



Why Franchise with Pizza Joe's?

Making the decision to open and operate a franchise with any company is a serious commitment. You are no doubt considering all of your options and doing as much research as possible to prepare for the day you may open your own business. At Pizza Joe's, each Owner-Operator has been in that exact same position, and with 43 units (and counting), our Franchise Operations Managers have lots of experience answering questions! Their expertise is essential to navigating the world of opening a franchise with Pizza Joe's, so if at any time you have a question, feel free to contact us at the Corporate Center.

One of the primary questions you'll have when considering your partnership with us is, quite simply, "Why Pizza Joe's?" While there are many answers, we've narrowed it down to three major reasons:

1. AMERICA LOVES PIZZA

Pizza is the #1 dinner choice in America.

97% of all Americans eat pizza, and 93% eat it every month.
40.8 million Americans eat pizza every day.

Pizza is a \$40 billion industry.

Pizza restaurants make up 17% of the restaurant industry.
Franchised pizza chains are more than 60% of the US pizza market.

More food for less money.

The restaurant industry as a whole is shifting more and more toward take-out and delivery options. Fast casual restaurants combine quick service, lower average checks, and larger quantities, making them a popular choice, even—or especially—during economic downturns.

Options, options, options.

The Pizza industry is versatile: with dine-in, carry-out and delivery options; a seemingly endless amount of topping options; and recipes to adapt to any dietary need; every customer can find something appealing. Pizza Joe's is at the forefront of meeting customer's wants and needs through innovation.



**Pizza Joe's State Street
established 1980**



Data taken from Franchise Help, Pizza Industry Analysis 2014; Pizza Marketplace 2012; USDA, National Health & Nutrition Examination Survey 2014; Pizza Today Magazine 2007; and our own experience.

2. INDUSTRY EXPERTISE

34 years of Food Service Experience

Joe Seminara opened the first Pizza Joe's in 1980 and has continued to grow his knowledge and resource base ever since. With constant upgrades through research, innovations, and national seminars and workshops, Joe and our Franchise Operations Team never stop moving forward.

Quality Products

We have developed a delicious variety of pizza, pasta, salad, sub, and appetizer products produced with the highest quality ingredients.

Hands-on training ensures that you'll know how to make what the customers love and come back for.

One-Stop Supply

Pizza Joe's boasts a one-stop, in-house supplier for the food, paper, and cleaning supplies necessary to operate your unit(s).

Our established relationships with Pepsi, Credit Card Processors, Point-of-Sale Systems, and many more suppliers significantly streamlines your set-up and operations.

Marketing Network

An in-house marketing department to provide your unit with all of the advertising, marketing and promotional material needed to make your Pizza Joe's prominent in your marketplace.

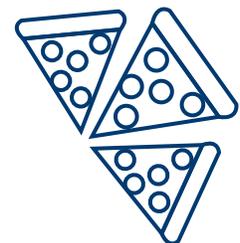
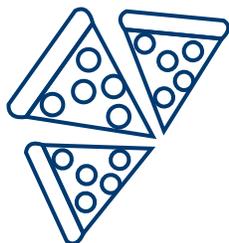
The established system of Pizza Joe's locations becomes a built-in marketing network for you to collaborate on promotions and community presence.

Support Team

Every Franchise is backed by a knowledgeable group of office, warehouse, and field personnel with the ability to answer your questions and help you to develop the best franchise possible.

Our experienced Franchise Operations Team promises to guide, equip, train and continually advise you as you endeavor to run and improve your unit.

In short, becoming a franchisee means you are buying into our proven model for success, which we will share with you!



3. WE ARE COMMITTED

In good times and bad, in economic upturns and down, whether things are sunny or the going gets tough, you'll never have to do it alone. Our commitment to each franchisee is:



To assist in the selection of available locations in the franchisee's market.

To assist with information and projections required by banks or leasing companies.



To assist in the research and application of all necessary licenses and permits required by local and state zoning offices.

To assist the franchisee to negotiate his purchase or lease.



To guide the franchisee in acquisition and maintenance of equipment.

To conduct a comprehensive training session before the store opens, and continual training as needed.



To reveal our proven operations pattern and supply each franchisee with an extensive Operations Manual.

To provide a store operations supervisor from the Franchise Operations Team throughout the length of the franchisee's involvement with our company (not just at onset).



To control and maintain the quality of products distributed to and sold in franchised units.

To provide continuing research and development assistance.



To produce advertising and sales promotion materials and suggestions.

To provide guidance and direction throughout.



**One of the newest franchises:
Pizza Joe's North Lima**

Becoming a franchisee with Pizza Joe's means you will always have access and support in the ins and outs of every aspect of the pizza industry. With over three decades of food service experience, our demonstrated commitment to our Owner/Operators, and America's obsession with pizza, it's an opportunity well worth the taking.

For more information, check out our other documents on www.pizzajoes.com or call 1-800-860-5637.

Ready to get started?

Complete a Franchise Application and mail to the Pizza Joe's Corporate Center at:
275 Commerce Avenue
New Castle, PA 16101

