



**Last Update January 28, 2009**

**Contact:**

Name: **Ray Zandi / Director of U.S. Development**

Address: 2187 Dunwin Drive, Mississauga, Ontario L5L 1X2 (Corporate Headquarters)

Phone: 480-515-6250

Fax: 480-634-6987

Website: [www.extremepita.com](http://www.extremepita.com)

E-mail: [rayz@extremepita.com](mailto:rayz@extremepita.com)

**REFERRALS:**

**BUSINESS ALLIANCE AFFILIATES MUST REGISTER BY SUBMITTING THE ['EXTREME PITA' APPLICATION](#)** (Effective: June 2008, click on link to download application)

**Additional Information:**

['Extreme Pita 'E-Brochure'](#) (Effective: June 2008)

**Franchise Sales:**

Single Unit: Yes

Multiple Units: Yes

Area/Master Developer: Yes

**Description of Franchise:**

Extreme Pita is a quick service restaurant featuring great tasting, healthy fast food made fresh. At the heart of our menu is the delicious Extreme Pita pocket sandwich with 10 chef inspired recipes and a make it your way option. We also use the Pita to make a delicious flat baked pita pizza featuring Pesto and Buffalo chicken and many other great toppings. We are the first QSR to offer fresh tossed salads made to order in front of the customer. Extreme Pita is very easy to operate and works in a 1200 SF space. Extreme Pita delivers on the health promise and gives people what they want; Healthy - Convenient - Fast Food that tastes great.

**Background:**

Year Established: 1997

Year First Franchised: 1999

Franchised Units: 211

Company Owned Units: 2

Projected New Units (12 months): 45

States/Countries Registered In: USA and Canada, Accepted everywhere.

**Financial/Terms:**

Cash Investment: \$70K to \$100K

Total Investment: \$175K to \$250K

Minimum Net Worth: \$150K

Franchise Fee: \$20,000, Discounts given on Multi Unit Purchases

Royalty: 6%

Ad: 3%

Average # of Employees: 5 to 9

Passive Ownership Allowed: Yes, as long as certain qualifications are met.

Earnings Claim: No

**Support & Training Provided:**

Financial Assistance Provided: Third Party Financing and Business Plan Assistance, SBA approved.

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: No

Training:

2 weeks of training at Extreme Pita HQ - Toronto, Canada

2 weeks of local store hands on training

10 days of opening support

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