

# Set Your Auto-Reply to "Out of Office" Forever

Give Up the Grind & Own  
Your Own Franchise



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

# Is Owning a Franchise a Good Investment?

If you find the right one – *absolutely*. People with that entrepreneurial itch and especially successful executives looking to get out of the corporate world, franchising is something to consider. With a franchise, someone else went through all the trial and error development to get the concept working, including branding, sourcing, and marketing. **You get to take it from there.**

Here are some reasons to consider owning a franchise:

- 📍 **Be your own boss**
- 📍 **Have a built-in support system**
- 📍 **Less risky than starting a business from scratch**
- 📍 **Built-in brand recognition and customer base**
- 📍 **More buying power**

Also, compared to most other investments, especially stocks and bonds, you actually have some **control over the returns**. You're not putting your money out there hoping the boards, managers, and market forces work in your favor. You're taking a business that's already working and **making your own decisions** along the way to achieve your goal ROI.



## What Type of Franchise Should You Consider?

Franchise opportunities are everywhere, in all types of industries. **Food and restaurant franchises are by far the most popular** because everyone eats food every day, and much of that food comes from restaurants.

That does mean there is more competition, so it's important to find a restaurant franchise that has broad appeal and something **interesting and unique** to offer. Even better, if it's an up-and-coming franchise, you'd be able to own the market **in your area**.

**56% of Americans**

**Dine In, Carry-Out, or Get Delivery  
2 to 3 Times Per Week**



**6% Eat Out  
EVERY DAY**

**10% Eat Out 4 to 6  
TIMES A WEEK**



# Why Owning a Popular Fast Casual Pizza Franchise is a Genius Exit Plan

Restaurants are the most popular franchises. Fast casual restaurants (not fast food but good food fast) are exploding in popularity. In 2022, fast casual restaurants in the U.S. raked in more than **\$150 billion**—roughly a \$25 billion increase over 2019.

On top of that, pizza is America's favorite food. **Three billion pizzas** are sold in the US every year.

There is no question that owning a fast casual pizza franchise is a **genius idea!**

## Opportunities with Multiple Revenue Streams

Look for franchise opportunities that can deliver **multiple revenue streams**, especially if they have interesting twists. People love the fast casual experience, more so when pizza and beer, wine, and cocktails are involved.

A restaurant that serves **pizza and beer** checks the box for two revenue streams but make it wood-fired pizza and a taproom wall with a variety of adult beverages, that bumps it up to something much more interesting and profitable.

## WHY PIZZA IS A \$46 Billion Industry



**93% of Americans**  
Eat Pizza Once a Month

**42% of Americans**  
Eat Pizza Once a Week

**18% of Americans**  
Eat Pizza Every Day

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FROM THE 2022  
PIZZA POWER REPORT:



US Pizza Market:  
**\$46.6 Billion**

US Pizza Market rose  
**5.7% in 2022**



## Fast Casual with a Self-Pour Taproom

A self-pour taproom has shown to increase sales overall in the fast casual market. Patrons are more inclined to buy beer when they order pizza. Add wine and cocktails to the taproom and the appeal to women increases substantially – which is important, as women tend to choose the restaurant.

## What Adding Beer & Wine Can Do for Pizza Sales

Beer is the #1 most popular adult drink in America. Pizza and beer go so well together that for a lot of people, when they have pizza, they have to have a cold one with it.

Traditional fast casual restaurants get around 5% of their revenue from beer and wine sales, but with a self-pour taproom wall, it generates 20 – 25% of sales.

## Own Your Piece of an Emerging Brand

If you're considering investing in a pizza franchise, look for something that's popular and growing. Once several franchises are experiencing success, you can be confident there is a winning formula in place.

When considering brands, look for the right mix of food & drink, good pricing for the market, and an enjoyable atmosphere and ask these questions:

- ❗ Do they have something that sets them apart?
- ❗ Is it a unique experience?
- ❗ Does it attract diverse crowds – singles, families, couples, teens?
- ❗ Does the brand innovate and seek to improve their food or experience?
- ❗ Does the management have a good track record of successes?

**In some locations, the taproom wall sales are over 30% of revenue.**

**Plus, no one has to wait for their drinks and no staff has to serve it!**

## With a Self-Pour Taproom, Guests:



**Start a tab at the checkout counter**



**Get a wristband that activates the tap**



**Go to the tap wall, make a selection**



**Pour their own in whatever amount they want**



**Enjoy their drink and come back for more**

*From a tasting glass to a full pint*

## Buying Power – Low Cost of Goods Sold

One of the complexities of owning a restaurant is sourcing ingredients. The right ingredients are key to the character and taste you want to achieve, and the cost and reliability of the supply. Ask about the cost of goods sold and compare it to the industry. You want to make sure that when catering to a range of tastes, you're still able to provide attractive, affordable price points.

## Effective Marketing – Ready to Launch

You don't have to be a marketing genius to drive business to your franchise. Usually that work has been done for you. You should expect to access well developed advertising and marketing programs and social media campaigns that have shown to be effective.

## Financing Your Franchise

Lenders are much more open to financing a proven successful franchise than an unknown start-up business. You should have the financials to impress your bank with the success of the brand, and all the guidance you'll need to secure your loan. Find a franchise that is on the SBA registry, which will help streamline the financing of your franchise.

## Training & Support to Ensure Success

The business you franchise should want their owners to be wildly successful. They should have a good management team and very efficient operations. Ask about the level of training and support you would receive on everything from location selection and floorplans to staff training and your grand opening. The idea is to be in business for yourself without being in business by yourself.

**Our pledge is to provide you the highest levels of training, ongoing support, operational knowledge and respect.**



Looking to Own Your  
Slice of the Pie?

Send us an email with your  
information or visit our website  
to learn more.

[info@frangrow.com](mailto:info@frangrow.com)  
[SmokinOakPizza.com/Franchise](http://SmokinOakPizza.com/Franchise)

