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We Exist

to change lives for the better by creating a fresh alternative to the status quo.

Why Us

[Fresh Thinking Healthy Eating](#)[Fresh Alternative](#)[Growing Demand](#)[Simplicity](#)[Pita Pit Core Values](#)[History](#)

Why Us – Pita Pit is the future of quick, casual foodservice. We call it Fresh Thinking—Healthy Eating. People are changing the way they eat—they want something unique and healthy—and Pita Pit delivers in an innovative way.

Pita Pit has created an entire culture and a proven franchising system—one that has undergone fifteen years of fine tuning—to meet this growing demand. The unique combination of fresh, healthy food, mainstream music, and a lot of fun—along with young, high-energy staff members and customers, creates the very unique Pita Pit vibe. Today, there are more than 220 Pita Pit locations in the United States, and over 450 Pita Pit locations worldwide—the company is poised for explosive growth and we want you to join us!

Our franchisees not only benefit from our proven business model and support, but also from knowing that they are invested in a business that is a source of pride, as well as a profit. It's a very exciting time to be a Pita Pit franchisee.

Explore this site, it's packed with information about Pita Pit USA, which will help you decide if a Pita Pit franchise is the right business for you.

“BE DEDICATED TO YOUR BUSINESS BY BEING THERE AS OFTEN AS POSSIBLE. NOBODY WILL GIVE THE SAME LEVEL OF CARE AND ATTENTION TO YOUR BUSINESS THAT YOU DO.”

~ JACK BRIGHENTI & BARBRA RENÉE,
NEW ORLEANS & BATON ROUGE, LA. FRANCHISEES
SINCE 2008

Pita Pit Vibe

Our Pitas

Our Pitas – At Pita Pit, we don't do things the conventional way; we never have and we never will. Ultimately, this approach

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Fresh Thinking Healthy Eating – Pita Pit was founded on the premise that people want an exciting alternative to fast-food restaurants, a place with healthy, great tasting food served fresh, yet still fast. Thus, Pita Pit decided not to rely on breads with a high carbohydrate and fat content. Instead, Pita Pit came up with its own special light and tasty pita in an effort to target a more health-conscious demographic. Every pita is made fresh and customers have the ability to customize their pitas exactly to their liking. Pita Pit serves quality lean meats grilled to perfection, unique flavorful cheeses, fresh vegetables, exotic toppings and signature sauces which are then wrapped up in a steamed white or wheat pita or served as a fresh salad.



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Fresh Alternative – *“We exist to change lives for the better by creating a fresh alternative to the status quo.”*

As a healthier alternative to carb-loaded and high-fat breads, Pita Pit developed its own special pita bread—light and delicious—to target today’s health-conscious consumer. While the pita shell is light and tasty, it is not the meal – it is the means of delivery.

Inside the shell are the fresh toppings and low-fat protein consumers are seeking with growing demand.

Every pita sandwich is made fresh-to-order, meaning every customer has the ability to customize their pita exactly to their liking.

The Pita Pit menu includes quality lean meats grilled to perfection, unique and flavorful cheeses, fresh vegetables, exotic toppings, and signature sauces, which are wrapped in a steamed white or wheat pita, or served fork style (as a fresh salad). No fryers and no convection-oven cooking. The taste of grilled meat is like no other and the aroma attracts and builds anticipation for the meal. It is the healthier alternative.



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We Exist

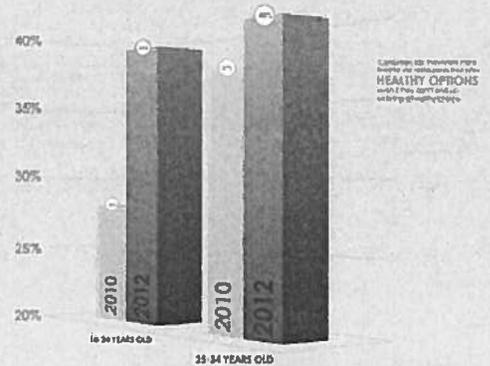
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Growing Demand – *“There is growing demand for simple, convenient, quick, and healthy food—a market Pita Pit is increasingly capitalizing on.”*

With consumer’s eating habits trending toward low-carb and reduced-fat foods, sandwich bread and pizza crust are losing their popularity; and that is causing traditional fast food franchises to not perform as well as made-to-order restaurant concepts.

Pita Pit was founded on the premise that people want a fresh alternative to fast-food restaurants; a place where healthy, great tasting food is served fresh, but still fast. At Pita Pit, we’ve capitalized on the consumer’s desire for fresh and healthy, and great tasting food. While these desires often compete with one another, we have designed a system which accomplishes them all.



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Simplicity – Our business model is simple—whether you would like to open your Pita Pit franchise as a free-standing building with a drive-thru, or in a mall food-court, it can be accommodated. Over the years, Pita Pit has perfected its business model to allow our franchisees to achieve success from a variety of different store locations.



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Pita Pit Vibe

[Our Pitas](#)[Pita Pit 'Cult'-ure](#)[Menu](#)[Personalized Process](#)

Our Pitas – At Pita Pit, we don't do things the conventional way; we never have and we never will. Ultimately, this approach starts with our bread—the pita. Our pitas aren't the boring, stiff, fold-over-type pitas—they're unique. They are custom-designed to wrap around our delicious, lean grilled meats, fresh toppings, cheeses, and sauces, so it can be eaten and enjoyed anywhere. Yes, anywhere—the office desk, walking down the street, driving the car, or on the dance floor!

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FRESH THINKING

WE DON'T DO THINGS THE CONVENTIONAL WAY NEVER HAVE. WE'VE NEVER BEEN AFRAID TO THINK DIFFERENTLY TO BLAZE NEW TRAILS. TO LEAD RATHER THAN FOLLOW. WE DON'T DO THIS JUST FOR THE SAKE OF BEING DIFFERENT. WE DO IT BECAUSE WE BELIEVE THAT OFTEN THE BEST IDEAS ARE THE ONES THAT HAVEN'T BEEN THOUGHT OF YET. OUR APPROACH IS AS FRESH AS OUR FOOD.

RAISING THE BAR

WE'LL ADMIT IT. WE'RE NEVER SATISFIED. WHAT WE ACCOMPLISH TODAY IS GOOD. BUT WHERE WE CAN TAKE IT TOMORROW IS EVEN BETTER. GOOD ENOUGH JUST ISN'T GOOD ENOUGH. WE STRIVE TO CONTINUE TO RAISE THE BAR BECAUSE WE BELIEVE WE CAN -AND SHOULD -ALWAYS DO BETTER.

ALWAYS DOING WHAT'S RIGHT

LIFE IS FULL OF DECISIONS. TO HELP US DECIDE ON THE BEST COURSE OF ACTION, WE FOLLOW A SIMPLE CREED ALWAYS DO WHAT'S RIGHT. WE BELIEVE IN ALWAYS ACTING WITH INTEGRITY, TREATING PEOPLE WITH RESPECT, AND SETTING AN EXAMPLE FOR OTHERS TO FOLLOW. YOU'LL NEVER GO WRONG IN TRYING TO DO RIGHT.

HAVING FUN!

EVEN THOUGH THE WORD "WORK" HAS FOUR LETTERS, IT DOESN'T HAVE TO BE A FOUR-LETTER WORD. WE WORK HARD TO MAKE SURE OUR PRODUCTS ARE SUPERIOR, OUR SERVICE IS EXCEPTIONAL, AND OUR PEOPLE FEEL VALUED -AND WE HAVE A GOOD TIME DOING IT. FOR US, HAVING FUN IS AS IMPORTANT AS SERVING GREAT FOOD.



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History – Pita Pit founder, Nelson Lang, rolled the very first pita in 1995, in Kingston, Ontario, Canada, with a vision to provide a healthy alternative to fast food restaurants. The success of this fresh thinking concept led to it's franchising across Canada starting in 1997, followed by the United States in 1999. Pita Pit USA, Inc. was later created in 2005, and is headquartered in Coeur d'Alene, Idaho. The accolades began rolling in for Pita Pit in 2007, when it was recognized by Entrepreneur Magazine, Franchise 500 and Inc. Magazine Top 5000. Today, there are over 220 Pita Pit restaurants in 43 states throughout the United States, and the Pita Pit Brand is truly going global.



SIGNIFICANT EVENTS IN OUR HISTORY



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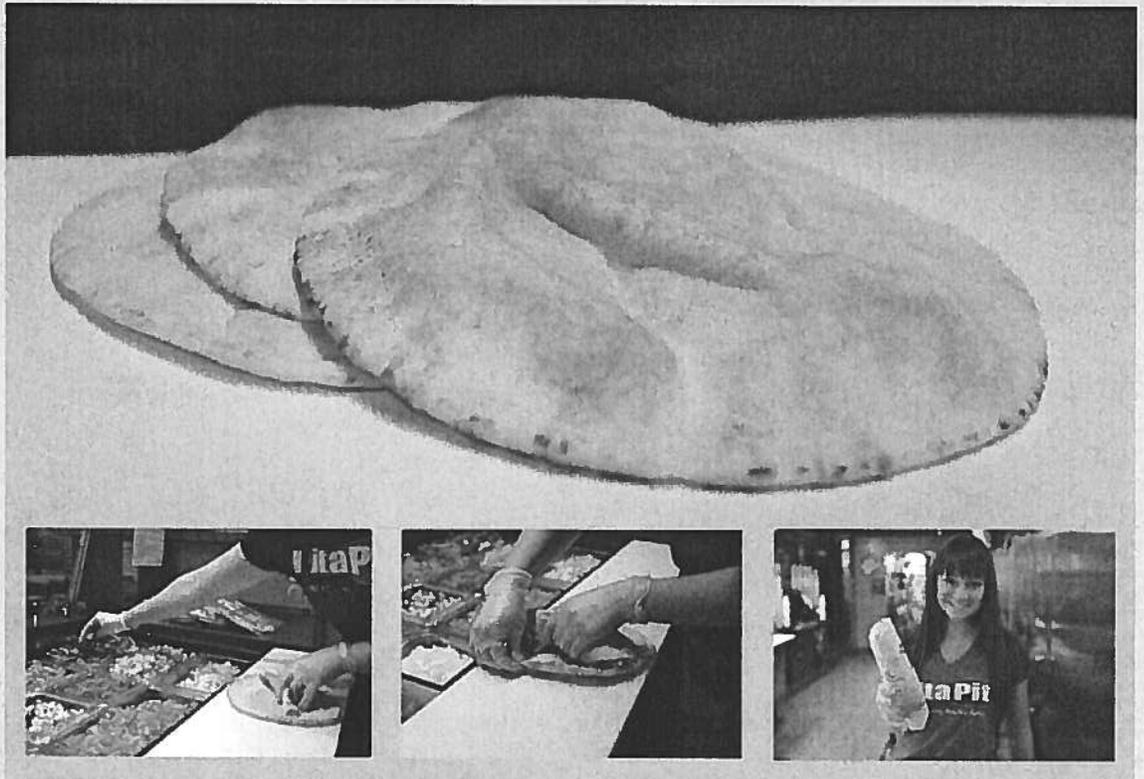
Pita Pit 'Cult'-ure

Menu

Personalized Process

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Our Pitas feature less carbs, lean grilled meats, fresh vegetables, and choice – over 18 septillion different combinations. As if that wasn't good enough, our pitas come in white and whole wheat with NO preservatives and NO additives, just all natural, 100% vegan and 100% delicious ingredients. If you're not in the mood for a Pita, you can get any one of our pita options 'Fork Style' which comes as a salad!



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Pita Pit 'Cult'-ure – Pita Pit has crazy-devoted fans all across the country because we offer fresh, healthy, quick food, like nowhere else! So much so, our brand has spawned an enthusiastic, cult-like following. Pita Pit thrives on our passionate, loyal fans, who treat our stores as a social-hub and visit again and again. Our customers constantly crave us!

Our competitive advantage is so much more than lean meats and fresh veggies stuffed into a unique pita shell. Much more. Pita Pit customers often use the word "love" when describing how they feel about our restaurant. We not only allow, but encourage, franchise owners and staff to emulate the brand's personality—Friendly, Cheerful, Edgy, Engaging, Casual, Clever, Irreverent, and Cool—which makes Pita Pit an awesome place to dine, an awesome place to work, and an awesome franchise to own!



Pita Pit Franchising

REQUEST INFO

FILL OUT THE FORM

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Pita Pit STEP 1

Pick a Pita or get it fork style!

MEAT

- Chicken Caesar (Chicken & Bacon) Calories 300
- Chicken Breast (White Chicken Breast Ham) Calories 300
- Chicken Souvlaki (Mediterranean Seasoned Chicken) Calories 310
- Chicken Crave (Chicken, Ham & Prosciutto) Calories 440
- Buffalo Chicken (Chicken Served in Buffalo Sauce) Calories 325
- Club (Ham, Turkey & Bacon) Calories 395
- Philly Steak (Thinly Sliced Seasoned Steak) Calories 420
- Turkey (Deli Style Turkey) Calories 290
- B.L.T. (Bacon, Lettuce & Tomato) Calories 465
- Prime Rib (Slow Roasted Prime Rib) Calories 420
- Dagwood (Ham, Turkey, Prime Rib) Calories 415
- Tuna (Tuna Mixed to Your Liking) Calories 320
- Black Forest Ham (Deli Style Ham) Calories 320
- Gyro (Mediterranean Seasoned Beef & Lamb) Calories 310
- The Local (Our custom creation, with Prosciutto) Calories 470

BREAKFAST

- Morning Glory (Eggs & Mushrooms) Calories 310
- Awakin' with Bacon (Bacon, Eggs & Hashbrowns) Calories 610
- Ham & Eggs (Ham, Eggs & Hashbrowns) Calories 570
- Meat the Day (Ham, Bacon, Eggs & Hashbrowns) Calories 640
- Steak n' Eggs (Steak, Eggs & Hashbrowns) Calories 640

VEGGIE

- Garden (Mix of Garden Fresh Veggies) Calories 260
- Falafel (Roasted Chickpeas with Spices) Calories 410
- Hummus (Chickpeas, Garlic & Tahini Spread) Calories 300
- Spicy Black Bean (Black Bean Pasty) Calories 310
- Cheese (Cheddar, Prosciutto or Pesto) Calories 340-430

FORK STYLE

Enjoy any Pita as a PITA SALAD for the same price!

STEP 2 "Take it Over the Top"

STEP 3 "Make it a Combo! Get Beverages & Pick Sauces, Chips, Cookies or Pita"

EXTRAS

- Double Meat (Calories 90-340 / 1.5-1.90)
- Double Cheese (Calories 50 / 25 / 25)
- Extra Bacon (Calories 60)
- Extra Hummus (Calories 20)

SIDES

- Reg. Combo
- Lg. Combo
- Chips
- Fruit*
- Cookie (Calories 150-175)
- Soup*
- Cup (Calories 15-140)
- Bowl (Calories 60-225)
- Quesapita (Grilled Pita with Cheese) Calories 340-420 (add Chicken) Calories 440-520
- Pita & Dip (Served with any Sauce) Calories 230-500

Get it Loaded!

KIDS CLUB For Kids 12 & Under

- L'i Turkey (Deli Style Turkey) Calories 205
- L'i Ham (Deli Style Ham) Calories 220
- L'i Chicken (White Chicken Breast Meat) Calories 285
- L'i Hummus (Chickpeas, Garlic & Tahini Spread) Calories 260
- Quesapita (Grilled Pita with Cheese) Calories 340-420

DRINKS

- Reg. Fountain
- Lg. Fountain
- Bottled Water
- Bottled Beverages (Coke, Diet Coke & others)
- Specialty/Energy (Vitamins, Meters, Pure & Others)
- Juice
- Coffee
- Milk * at participating locations

STEP 4 "Side down & build Your Pita"

* \$ 0.99 extra. Soft drinks cannot be heated. ** general nutrition advice. individual items made only at participating outlets. prices subject to change.

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Our Pitas

Pita Pit 'Cult'-ure

Menu

Personalized Process

Personalized Process – No other restaurant franchise offers as many food options and combinations as we do. Really. We had some smart guy do the math and there are over a trillion different possible pita combinations. Why do we offer this many choices? Because we believe our customers should be able to make their pitas exactly the way they want it. Here's how the ordering process rolls:

**STEP
1**

CHOOSE THE TYPE OF PITA YOU'D LIKE TO HAVE OFF THE MENU. CHOOSE FROM BREAKFAST, MEAT, AND VEGETARIAN OPTIONS.

**STEP
2**

PICK OUT WHAT TYPE OF OUR PITA BREAD YOU'D LIKE... EITHER WHITE, WHEAT, OR NO PITA AT ALL (AKA "FORK -STYLE").

**STEP
3**

FILL YOUR PITA WITH YOUR CHOICE OF FRESH VEGETABLES, FLAVORFUL CHEESES, AND SAVORY SAUCES THEN TOPPED WITH YOUR GRILLED LEAN MEAT OR VEGETARIAN SELECTION.

**STEP
4**

ENJOY!

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Great Locations Still Available

Address / Zip

Within

200 miles

Find Locations

2015 OPENINGS

- Urbandale, IA
- Billings, MT
- Ashland, OR
- Clive, IA
- Milwaukee, WI

COMING SOON

- Chicago, IL
- Indian Trail, NC
- San Antonio, TX
- Stanley, SD
- Overland Park, KS
- Queens Creek, AZ
- Cleveland, TN
- Cypress, TX
- Ridgeland, MS
- Toledo, OH
- Olympia, WA
- Moses Lake, WA
- San Diego, CA
- Atlanta, GA
- St. Petersburg, FL



Expansion

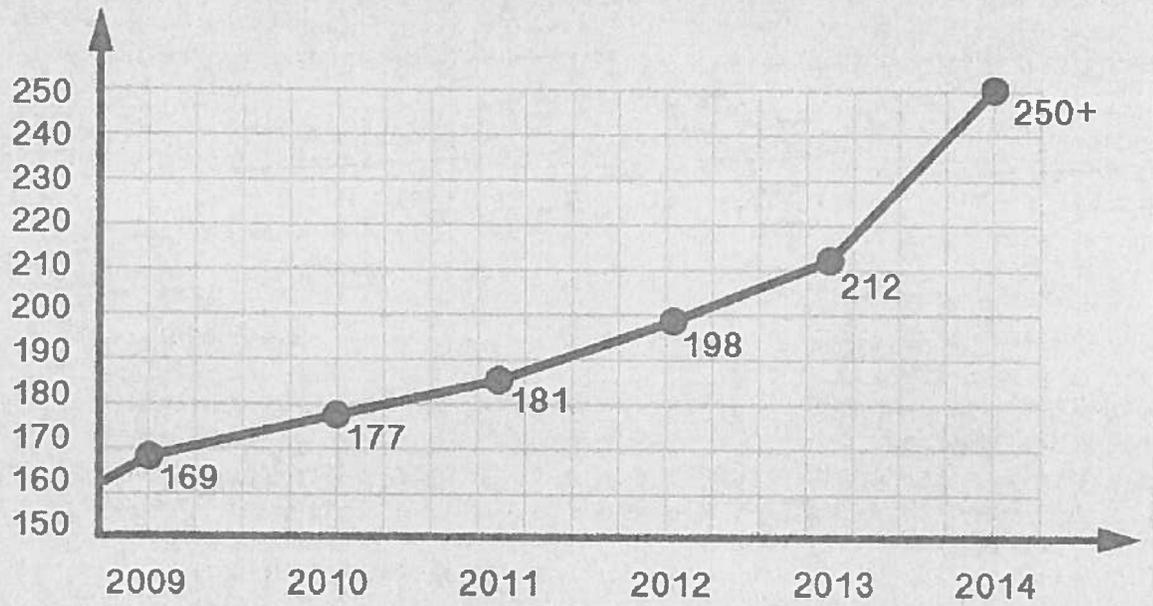
Expansion

Available Territory

Why You Should Invest Now

With more than 220 locations across the United States (450 worldwide!!), Pita Pit is poised for explosive growth. It's a very exciting time to be a Pita Pit franchisee and we invite you to become a part of the Fresh Thinking—Healthy Eating concept that people of all ages enjoy

Total Restaurants Opened to date.



“SPEND A FEW DAYS WORKING BEHIND THE COUNTER AT A PITA PIT. WHETHER WITH THE PERMISSION OF AN EXISTING FRANCHISEE OR WITH THE ASSISTANCE OF PITA PIT USA AT ONE OF THE CORPORATE STORES, THE TIME SPENT WILL BE WELL WORTH IT. YOU WILL BE EXCITED AND EAGER TO PURSUE IT FURTHER OR YOU WILL KNOW IT'S NOT FOR YOU.”

CHRIS BUTZ, MISSOULA, MT
FRANCHISEE SINCE SEPTEMBER 2001



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- Expansion
- Available Territory
- Why You Should Invest Now

Available Territory - Pita Pit is expanding all across the U.S. in new and existing markets. To find out if your area is open for development, call us at 1-866-OWN-A-PIT or click the "Request Info" button located at the top of the page

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- Expansion
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- Why You Should Invest Now**

Why You Should Invest Now - Franchising with the Pita Pit is a great way to become part of the booming restaurant industry. Our franchisees benefit from a very popular concept and a proven system—one that has undergone fifteen years of fine tuning. Although Pita Pit has grown significantly since our inception, we are still a relatively new concept with great opportunity to get in on the “ground floor” and grow with the brand. With consumer eating trends shifting toward healthier options, now is the time to invest in Pita Pit USA, and become a Pita Pit franchisee.

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The Right DNA

Core Values

Do You Have What It Takes

Steps And Timeline

Typical Store Layout Design

Investment



FREEDOM OF YOUR OWN TIME AND DESTINY IS WHAT WE LOVE AS OWNERS. THE CORPORATE VIBE AND SUPPORT MATCHES NICELY WITH OUR PERSONALITIES. WE BELIEVE WE MADE THE RIGHT DECISION TO JOIN A FRANCHISE THAT IS ON THE CUTTING EDGE.

~ JASON STORM & JORAE GALLI-STORM,
FRANCHISEES SINCE MAY 2010



The Right DNA

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Do You Have What It Takes? – Pita Pit is the future of quick, casual foodservice. We call it Fresh Thinking—

Healthy Eating. People are changing the way they eat—they want something unique and healthy. Our food is fresh, fun, and reflects a healthier and active lifestyle.

Our franchisees not only benefit from our proven business model and support, but also from knowing that they are invested in a business that is a source of pride, as well as a profit. It's a very exciting time to be a Pita Pit franchisee. But first, do you have what it takes?

Here are a few questions to get you started:

- Do you LOVE the product (or concept)?
- Are you are passionate about bringing a *Healthier Alternative* than QSR Status Quo to the market you want to develop?
- Do you believe that the Pita Pit is a unique opportunity, both in product and business opportunity?
- Do you want to take advantage of the growing consumer trends towards quick, fresh and healthy meals, and bold ethnic flavors?
- Are you willing to work hard to grow the brand in your market through deep-rooted community involvement?
- Are you are excited to be a part of a growing concept?

If you answered YES to these questions—you have the right Pita DNA!

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Steps and Timeline

The typical timeline for a Pita Pit store opening is 4 to 6 months. We also have several existing Pita Pit restaurants for sale in specific states. These restaurants can often be acquired more quickly and economically than a new restaurant. Ask one of our Development Specialist for details

**MONTH
1**

**INITIAL APPLICATION
ELIGIBILITY
APPROVAL PROCESS**

INITIAL APPLICATION/ELIGIBILITY/APPROVAL PROCESS

- Candidate contacts Pita Pit by phone, email, carrier pigeon, singing telegram, or other means
- Pita Pit Welcoming Team calls Candidate (or returns pigeon)
- Pita Pit Franchising Introduction Packet sent to Candidate
- Candidate contacted by Franchise Development Specialist
- Initial Interview Questions Asked
- Candidate submits Franchising Intro Questionnaire
- Eligible Candidate provided Franchise Disclosure Document (FDD)
- Candidate performs due diligence; reviews FDD, reaches out to current franchisees, continues to research Pita Pit
- Candidate begins applying for financing
- Candidate completes Franchising Application
- Candidate invited to Discovery Day at Pita Pit Home Office in Coeur d'Alene, Idaho
- If approved, candidate sends in franchisee fee & signs franchise agreement – Pita Pit Franchise is AWARDED!

MONTH
2-3

FINDING A GREAT LOCATION

FINDING A GREAT LOCATION

- Pita Pit will assist you throughout the entire process from site selection to a signed lease. All leases are signed by the franchisee.
- Almost all proposed locations are visited in person by experienced Corporate Staff before final site approval granted.

MONTH
4-6

CONSTRUCTION PHASE
TRAINING PHASE

CONSTRUCTION PHASE

- Once a lease is signed, Pita Pit and its agents will coordinate with you to begin the build out process, assisting you and your general contractor from initial drawings to final inspection.

TRAINING PROCESS (TAKES PLACE 4-6 WEEKS BEFORE THE COMPLETION OF CONSTRUCTION)

- Franchisee attends 12 day Franchise Training in Coeur d'Alene, Idaho at the Pita Pit National Training Center (NTC).
- Construction is completed, local permits are granted.

STORE OPENS!

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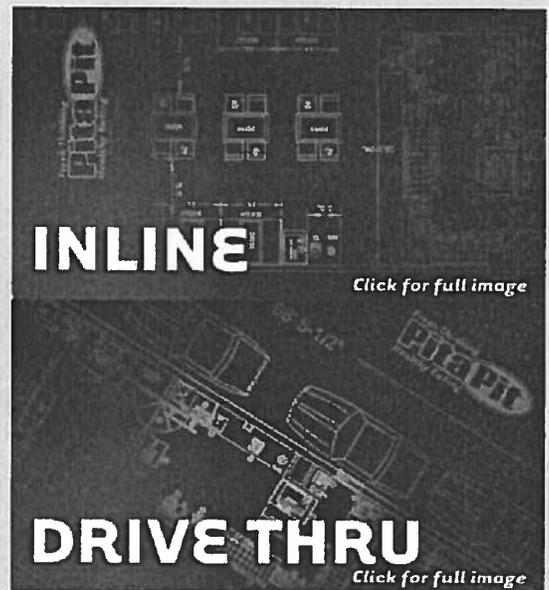
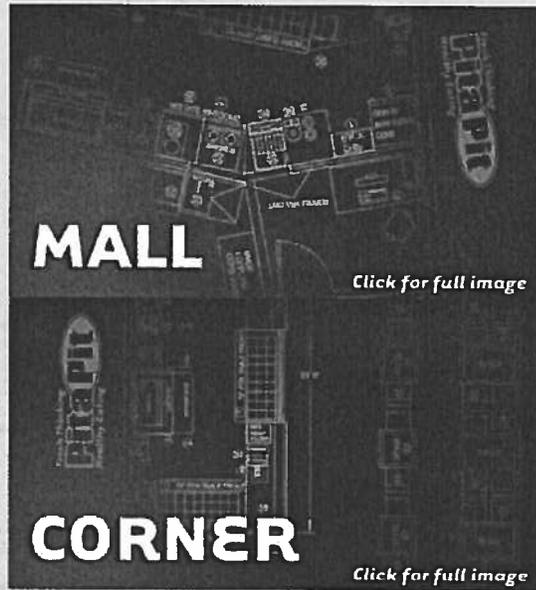
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Typical Store Layout Design

Investment



FREEDOM OF YOUR OWN TIME AND DESTINY IS WHAT WE LOVE AS OWNERS. THE CORPORATE VIBE AND SUPPORT MATCHES NICELY WITH OUR PERSONALITIES. WE BELIEVE WE MADE THE RIGHT DECISION TO JOIN A FRANCHISE THAT IS ON THE CUTTING EDGE.

~ JASON STORM & JORAE GALLI-STORM,
FRANCHISEES SINCE MAY 2010



- 1 WHY US
- 2 UNIQUE BRAND
- 3 POISED FOR EXPLOSIVE GROWTH
- 4 BECOMING A PITA PIT FRANCHISEE
- 5 PROVEN SYSTEMS
- 6 PHOTO GALLERY

The Right DNA

- Core Values
- Do You Have What It Takes
- Steps And Timeline
- Typical Store Layout Design
- Investment

You'll need less bread to open a Pita Pit!

YOUR ESTIMATED INITIAL INVESTMENT					
TYPE OF EXPENDITURE	AMOUNT		METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS TO BE MADE
	FROM	TO			
INITIAL FRANCHISE FEE (See Item 5)	\$20,000	\$25,000	Lump Sum	Upon signing a Deposit Agreement	Pita Pit USA
INITIAL RENT & SECURITY DEPOSIT (Note 1)	\$2,400	\$10,000	Lump Sum	Upon signing Lease or Sublease	Lessor, Sub-Lessor as they designate
OPENING CASH	\$500	\$1,000	As Incurred	As Incurred	Vendors
LEASEHOLD IMPROVEMENTS (Note 2)	\$58,865	\$148,379	As Incurred	Upon signing Lease or Sublease, or as arranged	Contractor, Lessor
BUSINESS LICENSE (Note 3)	\$200	\$2,500	As Incurred	When required	State, Municipal agencies
INSURANCE (Note 4)	\$1,500	\$4,500	Varies	As arranged and required	Us, Broker, Insurance company
DAILY DISCIPLINE MARKETING PROGRAM PACKAGE (Note 5)	\$3,000	\$4,500	Lump Sum	As arranged	Approved suppliers
LEGAL & ACCTG FEES (Note 6)	\$500	\$2,500	As Incurred	As arranged	Lawyers Accountants
INITIAL FURN., FIX., EQUIP. PKG.	\$67,535	\$72,100	As Incurred	As arranged	Vendor, Lender,

EQUIP. FNS (Note 7)						Leasing firm
STAFF AND MANAGEMENT TRAINING EXPENSE (Note 8)	\$1,000	\$3,200	Upon Attendance	As arranged		Accommodation providers, Restaurants, Airlines, etc.
UNIFORMS	\$1,000	\$1,500	As Incurred	As arranged		Pita Pit USA
INITIAL INVENTORY PACKAGE (Note 9)	\$5,000	\$8,000	As Incurred	As arranged		Vendor, Lender, Leasing firm
COCA-COLA FREESTYLE PROGRAM FEE (Note 10)	\$300	\$300	Ongoing monthly fee	Each month		The Coca-Cola Company
ADDITIONAL FUNDS (for 3 months) (Note 11)	\$25,650	\$31,500	As required	1 st day of the month following the opening of the restaurant or as needed		Suppliers, Lessor, Employees, etc.
Local Advertising (Note 12)	1% of Gross Sales of the Restaurant	N A	As Incurred	As arranged		Vendors
Totals (Note 13)	\$187,450	\$314,979				

WE HAVE RELIED ON OUR FRANCHISEES' AND OUR OWN EXPERIENCE WHEN PREPARING THE ABOVE ESTIMATE, WHICH REPRESENTS OUR ESTIMATE OF THE COSTS YOU MAY INCUR IN ESTABLISHING A PITA PIT RESTAURANT.

NONE OF THE EXPENSE LISTED IN THE ABOVE CHART ARE REFUNDABLE, EXCEPT ANY SECURITY DEPOSIT YOU MAY MAKE MAY BE REFUNDABLE. WE DO NOT FINANCE ANY PORTION OF YOUR INITIAL INVESTMENT.

Pita Pit does not loan to franchisees, however, we may be able to help you in the financing process with your bank. To be considered for a Pita Pit franchise you will most likely need a net worth of approximately \$250,000, of which \$75,000 will most likely need to be in the form of a liquid investment or holding account. SBA applicants will probably need to inject 30% cash into their loan to promote immediate cash flow, and reduce monthly expenses. While this may be the bank's typical minimum threshold, they may make exceptions to this requirement under special circumstances, or for those individuals who are close to the minimum requirements. Pita Pit is listed on the SBA Registry and has a Bank Credit Report (BCR). Our Franchise Development Team can discuss various options for financing, as well as help your local banker better understand Pita Pit franchising.

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We Give You The Tools

Proven Systems

Comprehensive Training

Operational Support

Real Estate And Site Criteria

Construction

Marketing

Proven Systems

– Franchising with Pita Pit is a great way to become part of the booming restaurant industry. Our franchisees benefit from a very popular concept and a proven system—one that has undergone fifteen years of fine-tuning. Additionally, Pita Pit corporate staff and the Franchisee Advisory Councils continue to look for new ways to grow and to develop operational, financial, and marketing systems that ensure each franchisee is receiving the most up-to-date tools for success. It goes along with our idea of “fresh thinking.”



“OWNING A PITA PIT FRANCHISE WAS A GREAT CAREER MOVE FOR ME. I HAVE THE AUTONOMY OF OWNING MY OWN BUSINESS AND AT THE SAME TIME HAVE THE SUPPORT, BRAND RECOGNITION, AND THE EXCELLENT PRODUCT THAT HAS BEEN DEVELOPED BY PITA PIT USA. MOST IMPORTANTLY, I GENUINELY HAVE FUN OWNING AND MANAGING MY PITA PIT. MY FRIENDS WITH REGULAR JOBS ENVY ME.”

CHRIS BUTZ, MISSOULA, MT

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Comprehensive Training – Pita Pit USA offers world-class training to all of our franchisees. Before a store opens for business, we require our new franchisees to participate in Pita 101—our franchisee training program—held at our National Training Center, located in beautiful Coeur d'Alene, Idaho. This twelve-day training course covers all the essential topics for operating and maintaining a Pita Pit restaurant to corporate standards, and is taught by a highly qualified, Training Director with more than 20 years of teaching experience. Franchisees split their time between training in the classroom (National Learning Center) and in a live restaurant (National Training Center).

The classroom portion of the training will teach you how to hire and train employees, work with food and beverage suppliers, implement effective marketing techniques, and manage finances, such as labor and food costs. You will also work approximately 36 hours behind the counter in a real Pita Pit restaurant. Here, you'll learn how to be an all-pro Pita Pit Quarterback, through proper food preparation and organization, inventory tracking, product ordering and receiving from authorized suppliers, effective employee management, store maintenance, and exceptional customer service techniques.



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Operational Support – For Pita Pit USA to prosper, our franchisees must be happy and successful. To help ensure their success, we offer exceptional, ongoing operational support, that's just a phone call away. We host a dedicated Franchise Resource Center to provide assistance with matters such as controlling food and labor costs, working with suppliers, and creating successful marketing strategies. An experienced Systems Specialist also attends the opening of every store in order to help train employees, and explore effective ways to market in the franchisee's particular area. Additionally, our Systems Specialists periodically visit store locations in their regions to evaluate strengths and weaknesses, and identify where franchisees should focus their efforts. We find it's the best way to keep a store tracking toward success!

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FRANCHISEE SINCE SEPTEMBER 2011

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Real Estate And Site Criteria – Pita Pit has its own in-house real estate team to assist you during the site selection process for your franchise. Our team uses the latest technology and expertise to help determine if Pita Pit restaurant would be supported and welcomed at a particular location. Our experience is in knowing what factors determine the success of a Pita Pit, and include location, visibility, and proximity to anchors (large retail stores, movie theatres, and college and high school campuses). We'll combine our experience with your knowledge of local commercial real estate markets to determine where to locate your Pita Pit franchise.

Ideal Site Criteria:

- 1000 – 1500 square feet
- Retail space: end cap and main road visibility preferred
- Good Visibility
- Good accessibility with parking
- Strong daytime population
- High foot traffic or vehicle traffic areas
- Strong employment within the surrounding area



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Construction – Pita Pit also has a dedicated Construction Division, which has designed layouts for more than 300 Pita Pit stores in North America. Our team is capable of determining if it is feasible to build a Pita Pit in a certain location. They'll work closely with your architects and engineers, providing details to assist them in completing a full set of drawings for your Pita Pit build-out. The Construction Division will also work closely with your general contractor, and the Pita Pit suppliers, to ensure that the building process is completed efficiently and according to Pita Pit standards.



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- Marketing**

Marketing – Pita Pit invests a portion of all its franchising dollars into a cooperative marketing effort, known as the General Advertising Fund (GAF). This pooled-fund helps support brand awareness and build foot traffic in our stores. As a franchisee, you will have access to a private website, containing a wide assortment of professionally-designed materials, many of which can be customized and printed on demand. Included are promotional coupons, brochures, flyers, direct mail offerings, in-store signage and more. There is also step-by-step instructions and materials for a successful grand opening. Our corporate Marketing Team, Franchisee Marketing Advisory Council, and external ad agency, all work together for the benefit of the franchisees and the Pita Pit Brand. We want you to reap profits from spreading the word about Pita Pit.

