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ADDITIONAL INFORMATION:

[Extreme Pizza 'September 24, 2008 - Conference Call Presentation'](#) (Effective: September 2008)

DESCRIPTION:

The combination of in-store dining and take-out and delivery on all of these items enable Extreme Pizza to successfully serve corporations, small businesses and their employees, and local households within a 2-3 mile radius. All in store pizzas are prepared to order, ready in 5-7 minutes, allowing customers to enjoy a freshly made quality product without a long wait. Additionally, Extreme Pizza's "take and bake" and "par-baked" product enables customers to enjoy the freshest, hottest pizza because its temperature is not affected by delivery time and it can be baked in the customer's own oven in only 10 to 15 minutes. Dough and vegetables are prepared daily, toppings are of the highest quality, and servings are more generous than the competition with heaps of fresh ingredients. The "Extreme Team" philosophy of "service to-the-extreme" guides our customer relations. Customers are not dependent upon us; we are dependent upon the customer. Therefore, Extreme Pizza provides exceptional customer service in an upbeat hip environment. Our unique product-line and style of pizza, served by friendly and outgoing team members, adds to the customer's dining experience. Providing the best food, quick service and a clean, fun atmosphere ensures customer satisfaction, which we know brings repeat business. **2007 – Voted #2 Best Place to Work in San Francisco Bay Area by the SF Business Times.**

"Best Pizza": San Francisco, East Bay, Colorado Springs, San Diego, Marin CA, Issaquah WA
Intergraded On-line Ordering

Extreme Pizza serves the following products:

- Pizza by the slice (in-store dining)
- Baked Pizzas (in-store dining, take-out, delivery)
- Take and bake pizzas (take-out and delivery)
- Calzones, Sandwiches, Salads
- Wings

- Beer and Wine

Sales Mix out of 1500 square feet

- 50% Delivery
- 25% In-store
- 25% Take-out

BACKGROUND

Established: 1994

1st Franchised: 2000

Franchised Units: 30

Company Owned Units: 8

Projected New Units (12 Months): 15

Registered: CA, VA, WA, NY, IL (and will continue to register new state as recommended)

FINANCIAL/TERMS

Cash Investment: \$169k – \$376k

Total Investment: \$169k – \$376k

Minimum Net Worth: \$300k

Franchise Fee: \$30k

Royalty: 4%

Ad: 1% to an advertising and development fund

Average Number of Employees: 15-20

Passive Ownership: Allowed only with operations team in place

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Assistance with Business Plans and Projections (after signed FDD) and will assist with 3rd party lenders

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes only through the LOI stage

Co-Operative Advertising: 1% to an advertising and development fund

Training: 6 Weeks (4 weeks in San Francisco learning back of the house and operations and 2 weeks at the franchisee's location training the team as well as opening the location with the new owner) We have a 3 person minimum requirement to train in San Francisco.

[Back to Franchisor Listings](#)