

Canadian owned and operated since 1968, Pizza Delight is built on family values. Our recipe is simple, start with great food, top it with friendly down-to-earth service, with a side of community commitment and success will follow.

Time and time again, generations have come to love our menu favourites of Pizza, Garlic Cheese Fingers and Donairs.

Whether our guests dine in, order for take out or if we deliver to them, Pizza Delight always feels like home.



	TAKEOUT & DELIVERY	FULL SERVICE	EXPRESS
Size	1,000 to 1,200 sq. ft.	2,000 to 2,500 sq. ft.	200 to 400 sq. ft.
Franchise fee / Term	\$20,000 10 years	\$35,000 10 years	\$20,000 10 years
Initial investment*	\$450,000 to \$550,000	\$650,000 to \$900,000	Varies by location
Cash investment**	35%	35%	35%
Royalties	6%	6%	6%
National advertising fee	3%	3%	3%
Local store marketing	1.5%	1.5%	1.5%

\* Other fees and deposits, such as leasing fees, security deposits, grand openings fees may apply.

\*\* Subject to good networth and credit. Depends on store size, site conditions and other factors.

## FOR MORE INFORMATION OR TO APPLY

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**PIZZADELIGHT.COM**



## OUR FAMILY NETWORK

One of the key elements in Pizza Delight's success is our network of franchisees. We like to think of this network as our Pizza Delight family. Each franchisee contributes to Pizza Delight's success. We are proud that our franchisees are committed to our communities; we know that generations have grown to love our menu and have shared so many special events with us.

We are passionate about our brand, and we are looking for other passionate, community-minded, and growth-focused people to add to our family. You may have lots of restaurant experience, or this may be a new direction for you. Above all else, we are looking for franchisees who will be hands-on, connected to their communities and who are motivated to grow their business to new heights each day.

## 8 EASY STEPS

By joining the Pizza Delight family, you join an elite group; a group of independent business owners who enjoy success within an established and secure franchise system.

The franchise process is composed of 8 easy steps developed to educate, equip and train our franchisees to run a successful and profitable business.

We work with you, lending our experience and expertise to every facet of your business, from preliminary layout to opening day and beyond. We will support you from start until success!

1. Learn about Pizza Delight
2. Submit an application
3. Pre-screening process
4. Due diligence
5. Interviews and evaluations
6. Site discussions and secure financing
7. Finalize agreements and begin training
8. Pizza Delight restaurant opening

## THE RIGHT TOOLS FOR SUCCESS

### PRE-OPENING SUPPORT

- ✓ Market Study
- ✓ Site Selection
- ✓ Lease Negotiations
- ✓ Architectural and Interior Design
- ✓ Construction and Equipment

### OPERATIONS

- ✓ Complete Franchisee training program
- ✓ Experienced and motivated operations team
- ✓ Support of a District Manager and Training Specialist

### MARKETING

- ✓ Marketing and advertising support on a national and local level
- ✓ National advertising campaigns and promotions
- ✓ Media Buys (TV, Radio, Flyers, Social, Digital and more)
- ✓ Online ordering platform

### PURCHASING

- ✓ Centralized suppliers and distribution
- ✓ Collective buying power
- ✓ Continuous Research and Development

### FINANCE AND ACCOUNTING

- ✓ Training on accounting procedures, such as P&L statements
- ✓ Detailed reporting to manage store performance
- ✓ Monthly financial review with District Manager

## FAQ

### HOW MUCH EQUITY (CASH) IS REQUIRED?

You will need between \$122,500 to \$227,500\* of unencumbered cash.

### WHAT IS THE COST OF A NEW PIZZA DELIGHT RESTAURANT?

The purchase of a new Pizza Delight restaurant ranges from \$300,000 to \$650,000\* depending on certain factors, such as type of build, local labour and material cost, condition of the space to be leased, landlord's contribution towards leasehold improvements and the like.

### DOES PIZZA DELIGHT PROVIDE FINANCIAL ASSISTANCE?

Pizza Delight does not provide financing for franchisees, however we will help you prepare a detailed application for financing which will assist you in obtaining the required level of financing.

### WHAT IS THE INITIAL FRANCHISE FEE?

The initial franchise fee is \$20,000 – \$35,000 and the services provided prior to opening include:

- Site selection based on proven selection criteria construction
- Design and specifications according to the Pizza Delight model
- Professional assistance with all pre-opening activities, including national purchasing, coordination with suppliers, municipalities and trades
- Use of concept trademarks, logos and proprietary products and services

### HOW MUCH IS THE ROYALTY FEE?

The royalty fee is 6% of gross sales paid weekly.

### WHAT DO I GET FOR THIS FEE?

The royalty fee allows you to benefit from ongoing services, such as:

- Continued support and operational guidance
- Assistance in monitoring hygiene and food safety
- Online employee training program
- Quality control
- Use of the Pizza Delight logos and trademarks
- Centralized suppliers and distribution
- Use of confidential operational manual
- Continuous research and development

### WHAT IS THE ADVERTISING FEE?

The advertising fee is 3% of gross sales paid weekly.

### AS AN INVESTOR, DO I ALSO HAVE TO OPERATE THE RESTAURANT?

For all independent owner/operator locations, Pizza Delight's policy is that one of the franchisees or an approved manager with 10% or more shares complete our training program and be responsible for the day-to-day operation of the restaurant.

### OUR 70 LOCATIONS IN THESE COMMUNITIES WE CALL HOME

NOVA SCOTIA · AMHERST · ANTIGONISH · BARRINGTON PASSAGE · BRIDGEWATER · DARTMOUTH · DIGBY · ELMSDALE · GREENWOOD · HALIFAX · NEW GLASGOW · SAULNIERVILLE · TRURO · YARMOUTH · PEI · CAVENDISH · CORNWALL · MONTAGUE · SUMMERSIDE · NEW BRUNSWICK · BATHURST · BOUCTOUCHE · CAMPBELLTON · CARAQUET · CAP-PELÉ · DIEPPE · EDMUNDSTON · FREDERICTON · FLORENCEVILLE · GRAND BAY · GRAND SAULT · HAMPTON · MONCTON · MIRAMICHI · OROMOCTO · ROGERSVILLE · SAINT JOHN · SHIPPAGAN · SHEDIAC · ST. STEPHEN · ST. QUENTIN · SUSSEX · TRACADIE · WOODSTOCK · NEWFOUNDLAND & LABRADOR · CORNER BROOK · DEER LAKE · GANDER · GOOSE BAY · HAWKES BAY · LABRADOR CITY · MARYSTOWN · MOUNT PEARL · ST. JOHN'S · PORT AUX BASQUE · ST. ANTHONY · STEPHENVILLE · ONTARIO · ENGLEHART · FERGUS · GRAND BEND · PENETANGUISHENE · PORT ELGIN · SAUBLE BEACH · WALKERTON ·