



Franchise Information





On behalf of everyone at East of Chicago Pizza, I would like to take the opportunity to thank you for your interest in our company.

There are many companies out there that offer franchise opportunities. However, not every franchise will be a fit for you. We encourage you to research and explore the opportunities that are available to you and we hope that we may be fortunate enough to make your list of possible ventures.

As you conduct your exploration into franchise opportunities, be sure to research every aspect of the opportunity including development support, training, a strong operating system, an aggressive marketing strategy, on-going field support, and active franchise involvement with company leaders.

One of the elements of our company that we take pride in is our commitment to our people. We provide opportunities for personal development at every level of our organization. We truly believe the sharper our people are, the better the East of Chicago image and experience will be to our customers.

I encourage you to review the information in this brochure. Franchises are available for single units, Area Development Agreements or Master Franchise Agreements.

If you feel you have the ambition and are motivated to join a very challenging opportunity, then please take the time to complete the Request for Consideration Form and send it to our Development Department. Our Development staff will review your supplied information and contact you for the next step in the process.

Once again, thank you for your interest in East of Chicago Pizza Company.

We look forward to hearing from you.

**Sincerely,
Tony Collins
President
East of Chicago Pizza Company**

Be part of something successful!

The current consumer trend is to reduce time and expense in preparing food. The pizza market is a great way to achieve this trend. However, the market does face stiff competition. East of Chicago's franchises enjoy a unique advantage with our signature taste, broad selection, high quality, and competitive price.

Superior Flavor and Selection

At East of Chicago, our recipe for success comes from our devotion to ensure our customers receive the very best tasting pizza, each and every order. Our signature pan pizza features a light and airy crust, California tomatoes that make our pizza sauce the best, a mozzarella cheese blend, and only the finest quality toppings.

East of Chicago also has a broad selection of specialty pizzas, subs and side items to satisfy a wide range of customer tastes. The Research and Development Department is continually developing and testing new products.

You're Not Alone

From site selection through grand opening, East of Chicago's development and training staff are equipped to get you up and running as quick as possible. Our targeted marketing and advertising programs help drive customer traffic. We also believe communication is important and provide our franchisees with a chance to exchange information through our secure intranet site.

Continued Expansion

The more people experience East of Chicago, the more they want to become involved. That means East of Chicago is opening additional stores every year. Of Course, not all locations are identical. We offer a choice of dine-in w/buffet units or delivery and carryout (DELCO) units and choice of locations within strip malls or stand-alone units. For example, an area developer may want to build a stand-alone flagship store in a high-traffic area and then surround it with satellite DELCO units to completely maximize exposure in a wide delivery area.



Frequently Asked Questions

Becoming an East of Chicago franchisee involves a serious commitment. Obviously, you should expect to have many questions before making that commitment. It will require a face-to-face meeting with an East of Chicago representative to answer all your questions. As a Starting point, here are answers to some basic questions we are typically asked.

Q. What makes a East of Chicago franchise different?

A. Our proven business model, fresh innovative brand positioning, outstanding franchise support and major market availability in the U.S.

Q. Do I need prior restaurant experience?

A. No, you don't necessarily need experience in the restaurant industry. We look for franchisees that have business management experience, people skills and a desire to help people. We can help you identify an experienced operator if necessary.

Q. What are the steps in becoming a franchisee?

A. After you have reviewed the franchise information, complete the "Request for Consideration" form. A member of our Development Team will contact you and, once approved, you will receive your legal documents and territory options. After you have completed your due diligence your next step would be to sign your development agreement.

Q. What is the term of the franchise agreement?

A. The initial term of your East of Chicago franchise agreement is 10 years, with an option for one additional term of ten years.

Q. How much does the franchise cost?

A. To enter into a franchise agreement with East of Chicago you will need to pay an initial fee of \$20,000 for each franchised store. The franchise fee will cover the cost of training for you, your designated operators and your initial staff at opening time. It also secures your use of the East of Chicago logo and trademarked items.

Q. Are there on-going fees paid to East of Chicago?

A. Franchisees will be required to pay a 5% royalty based on gross revenue. The royalty fee allows you to continue to operate and market in your territory. Also, it helps to fund our on-going support services and the continued development of our franchise.

Q. Does East of Chicago arrange or recommend investors?

A. East of Chicago will direct you to different financing institutions that understand the restaurant industry and are aware of our success in this industry.

Q. Is there a Marketing Fund Contribution?

A. Franchisees will be required to pay a 3% marketing fee based on gross revenue. These fees are placed into an escrow account. The funds are used for system-wide advertising and marketing, such as print programs, radio and television as well as other promotions.

Q. What capital is required?

A. Depending on the size and type of store, capital of at least \$75K to 125K is required to finance an East of Chicago franchise location.

Q. What training will I receive?

A. In addition to the Development process of your store, East of Chicago requires a three week training program for the new franchisee and their designated operator or manager. The training program offers top quality assistance in preparing, opening and operation of your store.

Q. Is my territory protected?

A. A protected market area is established for each location as long as the franchisee is in good standing. Other East of Chicago franchisees are prohibited from opening a location in your protected area during the term of your franchise agreement.

Q. Can I continue my present career and hire others to operate the franchise for me?

A. You must make a commitment to being an East of Chicago franchisee. However, we understand that many sophisticated business people can operate multiple concepts with the appropriate support.

Q. Can I purchase more than one franchise?

A. Yes, you can enter into a one-Franchise store agreement, Master Franchise License or an Area Development Agreement.

Q. Does East of Chicago arrange or recommend investors?

A. East of Chicago will direct you to different financing institutions that understand the restaurant industry and are aware of our success in this industry.

Q. Do you assist in site selection?






A. Yes, our Development Staff will approve your final site and assist you, if necessary, in the negotiation of the lease.

Q. What kind of ongoing support can I expect?






A. We will continue to provide ongoing support services to you by phone, e-mail, and periodic on-site visits to your location. We will also provide you with access to our online support website. Also, we regularly update our operations manual with new information.

Why East of Chicago:







19+ Years in Franchising

-  **Proven Business System**
-  **Proven Products**
-  **Proven Track Record**
-  **Active Franchise Involvement with Corporate Office**
-  **Commitment to our People**

Superior Flavor and Selection

-  **Deep Pan Pizza- It's what made us famous!**
-  **Light and Airy Golden Brown Crust**
-  **Broad Selection of Specialty Pizzas**
-  **Oven-Baked Subs**
-  **Variety of Side Items (or as we call them "Great Additions")**

Established support System

-  **Field Support**
-  **On-Going Training**
-  **Site Selection**
-  **Development Department**
-  **Aggressive Advertising and Marketing**
-  **Strong Operating System**