



fresh. local. fast.

Franchise Information



franchise@pizza-at.com
855-4pizzaat
pizza-at.com

fresh.



*Saturday Market
St. Petersburg, Florida*



Canovanas, Puerto Rico

local.



Titusville, Florida



fast.



The category of Fast Casual Pizza has exploded into a \$38 billion* annual market that's getting bigger by the day! *NDP GROUP

The Concept:

Hand-crafted, one-of-a-kind masterpieces prepared to perfection in moments while providing healthy alternatives and offerings for our valued customers.

How it's done

There are four options of dough. Five options for sauce. Four kinds of cheeses, and 20 individual toppings. You choose what you want and it is hand crafted into a 13" oblong pizza. It is then placed in our oven where the pizza is baked to perfection in 120 seconds! Complete your order with any of the 15 free finishes to make a truly one-of-a-kind masterpiece.



Why?

The promise of higher quality ingredients, fewer processed and frozen foods combined with limited table service, fast casual pizza has established itself as the fastest growing segment in the marketplace. Pizza@ is leading the way.

Where?

We are currently offering franchises, master franchises and multi-unit agreements in 37 states and internationally. Individual locations are assigned by zip codes or even county or parishes. The number of locations per zip code are determined by population density and based on US Census data.

Ready to make your own dough?

Get Started Today!

1. Complete and submit Franchise Application (available online).
2. Discuss and explore the opportunity in your area and provide Franchise Disclosure Document (FDD) for review.
3. Review the FDD and meet with 3rd party advisors. Ask questions.
4. Sign agreement, secure funding, create business plan and start site selection(s).
5. Review sites, negotiate and secure lease, architectural design and construction of Pizza@ location.
6. Begin training program, pre-opening marketing, complete construction and opening day.



Top Chef contestant and Florida Executive Chef **Jeffrey Jew** teamed up with Pizza@ to create our one-of-a-kind Signature Pizzas, sauces, and ingredients that make our restaurants and offerings truly unique, and most importantly delicious!

Frequently Asked Questions

1. What is the timeline for opening a Pizza@?

On average it takes 180 days from start to finish - sometimes even less. Our simple design and build out greatly reduces the time required for other restaurants.

2. How much will I make per restaurant?

Sales will vary from store to store as will labor, rent, and other factors. We will be happy to assist you with your individual business plan by helping with cost projections.

3. Do I need restaurant experience?

No, but an outgoing personality and some level of managerial experience combined with the passion to lead a team in your community is one of our key identifiers for new franchise owners.

4. Are Pizza @ franchises available internationally?

Yes! Currently we are only offering franchises in 36 States and internationally.

5. What training is available?

We provide your team with training as part of your franchise fee. Development of custom training programs and procedures for your location. Ongoing training and development is available online at our pizza@ University, through site visits.

6. What financial assistance is available?

As an approved franchise of the SBA we have made the access to low cost government loans much easier and expedient process. Self-directed IRA's and 401K provide additional paths to financing.

7. What franchising programs are available?

We offer Single-Unit, Multi-Unit and Master Franchise agreements. In addition, we provide military veterans \$5,000 toward their franchise fee. Finally, we offer a free franchise for pizza@ employees with 2 years of full-time service.

Requirements

- 1200-2000 square feet
- Beer & Wine Zoning
- Patio seating
- Management Experience
- 15,000+ cars per day.
- 100K Liquid
- pop. 35K+ 4 mile

Site Selection

Location, Location, Location!

Pizza @ preferred locations & adjacencies:

- Universities
- Airport/Train Stations
- Central Business Districts
- Nightlife Hubs
- Shopping Centers
- Medical Facilities
- Mixed Use Developments
- Lifestyle Developments
- Entertainment Complexes



Franchise Support

Your dedicated Pizza@ mentor will be available to guide and assist you on any challenge you may encounter including the following:

- Real Estate Support
- Restaurant Development
- Marketing Support
- Franchise Training
- Pizza@ University
- Franchise Owner Portal
- Competetive Technology

Fees:

- Franchise Fee \$25,000
- Additional Store \$18,000
- Royalty Fee 4.5%
- Marketing Fee 3%

Investment:

Cost	Low	High
Initial Franchise Fee	25,000	25,000
Opening Team Fee	1,000	5,000
Lease	2,500	10,000
Construction	25,000	120,000
Signs	2,500	10,000
Furniture & Equipment	47,500	85,000
Point of Sale System	1,050	3,000
Opening Advertising	5,000	10,000
Training / Soft Opening Labor	2,000	5,000
Opening Funds & Inventory	14,000	19,000
Insurance	1,000	2,000
Utility Deposits	1,000	2,000
Professional Fees	1,000	4,000
	128,550	300,000

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Certain states require the registration of franchises prior to offering a franchise. If you are a resident of, or wish to acquire a franchise to be operated in one of these states, we will offer you a franchise only after we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction. We are accepting applications from all states.

Join the pizza@family today!



Stephen and Yaxanira, Franchisees

Mariana and Anibal, Franchisees

making pizza personal™

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