



# PAPA MURPHY'S

## TAKE 'N' BAKE PIZZA

# CHANGE THE WAY PEOPLE PIZZA

PAPA MURPHY'S PIZZA FRANCHISE BRINGS PEOPLE TOGETHER AT HOME

### HISTORY

Papa Murphy's pioneered the Take and Bake pizza business more than 30 years ago and since that time we've developed a fanatical loyal following and helped entrepreneurs achieve their dreams through franchise business ownership. Since 2006 Papa Murphy's has been providing franchise opportunities in Canada.

### OUR PRODUCT

When a family gets together around a Papa Murphy's pizza – they create it, take it and bake it in their own oven so everyone can enjoy a home-cooked meal. In 2020, Papa Murphy's Canada added cooked in-store pizza to the lineup, providing customers the ultimate choice. Our dough is prepared daily in every store location, and we only use 100 percent all-natural, whole milk mozzarella. Our vegetables are chopped fresh by hand. From our pepperoni to our grilled chicken, it's all 100% real meat with no added fillers.



**TAKE AND BAKE  
TOP INVESTMENT OPPORTUNITY  
IN THE PIZZA INDUSTRY**



### BUSINESS MODEL

At Papa Murphy's, we're energized about offering the best pizza franchise opportunity in Canada. Combining the \$30 billion pizza industry's surging potential, consumer demand for a better product and Papa Murphy's unique Take and Bake Pizza model, we're positioned to grow. Now that we have added Cooked in-store pizza, we can appeal to a wide range of consumers. Papa Murphy's Canada is always looking to innovate and bring in new technology to support sales or new product lines to grow revenue.



## PAPA MURPHY'S IS COMMITTED TO OUR FRANCHISE OWNERS' SUCCESS



### OPERATIONAL SIMPLICITY

No dining room, no drive-thru and no late hours. Predictable costs of goods due to superior supply chain management.

### CONSUMER APPEAL

For 3 straight years consumers have voted Papa Murphy's the "#1 Customer Service pizza chain" in Newsweek's Best of List.

### CUTTING EDGE

Working with some of the top vendors around, Papa Murphy's utilizes modern tools to reach customers and provide them with the best service possible.

Additionally, the debut of our new Create store prototype highlights the customer-focused service that sets Papa Murphy's apart from all other pizza franchises. The design incorporates an extended service line, reach-in glass refrigerators, digital menu boards and vibrant new décor.

**THERE IS VALUE IN OUR PROVEN SYSTEM**



## A GREAT INVESTMENT ANY WAY YOU SLICE IT

### Available Markets

We currently have growth opportunities across all Provinces and Territories in Canada. It's time to bring the #1 rated pizza franchise to your neighbourhood.

### Site Requirement

Store size: 1000 to 1200sqf

### Financial Basics

Initial investment: approximately \$300K (varies based on store size).

### Franchise fee:

\$35,000 for your first store  
\$30,000 for your second  
\$25,000 for each additional

Minimum liquid assets: \$80,000

Minimum net worth of \$250,000

Royalty Fee: 6%

Advertising Fee: 3%

**SCAN TO LEARN MORE**



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## CONTACT

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