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Contact:

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Referral / Lead Process:

ALL Business Alliance Referral's need to submit the '[Business Alliance Abbreviated Questionnaire](#)' in order to register your candidates

Additional Information:

Stevi B's Pizza '[Earnings Claim – Item 19 Overview](#)' (Effective: September 2009 / click on the link to view / download the document)
Stevi B's Pizza '[Initial Investment – Item 7 Overview](#)' (Effective: September 2009 / click on the link to view / download the document)
Stevi B's Pizza Buffet '[e-Brochure](#)' (Effective: August 2009 / click on the link to view / download the brochure)

Franchise Sales:

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: Yes
Resales: Yes

Description of Franchise:

Stevi B's, a national pizza buffet restaurant franchise, was founded in 1996 in Atlanta. Recently purchased by Argonne Capital, an Atlanta private equity firm focused on growing restaurant and retail companies that are market leaders with strong growth potential, Stevi B's currently has 28 franchised and four company-owned locations in seven states throughout the United States. With distinctive pizzas such as Loaded Baked Potato, Chicken Fajita, Cheeseburger Deluxe and Spinach Alfredo served fresh and at a great value in an atmosphere that is fun for adults and children, Stevi B's is primed for growth throughout the United States.

Background:

Year Established: 1996
Year First Franchised: 1998
Franchised Units: 29
Company Owned Units: 4
Projected New Units (12 months): 7 currently on the books (September 09-September 10)
States/Countries Registered In:

- **Effective:** California, Florida, Indiana, Kentucky, Michigan, Texas, Wisconsin and Virginia.
- **Pending:** Illinois, Maryland, Minnesota, New York.
- **Not Registered:** Hawaii, North Dakota, Rhode Island, South Dakota, Washington, Utah, Nebraska

Availability in Canada: Area Development

States, from which Broker Referrals are not being accepted: Broker referrals are not being accepted for Georgia, North Dakota, South Dakota, Washington, Rhode Island and Hawaii.

*****We prefer to only have multi unit/area developer's referrals. However we will accept single unit referrals for the following states: Georgia, Alabama, Mississippi, Florida, Tennessee, South Carolina, North Carolina, Kentucky, Michigan, Ohio and Minnesota.***

Financial/Terms:

Cash Investment: \$150,000

Total Investment: \$496,000 to \$670,000

Minimum Net Worth: TBD

Franchise Fee: \$28,500 (\$23,500 for units 2-5+ under development agreement)

Discounts: VetFran, Women, Minorities? None

VetFran Program Participant: N/A

Royalty: 5% of weekly sales

Ad: 4.5% weekly sales (currently 1.5% collected by franchisor, remaining 3% used by franchisee in local store marketing)

Average # of Employees: 20-25

Passive Ownership Allowed: Possibly, as long as certain qualifications are met

Earnings Claims: Yes, Stevi B's Pizza ['Earnings Claim – Item 19 Overview'](#)

International Expansion:

International Opportunities: No

Countries, outside of United States, where the concept is currently available or plans to expand: Canada, Mexico, Puerto Rico

Single Unit Availability: No

Multiple Unit Availability: Yes

Area Development or Master Availability: Yes

Cash Investment: \$150,000

Total Investment: \$496,000 to \$670,000

Support & Training Provided:

Financial Assistance Provided: 3rd party financial assistance

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: Yes – will go live in January 2010

Training:

Stevi B's offers a comprehensive training program for all new franchisees that encompasses all aspects of restaurant operations, general bookkeeping, marketing and advertizing with regards to the operation of a Stevi B's restaurant. The initial 21 day training course (14 days of in-restaurant and classroom and a 7 day certification week) covers such topics as hands on position training, buffet and game room management, local store marketing and the Stevi B's school fund raising program. This training takes place in one of the company owned Stevi B's restaurants in the Atlanta metro area.

In support of each new store opening, Stevi B's provides additional training and support for new and existing franchisees through the training of their team members for each store opened. Each opening is staffed with members of Stevi B's corporate Field Operations, Local Store Marketing and Training departments. These trainers act as position coaches for the new team members and offer assistance with the fast pace of a new store opening. Stevi B's corporate operations and training maintains a presence for at least 15 days during a new store opening. This level of commitment consists of over 360 man hours of hands on corporate support and training to help ensure the success of each new Stevi B's restaurant.

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