



**HOLDING COMPANIES**  
VJFOODS.COM

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### COMPANY HISTORY / ABOUT US

V & J Foods, Inc., a Burger King franchisee, was founded in 1982 by Valerie Daniels-Carter and John Daniels, Jr. The company commenced operations in 1984 with a single Burger King restaurant and has grown into a 38-store operation, 12 units located in Metropolitan Milwaukee, and 26 units located in Metropolitan Detroit, eight of which were acquired in 2001 (V & J Foods of Michigan II, LLC). V & J National Enterprises, LLC and V & J United Enterprises, LLC are Pizza Hut franchisees, founded in 1997 and 1999, respectively. With all restaurants combined, V & J is one of the largest restaurant franchise companies in the country.

Our company motto is "YATSE" (You Are the Standard of Excellence). V & J is a team player and corporate leader.

The company has received numerous awards and has been mentioned in a variety of national publications. However, it is most proud of its people and their abilities to succeed in urban, suburban and rural markets.

The company prides itself on its involvement in civic, educational, and promotional activities. V & J is committed to sharing its experiences with other operators, entrepreneurs, franchise owners, and the youth.

#### **Mission Statement**

Our mission at V & J is to provide an excellent standard of customer service to each and every customer served on each and every visit. We will be the "absolute" in our industry. We are the standard by which all others should be measured when it comes to superior hospitality, service, cleanliness, quality and value.



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