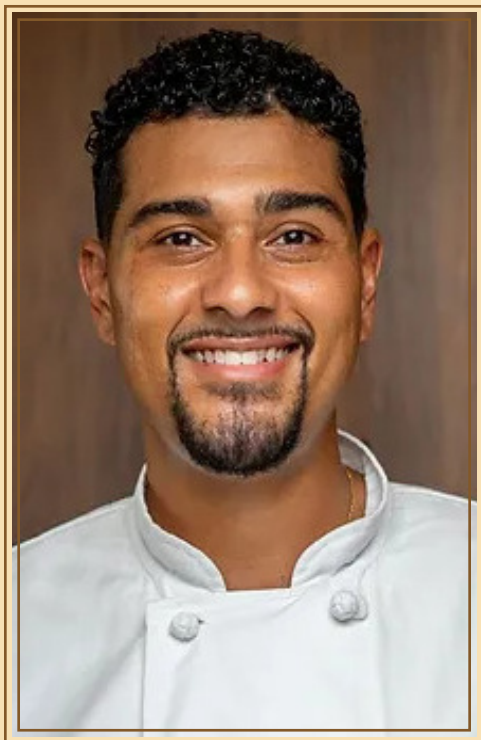
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ROYALTY FEE:

**5%**

This investment covers your build-out, furniture and kitchen equipment, opening inventory, initial marketing launch, training travel, and working capital to get your location open and operating.



## The Next Chapter Is Yours To Write

Gumbo has never been just a dish. It's a living record of Louisiana and the birth of America itself — West African okra, French roux technique, Spanish seasoning, Choctaw file powder, all simmered together in one pot until they became something entirely new. Long before it had a name, gumbo was already doing what it still does best: bringing different people to the same table.

That's the tradition **Filé** carries forward. Every bowl carries a story: a grandfather's recipe, a chef's leap of faith, a room that became home for thousands of guests. Owning a **Filé Gumbo Bar®** means picking up that story and writing the next chapter, in your own city, under your own roof.

This isn't just a franchise. It's a chance to build something real, something guests fall in love with, something that carries your name and your community's spirit for years to come.

**Bring the soul. Build the legacy.  
Make it yours.**



**Ready to bring Filé to your city?**

**Let's talk.**

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