



The Hooters Story

In Clearwater, Florida the **Hooters** Concept was created by a group of business men who wanted a neighbourhood venue where they could meet, eat, drink, and have fun. Plans were hatched and in 1983 the brand was born.

The casual beach – theme establishments feature juke box music, sports on television and a menu that includes seafood, burgers, salads and the almost world famous **Hooters** chicken wings. All washed down with a pitcher of ice cold beer served by the world famous **Hooters** Girls in their orange shorts and white T-shirt's (vest).

Hooters reputation grew along with the founders' knowledge of the industry, leading them to recognize the potential of the brand and gave them the confidence to fly the nest and expand its new territory.

They swooped up new business opportunities across the US building momentum under the guidance of Hooters of America, Inc who recognized the amazing growth potential and secured the rights to expand nationally and internationally.

Hooters is now a successful international chain, with 435 locations across 46 states and 20 countries and still growing. The logo, uniform, menu and ambience are all very similar to what was created in the original store. **Hooters** is now more than a restaurant chain, it supports local communities and events, with its own magazine, calendar and international beauty contest it provides opportunities for the **Hooters** Girls to develop modelling careers.

A wise owl recognized that it is now time to spread those **Wings Over England** and he successfully negotiated with Hooters of America, Inc for the territory franchise rights in England, Scotland and Ireland.

Wings Over England, Ltd. has appointed directors with exceptional vision and expertise to roll out the **Hooters** Brand in the UK creating a fun environment where the best people can do their best work.

With business plans to introduce over 50 **Hooters** in cities and towns in the UK why not stretch your wings, find out more about us and explore the employment opportunities and rewards we offer.



ABOUT US

Wings Over England, Ltd. was formed to bring the internationally known **Hooters** restaurant chain to the UK. With an initial plan to roll out over 50 restaurants in key cities and towns nationwide we are set to become the largest **Hooters** franchise outside of America.

Our people are at the center of everything we strive to achieve as an organization. It is vital to our strategy that we attract and engage only the best, motivated people who can create the **Hooters** spirit and have the potential and drive to grow with the business.

Our vision is to lead the casual dining market by delivering the highest quality food and hospitality in a fun engaging environment giving our customers a unique and entertaining experience that the **Hooters** is world famous for.

We are a values driven organization, recognizing that how we achieve this is **as important** as the achievement itself. We are committed to live by a higher set of beliefs and standards as an organization, as a team and as individuals.



Our Values

Challenging

We create added value by sharing our ideas and challenging each other in our pursuit for excellence.

Focused

We provide a clear focus and direction to all members of our team.

Goal Orientated

We provide agreed upon business targets, personal goals, measurement criteria and the tools to achieve them. We recognize effort, share success and reward overachievement.

Passionate

We work together with unity as a team and a shared passion to be the best.

People First

We support our people to perform in their role and provide opportunities for development allowing each individual to unlock their potential.

Professional

We demand high moral standards from our staff and maintain confidentiality.

Transparent

We are honest and open, our decisions are transparent and we deliver on our commitments.

Trustworthy

We listen, respect and trust our customers, our business partners and each other.



OUR APPROACH

We describe our approach as **“Tough but Supportive”** meaning: TOUGH on what we expect from you, but SUPPORTIVE on helping you to deliver that and overachieve.

We share our vision, ensure you have the knowledge, teach you the skills, provide you a thorough understanding of the **Hooters** brand, then point you in the right direction and the rest is up to you. Every employee has the potential to progress as far as they want, the only limit being individual ability and mobility.

We recognize that your needs may change from your first day with us, through your first month, to your first year and beyond. We train our managers in Situational Leadership providing them with a framework where they adapt their approach to meet your needs. Your manager’s role is to help you unlock your potential allowing you to be the best at what you do.

WHAT TO EXPECT

We aim to create a fun, energetic, great place to work. This means everyone is clear on how they make a difference. We recognize a job well done, respect the balance between personal life and work, rewarding you for superior or exceptional results.

Each role has a specific induction and on job coaching program supported by off job knowledge and skills training. Regular one on one reviews are conducted to support your initial settling in, followed by structured job and career chats to recognize your strengths, agree and support identified areas of development and set expectations for your growth within the company.

We measure performance on four key areas:

**Through people,
Delivering quality, Driving sales and Controlling profit.**

Together we ensure you can perform and succeed in your current role and provide challenging programs to help with your career growth, reach your potential and gain promotion.



How far you go... is up to you!

Front House;

Hooters Girl - In House Trainer - Jump Start Support team - Management

Kitchen;

Kitchen Porter - Kitchen Assistant - Kitchen Supervisor – Jump Start Support - Management

Management;

Trainee Assistant - Assistant Manager - Deputy Manager - General Manager - Openings Manager - Regional Manager

Head Office Roles;

Variety of roles in the following areas - Reception / Administration, PA, Human Resources / Payroll, Finance, Marketing Manager and Special Events Manager.

IN RETURN WE OFFER COMPETITIVE PAY, PROGRESSIVE BENEFITS SCHEMES, COMPREHENSIVE TRAINING AND DEVELOPMENT, A FUN PLACE TO WORK AND LIVE THE HOOTERS SPIRIT.

To have a **Hoot** every day at work find out about our employment opportunities.