



ORIGINS AND VALUES

In 1994, Bill Phelps and Rick Wetzel opened the first Wetzel's Pretzels in Redondo Beach, California, with a vision and a perfected soft pretzel recipe. The fresh, hand-rolled pretzels and irresistible aroma quickly drew long lines, making Wetzel's an instant hit. Now with over 400 locations worldwide, Canada is our fastest-growing market. Our mission is to bring a fun, exciting brand that delivers memorable experiences and keeps customers coming back for more. At Wetzel's, we're all about keeping it fresh, fun, and unforgettable—serving delicious pretzels and great vibes with every visit!



A TREAT FOR EVERY FAMILY

Wetzel's Pretzels serves families of all income levels with high-quality, freshly made snacks at affordable prices. Perfect for shopping trips, amusement parks, or quick breaks, our treats offer a satisfying, convenient experience. We thrive in high-traffic areas like malls, transit hubs, arenas, and parks—meeting the demand for warm, fresh snacks during travel, shopping, and leisure.



Carrefour Angrignon, Quebec, Canada



A SNACKING REVOLUTION

- 75% of consumers are willing to pay a premium for fresh, high-quality food items.
- 90% of consumers now replace at least one meal per week with a snack, highlighting a shift in traditional eating patterns.

Snacking has tripled over the last decade, reaching an all-time high in consumer frequency. With these evolving trends, Wetzel's is perfectly positioned to meet growing demand through its lineup of fresh, crave-worthy snacks—offering both quality and convenience in every bite.



FRESHLY BAKED, HAND-CRAFTED PRETZELS

SOFT PRETZELS

Our warm, golden-brown Classic Pretzels in different flavours.

PRETZELS BITZ

Golden, soft, bite-sized pretzels with the same satisfying flavor as a full pretzel—perfect for sharing or dipping.

DOG BITZ / WETZELS DOG

Wetzel's Dogs are savory hot dogs wrapped in soft, golden-brown pretzel dough, perfect for a satisfying snack on the go.

BEVERAGES

Our Refreshing drinks include our iconic freshly squeezed lemonades and fruity, sweet Granita, perfect for pairing with any pretzel.

INVESTMENT

	IN LINE	KIOSK
Area	500 — 800 sq.ft	200 — 300 sq.ft
Initial Investment	\$285,000 — \$385,000	\$250,000 — \$300,000
Franchise Fee	\$35,000	\$35,000
Term of franchise	10 years	10 years
Personal Investment	30 — 35%	30 — 35%
Royalties	7%	7%
Marketing fee	2%	2%

CONTACTS:

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