



BLACKJACK
PIZZA® & SALADS



FRANCHISE INFORMATION



WELCOME

Why Blackjack Pizza & Salads?

Blackjack Pizza & Salads was established in 1983, and in our nearly 40 year history, we have provided our communities with the finest quality pizzas, salads and side dishes. We're a homegrown brand that carries that legacy throughout all our locations.

A concept like Blackjack Pizza & Salads provides you with an exciting franchise opportunity. Blackjack Pizza & Salads offers a wide variety of demographic markets and location possibilities that include free standing buildings (or stores), strip centers, malls and food courts. Pizza continues to be America's number one choice for dinner, and we set ourselves apart with our quality reputation.



2019 AUV \$1,075,000

2020 AUV \$1,151,000

TOP 50% OF OUR FRANCHISED STORES ACHIEVED REVENUE OF \$1,000,000

Through our distributors, Blackjack Pizza & Salads will provide you with the high-quality products you need to operate your store. Compliance with strict standards ensures consistency in product for our retail customers. We strive to maintain the quality reputation we've built for nearly 40 years. Blackjack Pizza & Salads has the best recipe for success:

- Pizza Pros - Our senior management team has decades of experience
- High quality products
- Customer Service that "WOWs" the customer
- Operating system perfected over 40 years

Blackjack Pizza & Salads provides franchisees with a comprehensive support program including:

- Assistance in site selection, leasing, construction and set-up
- In depth training, in-store operations, inventory control, ordering, purchasing and more
- Grand opening support and assistance
- Food procurement and distribution
- Advertising and marketing support
- Ongoing field operations support including store visitation, training, best practices sharing and management seminars

We strive to improve all phases of operations and to communicate enhancements to our franchisees so they can grow their businesses.

Blackjack Pizza & Salads wants you to share in the opportunities that come with being a part of our franchise system. Each Blackjack Pizza & Salads franchise is operated as a separate, and independent business; you become your own boss, but you benefit from the knowledge and skill of an established growing franchise.



"In 1983, along with a few partners, I founded Blackjack Pizza. Our goal was to offer the customer an alternative to the big corporate chains, focusing on high-quality products at a better price. Through the years, Blackjack Pizza continued to grow throughout Colorado and other states. When I sold the company, I stayed on as a franchisee because our business model continues to produce results for our customers and franchisee owners. I have been a successful franchise for over 37 years because I believe in the Blackjack system."

Vince Schmuhl

Founder and current franchisee of our stores in East and West Greeley, Colorado



FRANCHISE INFORMATION

Financial

- Net worth requirements: \$600,000.00
- Liquid asset requirement: \$300,000.00

Franchise & Capital Investment

Based on our experience, the cost of developing a single Blackjack Pizza & Salads restaurant is listed below. This is a rough estimate and should only be used as a guideline since figures may vary with inflation, type and size of location, cost of labor, materials, etc.

Blackjack Pizza & Salads also recommends that you consult with an accountant and/or financial consultant to help analyze your individual costs and needs.

Estimated Startup Investment for Blackjack Pizza & Salads Delivery/Carryout Service

	Low	High
Initial Franchise Fee	\$40,000	\$40,000
Equipment	\$165,000	\$235,000
Signage	\$12,000	\$20,000
Leaseholds	\$110,000	\$180,000
Opening Costs	\$18,000	\$25,000
Miscellaneous	\$12,000	\$20,000
Working Capital	\$20,000	\$30,000

Listing of Investment Items

Leasehold Improvements

- Architect
- General Contractor (Construction)

Opening

- Accounting/Legal
- Opening inventory
- Printing/advertising
- Window signs/banners
- Opening cash in drawer
- Employee training
- First month's rent
- Security Deposit
- Insurance
- Equipment and supplies
- Grand Opening event





SITE SELECTION DATA



Selecting the right location is the first step to any successful operation. Potential locations should be a minimum of 1,200 sq. feet (especially for carryout), accessible to traffic and have high visibility. Our support staff will help evaluate potential locations. We'll look at traffic density, business activity, breakeven levels, population, local competition, environment, residential type, and other demographics that will affect your location.

Although it is the franchisee's ultimate responsibility to secure a suitable location, Blackjack Pizza & Salads will assist in selecting a location in your chosen market area and will make every effort to assist the franchisee in securing the right location. Once a potential site has been evaluated and approved, the Blackjack Pizza & Salads team is available to guide you through the entire construction process.

Blackjack Pizza & Salads does not provide floor plans and mechanical requirements. You will be given a Blackjack Pizza & Salads store build-out book that you can use with your architect and contractor. This store build-out book provides all the requirements and specifications for a new store.

Potential Data Sources

- Internet research & software
- Suppliers
- Realtors
- Chamber of Commerce
- Local businesses
- Field research
- City/county planning offices
- Local libraries
- Potential customers
- Contractors

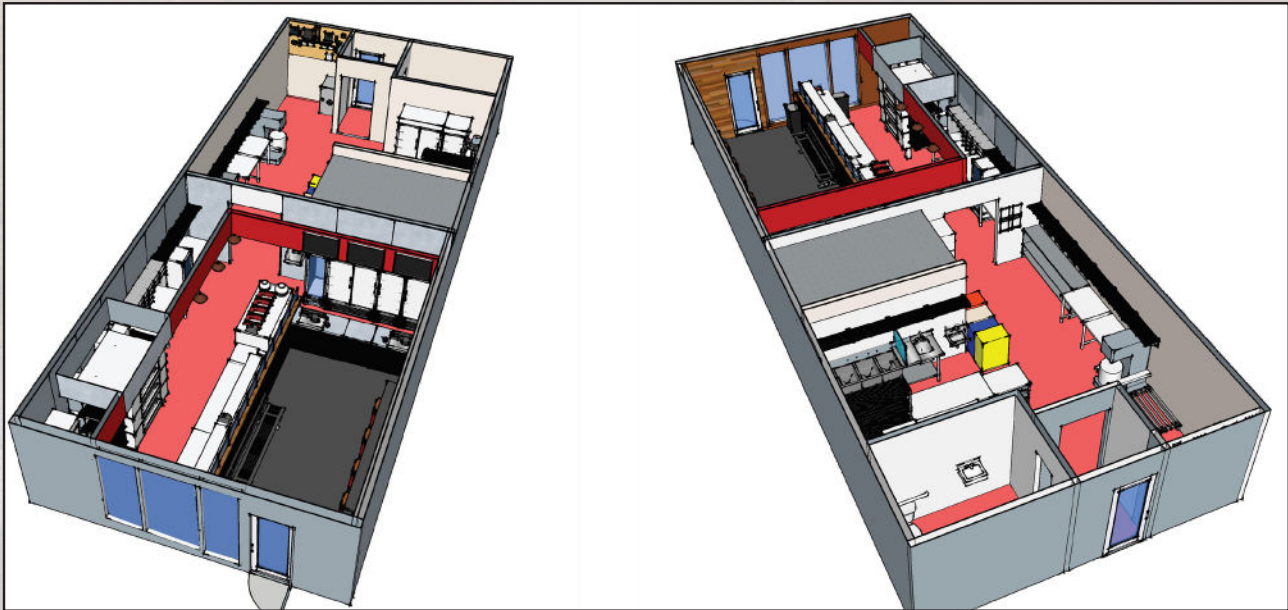


"We chose Blackjack because my husband had worked for the 3 previous owners and enjoyed it, while I stayed home with our kids for two years. He had always joked around about buying the store, and in 2012 we found we were ready. We thought we would just be making pizzas. WOW, were we wrong! We have made many connections with other businesses and families and bettered the lives of many team members by teaching them responsibility, work ethics, communication skills, and yes, even how to make a pizza, But it goes so much deeper than being about "just a pizza"."

Desiree Sirowy
Franchisee of our store in Brighton, Colorado



SITE SELECTION (continued)



3D rendering of example store layout



Store front



Lobby wall



Front counter/merchandise



Lobby half wall



Cut table



Back room



SITE SELECTION (continued)

Important Information for Location Selection Includes:

Market Area Demographics

- Age, sex, income level, education, marital status, nationality, religion, etc.
- Consumer interest, opinions, hobbies, etc.
- Attitudes and lifestyles of target market
- Daytime and nighttime demographics
- Household and population density and growth trends

Competition

- Identify direct and indirect competition in primary and secondary market area

Neighborhood Information

- Business centers
- Travel routes
- Organizations/events
- Specialty shopping district
- Recreational area

Site Characteristics

PHYSICAL

- Dimensions
- Existing improvements
- Practicality of site for future remodeling, addition, etc.
- Accessibility and convenience - perhaps the most critical factor in site selection

OTHER

- Current ownership
- Site preparation cost (construction improvements to come)
- Permits and licenses (county and city)
- Utilities, water and trash removal costs
- Property taxes and assessment history
- Zoning restrictions
- Board of Health approval
- Future street plans
- Traffic counts
- Ease of deliveries
- Labor pool



"I'm very glad I signed on as a franchisee in 1993. I believed in the people and I believed in the product. Blackjack has strong brand recognition in our established markets, with great long-term results in carry-out and delivery. I have achieved strong financial results, while having a good life balance."

Mike Gaston

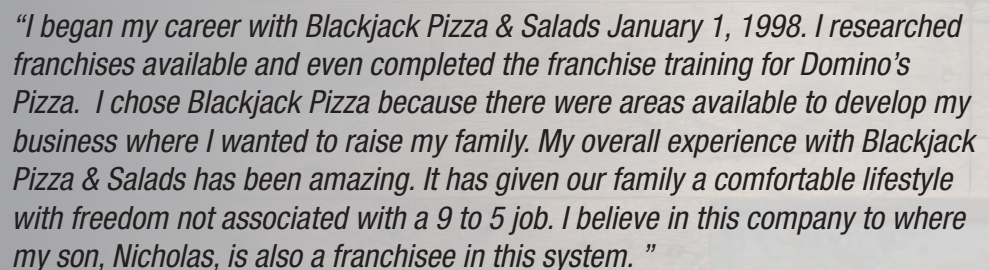
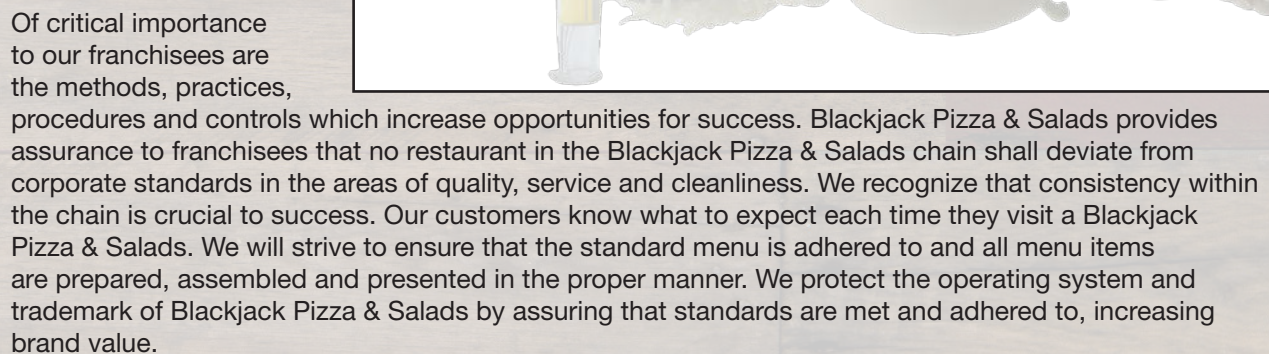
Franchisee of our store in Thornton, Colorado



Blackjack Pizza & Salads serves as a primary communication link between restaurants. We are in ongoing contact with franchisees to solicit suggestions and keep you up to date on industry trends.

Blackjack Pizza & Salads holds owners' meetings on a regular basis. These meetings serve a variety of purposes and enable franchisees to become better acquainted with the latest developments in the pizza industry, customer service strategies for increasing sales and other important topics. These meetings provide franchisees with an opportunity to discuss issues pertinent to their specific market areas as well as communicate openly to tackle challenges and share information that will benefit all franchisees.

Blackjack Pizza & Salads has established specifications and quality standards to ensure consistent products throughout the chain.



Franchisee of our stores in Broomfield, Thornton (The Grove) and Commerce City, Colorado



TRAINING

Training

Once you have signed your franchise agreement, negotiated a lease and started building your store, you are ready to begin our comprehensive training program. While your store is being constructed, you will train for approximately 6 to 8 weeks (a minimum of 200 hours) at one of our Blackjack Pizza & Salads training stores. Operations, training and development certification is required before any franchisee can begin operations. The team will then be on-hand at your new restaurant for up to 21 days to assist you with training and all other aspects of your initial store opening.



"I started working at Blackjack Pizza & Salads in 1995 when I was 15 years old. After working at Blackjack for 3 years, I joined the Marines. Four years later, I switched to the Army, where I served for an additional 16 years, and then retired."

Blackjack Pizza was instrumental in my transition from a child to an adult. The values, work ethics, and principles I learned while working there as a kid allowed me to become the entrepreneur I am today. After spending 20 years in the military, I want to pay it forward to others. I made it a lifelong goal to own my own Blackjack Pizza & Salads. Blackjack Pizza & Salads is not just a pizza restaurant. We are stewards of our communities; responsible for developing the local youth by providing employment, mentorship and a sense of responsibility. As an owner of a local Blackjack Pizza, I can look back at life and know I changed other peoples' lives."

Ron Burdette

Franchisee of our stores in Aurora and Pueblo, Colorado



MARKETING & SUPPORT

Franchise Support & Service

Blackjack Pizza & Salads provides assistance and support to franchise owners in nearly every aspect of restaurant operations. Our marketing team remains available for on-going guidance and field support.

Operational Assistance

A Development and Certification Manual will be provided to each franchisee, which will be used during initial training and for in-store reference. Our Field Representatives will be available to assist you with store operations, scheduling and business management.

Quality and Standards

Blackjack Pizza & Salads conducts a minimum of one mystery shop per year for each franchise location. Field representatives will conduct Operations Assessment Reviews (OAR) a minimum of one per year. These tools provide the franchisee with information regarding quality and compliance to brand standards.

Department Support

There are several departments within Blackjack Pizza & Salads that are available to franchisees for assistance:

- Franchise operations team
- Marketing
- Development and training
- Accounting

Marketing

Blackjack Pizza & Salads is continually working to develop new innovative products and limited-time offers as well as to improve existing products. Franchisees receive a marketing calendar of upcoming events from the marketing department, as well as point-of-sale materials and other advertising materials for specific promotions.

As a Blackjack Pizza & Salads franchisee, you will be required to participate in a marketing co-operative. A co-op allows franchise owners to take advantage of marketing initiatives that would otherwise be too costly for an individual owner. The co-op also increases our advertising impact by coordinating our efforts for the brand.

The team will assist you in the creation of your initial grand opening plan. The marketing team is always available to assist you in developing a marketing plan tailored to your individual store.

HONEY
SRIRACHA
CHICKEN
PIZZA





BLACKJACK PIZZA & SALADS PRODUCTS



In our nearly 40 years of operations, Blackjack Pizza & Salads has set ourselves apart from the other pizza franchises with fresh, hand-crafted pizza and a wide variety of menu items.

Pizza

- Square Pan Pizza
- Hand-tossed original round pizza
- Crispy thin-crust pizza

Other Products

- Salads
- Breads
- Wings
- Desserts

Blackjack Pizza & Salads is focused on maintaining our quality reputation. We use 100% real cheese, fresh never frozen. Our dough and pizza sauce are prepared in-store daily from our proprietary original recipes. All our vegetable toppings for pizzas and salads are cut fresh in-store daily. Our products are made fresh to order, never pre-made.



THE PATH TO OWNERSHIP CHECKLIST

STEPS	NOTES	TIME	TIME TO COMPLETE	ITEMS TO BE COMPLETED
STEP 1				
Information Request	Candidate completes the Request for Franchise Information form on the website	15 Mins	1 Day	Information Request Form
STEP 2				
Introduction Call	Candidate's potential as a franchisee is determined through assessment of general background and qualifications.	30 Min Call	1 Day	Candidate Questionnaire
STEP 3				
Application	Candidate completes the franchise application	30-60 Mins	1 Day	Application (all owners must complete an application)
STEP 4				
FDD	Corporate issues FDD for candidate's review		14 Days	Sign FDD Receipt
STEP 5				
Franchise Validation	Application is processed and evaluated		7-10 Days	Application Review, Credit and Background Check
STEP 6				
Formal Interview	Candidate asks questions about FDD and application check results and team meeting are reviewed	60 Mins	1-2 Days	
STEP 7				
Approval Process	Application is approved or denied		1 Day	Approval/Denial Letter
IF APPROVED				
STEP 8				
Non-Disclosure Agreement	NDA is issued to Candidate	15 Mins	1 Day	NDA signed by Candidate
STEP 9				
Franchise Agreement	Franchise Agreement is issued to Candidate			Sign Franchise Agreement
STEP 10				
Training	Candidate trains for 6-8 Weeks in Training Store	200 Hours Minimum	40 Days	Training Evaluation - issue manual

All timelines shown are approximate, actual times and durations may vary.



GOT QUESTIONS?

Thank you for your interest in a Blackjack Pizza & Salad Franchise!

Blackjack Pizza & Salads was established in 1983, and in our nearly 40 year history, we have provided our communities with the finest quality pizzas, salads and side dishes.

FAQs

Q. What Is the Blackjack Pizza & Salads concept?

A. Blackjack Pizza & Salads is a pizzeria chain operating traditional carryout/delivery restaurants, that offer a complete menu of pizzas, salads, breads, wings and desserts.

Q. How does Blackjack Pizza & Salads franchise?

A. Blackjack Pizza & Salads franchises by individual locations, area development agreements and multi-unit agreements.

Q. What store size is required?

A. Typically, an ideal carryout store ranges from 1,200 to 1,800 square feet, has ample parking and is easily accessible.

Q. What does it cost for a Blackjack Pizza & Salads restaurant?

A. Blackjack Pizza & Salads estimates the average cost to open a delivery and carryout store to be between \$375,800 and \$552,700.

Q. Is previous pizza experience required?

A. No. Although previous experience would be helpful, you will receive the necessary training to develop your knowledge and skills.

Q. Does Blackjack Pizza & Salads provide financing?

A. Financing is the responsibility of each individual and/or group. We can assist you in identifying possible sources of financing.

Q. What kind of sales/earnings can I expect?

A. Blackjack Pizza & Salads does not make sales or earnings claims, or projections. Once we have had an opportunity to meet and you receive a Franchise Disclosure Document (FDD), we will encourage you to contact existing franchises to discuss their experiences.

Q. What Is the term of a Blackjack Pizza & Salads franchise?

A. Ten years with renewal options.

Q. I am interested in obtaining a Blackjack Pizza & Salads franchise. What is my next step?

A. Go to the Franchise Information tab on the website at:
<https://blackjackpizza.com/franchiseinformation>
There you can fill out a franchisee application form. A representative from Blackjack Pizza & Salads will contact you to follow up on your application.



"Coming from a National Brand (Domino's) background, I hugely appreciated our (Blackjack's) core products, I feel they are far superior to our competition. After a few years of managing it was time to become an owner - that was 20 years ago!"

Dale Roberts

Franchisee of stores in Fort Collins,
Longmont and Loveland, Colorado