

# FAST FACTS

What You Need to Know About  
Owning a Smokin' Oak Wood-Fired  
Pizza & Taproom Franchise



**SMOKIN' OAK**  
wood-fired pizza®  
& TAPROOM



## Pizza & Taproom. It Gets Even Better

Welcome to Smokin' Oak Wood-Fired Pizza & Taproom! From our **unique wood-fired oven** and **open plan kitchen design** to the way we “wow” our Guests throughout the dining experience, we are confident you will find that Smokin' Oak Wood-Fired Pizza & Taproom is different than **any other pizza concept!**

We are the only fast casual pizza franchise offering a **self-pour taproom wall**. Our self-pour taproom elevates the experience by allowing Guests to pour their own beer, wine and even mixed cocktails. They can pour an ounce or a full pint, the choice is theirs.

At Smokin' Oak Wood-Fired Pizza & Taproom, **we make our proprietary dough every day, we roast our own meats, and we even chop our own fresh vegetables.** In fact, our food is so fresh we don't even have a *freezer!*



From the 2022 Pizza Power Report:  
The US Pizza Market Generates  
**\$46.6 BILLION IN SALES**

**42% OF DRINKING-AGE ADULTS**  
Order an Alcoholic Beverage with Their Meal  
at Casual Dining Restaurants





## The Pizza & Taproom Industry

The fast-casual restaurant category continues to increase significantly year-over-year. Even more significantly, the fast-casual pizza category stands at the pinnacle of the restaurant industry.

Combining Pizza and the Taproom concept is a step only Smokin' Oak Wood-Fired Pizza & Taproom has taken. This unique combination appeals to both the pizza enthusiast and the craft beer audience. The self-pour tapwall gives Guests the ability to grab a beer, try a taste of wine or sample a cocktail – by pouring an ounce or a full pint.

### 55% OF U.S. CONSUMERS

Said the Key Reason They Visit Taprooms  
Is to Sample a Variety of Offerings

Pizza is Popular:

**1 IN 8 AMERICANS**

Eats Pizza Every Day

The US Pizza Market Rose

**5.7% IN 2021 OVER 2020**

Taproom Locations Generate

**20 TO 30% ALCOHOL TO FOOD SALES**

**COMPARED TO 5% IN TRADITIONAL**

Fast Casual Restaurants without a Taproom



JUST AS BUSINESSES SUCH AS STARBUCKS® AND CHIPOTLE® REDEFINED THE WAY  
CONSUMERS BUY COFFEE AND BURRITOS, SMOKIN' OAK WOOD-FIRED PIZZA® IS  
**REVOLUTIONIZING THE PIZZA EXPERIENCE!**





## Smokin' Oak Wood-Fired Pizza & Taproom Fast Facts

A Smokin' Oak Wood-Fired Pizza & Taproom franchise perfectly meets the demand of today's consumers with **freshness of ingredients, speed of preparation, consistent and outstanding quality, and a great dining experience**. We cater to both a lunch crowd that has the “**need-for-speed**” as well as Guests that desire a more **leisurely dining experience** while enjoying a glass or two of beer or wine with dinner.

### A Different Type of Pizza Franchise

Smokin' Oak Wood-Fired Pizza is a cross between fast-casual and sit down dining but at a fast-casual price point. Simply put, we've taken pizza and reinvented it for today's consumer.

### All About the Guest Experience

From the time a Guest walks into the restaurant, they are immersed in the Smokin' Oak Wood-Fired Pizza & Taproom experience. Immediately, Guests see our open plan kitchen and are greeted by team members that interact with them in a way that makes the customer know they are valued. They are also greeted by the pleasant aroma of oak wood burning in our oven.

### Wood-Fired Pizza. It's Just Better.

Our baking process is based on centuries-old methods which have been modernized for efficiency and consistency. The uniquely designed wood-fired oven that bakes our pizza is fired with oak wood, which imparts a pleasant mild smoke flavor that customers love.

### Fresh Ingredients

We deliver authentic, artisan pizza using high quality fresh ingredients, no bagged meats, or prepackaged vegetables! Our tomato sauce, prepared using fresh, crushed tomatoes, is renowned for its taste and quality. Our vegetables and meats are hand-cut daily and select meats are roasted in our wood-fired oven. Our proprietary pizza dough is made fresh daily using a multi-day fermentation process to develop the most complex flavors and create a lighter, tastier crust that our Guests love.

### The Self-Pour Taproom

We elevate the Guest experience with our self-pour taproom. Guests choose from a wide range of beer, wine and mixed cocktails (where available). Once the Guest has their RFID bracelet, they choose their drink, and pour anywhere from an ounce to a full pint. The taproom wall diversifies the revenue stream for the franchise owner, increases the check average all while providing a fun experience for our Guests.





## Franchise Features & Benefits

Our pledge is to provide you the **highest levels of training, ongoing support, operational knowledge and respect**. Key features and benefits of a Smokin' Oak Wood-Fired Pizza franchise include:

- 🍕 Site selection, architectural design and construction advisement
- 🍕 Brand Standards Manual including CAD file and 3D model
- 🍕 10 days of on-site training and support at your franchise location
- 🍕 Approved and Designated Suppliers for products, ingredients, equipment, fixtures, furnishings, smallwares, materials and supplies
- 🍕 Employee hiring and training protocols
- 🍕 Full IT support including point of sale and inventory management
- 🍕 Franchise Intranet System to support the development, operation and management of your Smokin' Oak Wood-Fired Pizza franchise
- 🍕 Marketing strategy and support for grand opening and marketing your restaurant post-opening
- 🍕 As an additional benefit of our operational efficiencies, you will enjoy a cost of goods sold that is one of the lowest in the industry!
- 🍕 Custom taproom wall design, implementation, training, and ongoing support to maximize taproom profitability





## What Makes Smokin' Oak Wood-Fired Pizza & Taproom Different

The roots of Smokin' Oak Wood-Fired Pizza & Taproom derive from one of the first successful fast-casual wood-fired pizza restaurants in the United States, **Pi Wood-Fired Pizza**, located in Rochester, MN.

Linda Black, President of Smokin' Oak Wood-Fired Pizza & Taproom, is the founder of Pi Wood-Fired Pizza and is well-recognized in the industry as a **master pizza maker**. She spent *years* crafting her dough recipe and menu and worked diligently to develop **cutting-edge methods and efficiencies that revolutionized operational procedures**.

We have incorporated all of the methods, proprietary recipes and efficiencies of our flagship restaurant into the Smokin' Oak Wood-Fired Pizza & Taproom franchise program. The result is a **rock-solid brand** you can be proud to own and introduce to your community!





## Frequently Asked Questions

### **Do you require any special qualifications to purchase a Smokin' Oak Wood-Fired Pizza & Taproom franchise?**

We prefer candidates with previous business or franchise experience or a management background to be considered for a franchise. Restaurant experience is preferred but not necessary. If you do not have previous restaurant experience or will not be an owner/operator, we will require you to hire a Manager who has relevant restaurant experience. We are confident in our ability to train Franchisees to successfully duplicate our system and that Franchisees will be successful if they follow that system. We are seeking individuals who possess good business acumen and are committed to following a proven formula for success. Franchisees must also possess the minimum financial qualifications to fund the opening of their franchise and ongoing operations.

### **What is the initial investment required to open a Smokin' Oak Wood-Fired Pizza & Taproom franchise?**

The total investment range is \$336,120 to \$889,313 (which includes working capital). The investment varies based on factors specific to each location, such as size of the space, leasehold improvement costs, lease rates and other similar expenses. Our Franchise Disclosure Document includes a detailed outline of the estimated initial investment.

### **How long does it take to open a Smokin' Oak Wood-Fired Pizza & Taproom franchise?**

We estimate the time to open your franchise following the signing of the Franchise Agreement is 7 to 12 months. This includes the time to select a site, negotiate the lease, complete leasehold improvements, hire and train your staff and complete training. Of course, other factors may shorten or lengthen that timeframe.

### **What types of locations are appropriate for a Smokin' Oak Wood-Fired Pizza & Taproom franchise?**

We believe in the "Work, Live, Play" model when selecting a location:

- Have a site where you'll have daytime traffic from nearby office buildings
- Be near a residential area with a high density of housing
- Be near a major shopping hub, other restaurants and big box retailers

Importantly, make sure that your location is highly visible from the street and easy to get to.

Ideally, the size of the space should range from 2,000 to 3,000 square feet. We highly recommend locations that include patio space for outdoor dining.

### **I'm interested in learning more. What's the next step?**

Please visit our website, [smokinoakpizza.com/franchise](http://smokinoakpizza.com/franchise). Fill out the Inquiry form and our sales team will be in touch. During the initial call we would like to learn more about your interest in Smokin' Oak Pizza, discuss any initial questions you may have and outline next steps in becoming a franchise partner.







**Are you interested in owning a Smokin' Oak  
Wood-Fired Pizza & Taproom franchise?**

**Visit our website to learn more about the  
franchise opportunities available.**

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**[SmokinOakPizza.com/Franchise](http://SmokinOakPizza.com/Franchise)**