



Join The Fastest Ride in Town!
Paul Revere's Pizza

Your Partner With Over 30 Years
Pizza Delivery and Franchising Experience



Franchise Information Brochure

Paul Revere's Pizza International, Ltd.

1570 42nd Street NE Suite 4 ❖ Cedar Rapids, IA. 52402
(319) 395-9113 ❖ (800) 995-9437 ❖ www.paulreverespizza.com



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Why Paul Revere's Pizza?

Our Franchisees

Paul Revere's Pizza franchisees come from varied occupations and economic circumstances, but all share one thing in common - the love of great pizza and great food. The franchisee is our greatest asset - whether reporting the success of a promotion or communicating any operational or product concerns, we look to our franchisees to provide us with the information we need to improve our franchise. With a close-knit group of straight-forward and candid franchisees, small problems stay small and small successes grow large.

The Product

High quality, versatile ingredients make Paul Revere's Pizza menu one of the most delicious and unique in the pizza industry. Using a minimum of ingredients and supplies, we are able to offer a wide variety of menu items for convenient carry out or hot fresh delivery. Only the finest ingredients and toppings go into our pizza, pasta, BBQ ribs, hot Italian sandwiches, Paul Revere's famous breadsticks and Wedgies. Fresh cut veggies, 100% real cheese and dough made fresh daily make our pizza and menu a standard to which others only aspire.

Service

Paul Revere's Pizza offers the customer two accommodating ways to order. The ultimate in service and convenience is our free delivery, just call Paul and you'll soon have fresh hot meal at your door.

Driving home from work? Just pick up your cell phone and call in a quick carry out order. Give us fifteen minutes and we'll serve you a fresh, hand made meal just the way you want it.

Select Paul Revere's Pizza locations offer our "We Make, You Bake" fresh pizza carry out program.

Low Initial Investment & Low Overhead

Our restaurant start up costs are economical for several reasons. Paul Revere's Pizza restaurants are designed to operate in existing buildings and spaces. Square footage requirements for our kitchen package are minimal; reducing the operating space diminishes leasehold and rent expenses.

Specializing in delivery and carry out service reduces initial and ongoing costs associated with opening and operating a restaurant by reducing the number of employees and overall space required.

Versatile ingredients and supplies are used to create our fresh made menu. Using a single ingredient in multiple menu items reduces floor, cooler and freezer storage space. Smaller coolers, freezers and compressors mean less energy required to operate.

We Are Committed To Your Success

We have a winning formula and we would love to show you how it works! Paul Revere's Pizza delivers a high quality menu with a minimum of space, labor and expense. We will teach you our techniques and systems learned over 25 years for preparing, baking, serving and delivering our menu.

Our corporate representatives work daily in PRP kitchens refining the system and menu. When you call Paul Revere's Pizza, you talk to someone who knows how to make pizza and manage a restaurant.

Methods for achieving superior consistency, customer service, food and labor costs and quality are covered in our comprehensive Operations Manual. From hiring employees to inventory cost control to keeping your dough properly proofed, the Paul Revere's Pizza Operations Manual will teach you nearly everything needed to run your restaurant. With a Paul Revere's Pizza franchise, you will receive the knowledge, experience and materials to operate your restaurant with confidence and pride.

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The Menu

Specialty Pizzas

Deluxe

Pepperoni, Sausage, Beef, Mushroom, Onion, Green Pepper & Extra Cheese.

BLT

Canadian Bacon, Mozzarella, Bacon, Lettuce, Tomato & Mayo.



Bacon Cheeseburger

Beef, Onion, Mozzarella, Cheddar & Bacon.

Chicken Fajita

Taco Sauce, Fajita Seasoned Chicken, Onion, Green Pepper, Mozzarella & Cheddar Cheese.

BBQ Beef or Chicken

BBQ Sauce, Chicken or Beef, Onion, Mozzarella & Cheddar Cheese.

All Meat

Pepperoni, Canadian Bacon, Beef, Sausage, Bacon & Mozzarella.

Taco

Taco Bean Sauce, Seasoned Taco Beef, Mozzarella, Cheddar, Taco Chips, Lettuce, Tomato, & Taco Sauce Packets.

Veggie Deluxe

Mushroom, Onion, Green Pepper, Green & Black Olive, Tomato & Extra Cheese.

Pasta



Lasagna

9" x 12" Family Size Pan. 3 Layers, Four Cheeses, Sausage & Beef.

Spaghetti

1/2 Gallon Bucket with Tomato or Meat Sauce.

Sides

Soft Garlic Breadsticks

Fourteen Soft oven-baked Breadsticks brushed with butter and sprinkled with our special Garlic Cheese Blend. Served with a cup of dipping sauce.

Dessert Breadsticks

Fourteen Soft oven-baked Breadsticks brushed with butter and sprinkled with cinnamon sugar. Served with a cup of glaze.

Cheese Bread

A 12" crust brushed with butter and loaded with a Four Cheese blend. Twelve slices.

Wings

Ten Piece Order. Choose from: Hot or BBQ

BBQ Ribs



BBQ Rib Meal Deal

1/3 Rack BBQ Ribs and Sauce, Baked Potato, Cole Slaw, Garlic Toast.

Oven Baked Sandwiches

Chicken Parmesan

Seasoned Chicken Patty Pasta Sauce and Mozzarella Cheese.

Chicken Cordon Bleu

Canadian Bacon, Mozzarella Cheese, Breaded Chicken Patty, Lettuce and Mayo.

Veggie

Mushroom, Onion, Green Pepper, Green & Black Olive, Tomato, Pasta Sauce & Mozzarella Cheese.

BLT

Bacon, Lettuce & Tomato with Mayo.



Italian Cheesy Beef

Chicago Italian Beef topped with Onions, Peppers and melted Mozzarella Cheese. Served with au jus.

Original Chicken

Breaded Chicken Patty, Mayo, Lettuce, and fresh cut Tomatoes.

Meatball Sandwich

Seasoned Meatballs smothered with Pasta Sauce and Mozzarella Cheese.

BBQ Beef

Roasted Beef in BBQ Sauce, Onions and Cheddar Cheese.

BBQ Chicken

Breaded Chicken Patty BBQ Sauce, Onion and Cheddar Cheese.



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Franchise Opportunities

Paul Revere's Pizza International, Ltd. offers a wide range of opportunities for individuals and businesses wanting to develop Paul Revere's Pizza restaurants. We will work with you to determine whether your concept for a Paul Revere's Pizza will work with our system. We offer the following opportunities:

Traditional Paul Revere's Pizza

This is our typical Paul Revere's Pizza restaurant. Traditional Paul Revere's Pizza restaurants are self contained, full sized restaurants that are located and operated either in a free-standing building or in a strip shopping mall. Traditional Paul Revere's Pizza restaurants serve our "core menu" and have our typical décor.

Non-Traditional Paul Revere's Pizza

If you believe you have a business concept which would serve Paul Revere's Pizza and utilizes the Paul Revere's Pizza business system but does not fit into the "traditional Paul Revere's Pizza restaurant model" in some way, you may propose changes to the "Traditional Paul Revere's Pizza" restaurant which would meet your needs. We will analyze your idea to determine whether a Paul Revere's Pizza could fit your needs.

Co-Branded Paul Revere's Pizza

If you have an idea to combine Paul Revere's Pizza with another concept, such as a gas station, convenience store, in a food court or with another franchised business, you may propose your idea to us. We will analyze your idea and concept to determine whether we are willing to combine a Paul Revere's Pizza with the concept(s) you propose. We have placed Paul Revere's Pizza restaurants in convenience stores and food courts in the past.

Multiple Store Option

If you have an idea of a specific territory you want to develop with Paul Revere's Pizza restaurants and if you meet our net worth requirements, we may grant you a territory to develop. You will pay one negotiated fee for the territory and will not pay additional franchise fees as you open stores in the territory. We will work with you to develop the size of your territory, the development timetable and the cost of the multiple store option.

Master Franchise Option

If you desire to develop a territory with multiple Paul Revere's Pizza restaurants utilizing both your own stores and sub-franchisees and if you meet our net worth requirements, we will consider granting you a territory to develop as a master franchise. You will pay us a license fee for the rights to develop a territory and you will also pay us a portion of the initial franchise fees and royalties you receive from each Paul Revere's Pizza restaurant that is developed. You will be responsible for supervising all restaurants.

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The Franchise

Franchise Agreement

A franchise is granted for an initial term of 10 years, and may be renewed in accordance with franchise terms in effect at the time. The current initial fee for one store is \$15,000, with a negotiable rate for multiple unit purchases. The Franchisee must follow all rules and guidelines set forth in the Franchise Agreement relating to store operations.

Under the terms of the Franchise Agreement, the Franchisee agrees to pay monthly royalties in the amount of 4% of the gross sales, exclusive of any sales tax, for each single unit.

Sales Projections

Paul Revere's Pizza does not provide sales or income projections on proposed franchise locations and operations. Financial projections of all types are the responsibility of the Franchisee.

Cash Requirements

The initial minimum investment for a Paul Revere's Pizza is estimated to range between \$100,700 to \$211,500. Since restaurants vary in size and configuration, start-up costs will vary too. Building size, rent factors, equipment needed and geographic area all play a part in how much capital you will need to start operating your Paul Revere's Pizza restaurant. A breakdown of the estimated costs follows:

	<u>Low</u>	<u>High</u>
Initial franchise application processing fee	\$15,000	\$15,000
Opening advertising & promotion costs	3,000	10,000
Decorating & leasehold improvements	3,000	20,000
Equipment & supplies	40,000	45,000
Signs	1,000	5,000
Security deposit on lease	0	5,000
First month's rent	500	3,000
Opening inventory	3,500	4,500
Miscellaneous start up costs	1,000	4,000
Training	400	2000
POS computer system	<u>7,300</u>	<u>9,000</u>
Sub Total	\$74,700	\$121,500
Working capitol*	<u>26,000</u>	<u>90,000</u>
Total	\$100,700	\$211,500

Please note that these are *estimates* of total cash requirements. You may decide to finance a portion of this cost with your lending institution. Paul Revere's Pizza International, Ltd. does not provide financing.

* "The operating capitol category is our estimate of working capitol that you will need during the initial phase of the franchise (which we estimate to be the first 3 months that your store conducts business) and includes the cost of preparing your store to open for business including employee salaries during pre-opening training and sufficient funds to cover expenses during the first three months of operation assuming that you generate zero sales.





What Do I Need?

No Prior Experience In Food Service

It is not necessary to have previous restaurant or pizza experience to obtain a Paul Revere's Pizza franchise. While some foodservice experience may be helpful, our training and ongoing assistance will teach and guide you to operate your Paul Revere's Pizza restaurant

Desire To Succeed

We will consider only those franchise applicants who are ready to devote the time and energy necessary for the development and operation of a successful franchise. Subjective factors such as character, motivation, experience, ability, business sense, etc. will also be considered when evaluating a prospective franchisee.

Financial Qualifications

A franchise applicant must demonstrate individual or group financial security and have a sound financial rating and good credit standing in the community.

Application Form

Each person must complete an application form and personal financial statement. If you meet our qualifications you will receive a copy of our Federal Trade Commission Franchise Disclosure Document (which includes a copy of our proposed Franchise Agreement) and, if required by the state in which you are applying, additional disclosure information. We do reserve the right to refuse a franchise opportunity without stating a reason.

Personal Visit to Paul Revere's Pizza Corporate Office

Next you will be invited for a visit. You will be responsible for all costs and expenses of this trip. During this visit franchise representatives will introduce you to all areas that relate to the overall operation of a Paul Revere's Pizza restaurant.

Within 10 days after you receive the disclosure documents, you will receive written acceptance as a Paul Revere's Pizza Franchisee. At this time you will be asked to execute the Franchise Agreement.

The American Dream is back and it's well within your reach—with a Paul Revere's Pizza franchise. Sure it's hard work and your commitment and dedication must be sincere, but the personal and professional rewards are well worth the efforts. A combined and concentrated effort by Franchisor and Franchisee and a solid working relationship are key to building a successful franchise restaurant.

Good business sense, competitive drive and a willingness to share what we've learned to build Paul Revere's Pizza have helped many become successful professional and independent business persons.

Now it's your turn! After reviewing the information in this franchise brochure, if you decide to learn more about Paul Revere's Pizza, fill out the enclosed franchise application and mail it back to us. The application creates no obligation whatsoever- but it's your next step towards owning your own Paul Revere's Pizza Franchise!

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Getting Started

Choosing A Location

Once you have received written approval of your franchise application, the Franchisor will furnish guidelines for site selection. The site must comply with governing code authorities as well as meet the standards approved by the Franchisor. Franchisees must finance their own real estate development.

A solid central location is essential to your operation. Potential customers should be within an eight to ten minute drive. Good visibility and access for drive by customers and deliveries is a must.

Your site will be evaluated by a Paul Revere's Pizza representative, and if it doesn't measure up to our standards, other sites will be researched. A survey of direct and indirect competition will also be completed, to give you the most competitive edge possible in the proposed area.

Our staff of professionals will provide comprehensive assistance, from finding the right location to negotiating and signing the lease. Paul Revere's Pizza will be your partner during selection and negotiation, helping you make the best possible decision. The final decision, however, will rest with you.

Equipment & Signage

After your location is secured, we will assist you in purchasing the equipment and signage necessary to operate your franchise restaurant. Since all our restaurants are basically uniform, arrangements can be made for these purchases through our normal vendors. Franchisees may find their own sources for equipment and signs, as long as they meet our standards and specifications prior to purchase.

Preparing For Your Grand Opening

A member of our staff will visit your franchise prior to opening to assist you in all facets of the operation of your business.

We'll help managers establish priorities, develop a system for meeting your unique market needs and set up a schedule for promotion and advertising. Once you've opened we will be available for continuing assistance upon request.

Training

Each new Paul Revere's Pizza franchise owner-and/or the person responsible for day to day operation of the restaurant must successfully complete our training course before opening your franchise.

What does Paul Revere's Pizza training program provide? Everything you'll need to know to begin operation will be covered in our mandatory training program. Personal instruction plus on the job training will prepare you for all aspects of operating a Paul Revere's Pizza restaurant, including:

- Product preparation
- Quality standards
- Customer relations
- Personnel management
- Employee training
- Merchandising
- Point of Sale
- Inventory
- Purchasing
- Accounting
- Advertising

The cost of this initial training program is included in your franchise fee. A fee may be charged by Paul Revere's Pizza for any additional training if required.

Expenses incurred for travel, lodging, food, etc., for yourself, the trainer(s) or your staff is the responsibility of the individual franchisee.

Upon completion of the training program, you will receive a detailed operations manual to serve as an ongoing reference for you and your employees. This manual will be a valuable tool in the day to day operation of your restaurant.

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Ongoing Support

Management & Operational Support

Our representatives will be on location before, during and after your initial opening. In addition, operations personnel will make periodic review and assistance visits to your location. During these visits, our representatives will make recommendations to you as to the most efficient and profitable operation of your restaurant.

Research & Development

We are constantly testing every phase of operations and purchasing to achieve high quality and maximum efficiency. We offer new products only after extensively checking them for quality and sales potential.

Marketing & Advertising

One reason for Paul Revere's Pizza success is our unique marketing plan. Effective site selection, food and labor cost guidelines, and quarterly marketing plans have contributed to our market presence year after year. As a Paul Revere's Pizza franchisee, you will receive quarterly marketing and advertising support from Paul Revere's Pizza International and Paul Revere's Pizza Advertising and Marketing Fund, Inc.*

For example:

- Paul Revere's Pizza will help you outline your marketing plan with goals, objectives, strategies, quarterly advertising guidelines and suggested creative (print ad, flyers, box tops, direct mail), press releases and promotions.
- At grand opening time you can look to Paul Revere's Pizza for a multitude of unique ideas to build market awareness and presence
- Constant communication with Paul Revere's Pizza is assured through ongoing discussions with franchisees during store visits and at Advertising & Marketing Fund, Inc. meetings.

* See Advertising & Marketing Fund Page 10





Advertising & Marketing Fund

Paul Revere's® Pizza International, Ltd. and its' franchisees created an advertising and marketing fund named Paul Revere's® Pizza Advertising and Marketing Fund, Inc ("The Fund"). This fund and the rules and laws governing the fund went into effect after December 31, 1999.

All franchisees contribute into the fund by purchasing certain Paul Revere's® Pizza private label products. The additional charges on private label products are rebated back to the Paul Revere's® Pizza Advertising and Marketing Fund, Inc. The funds collected are used to promote and advertise Paul Revere's® Pizza concepts, menu items or specials. These promotions may or may not include contests or giveaways, television, radio, billboard or print advertising. All funds will be used for the promotion of Paul Revere's® Pizza.

The Fund is overseen and directed by a six member panel consisting of three franchisees and three corporate staff. The three franchisee members are nominated and elected by Paul Revere's® Pizza franchisees at our Annual Franchise Convention. "The Fund" President, Vice-President, Treasurer and Secretary are appointed by the six member panel and will serve in their position until the next Franchise Convention.

The 25th Anniversary of Paul Revere's Pizza was promoted by a customer sign up drawing giving away a two year lease on a Ford Mustang convertible or \$5,000 cash. Additional prizes included a free pizza give away every day for twenty five days, a drawing for 25 free pizzas, gift certificates and other valuable gifts. Many participating Paul Revere's® Pizza restaurants held twenty fifth anniversary parties, some of which included store tours, pizza making demonstrations, kids rides, balloons, games and prize giveaways and customer appreciation specials.

Recently the Paul Revere's® Pizza Advertising and Marketing Fund, Inc. has created, distributed and paid for several direct mail programs, newspaper inserts, box top coupons and four color flyers. Currently the fund is developing the following promotional and advertising outlets:

- Quarterly advertising schedule
- New menu item introduction promotions
- Seasonal and holiday event promotion
- Creating and distributing point of sale and merchandising materials
- Direct mail advertising campaign
- Four color and two color flyers for newspaper and media insertion

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Existing Locations

STORE LOCATIONS (As of 12/04/2006)

WISCONSIN

Paul Revere's Pizza
522 North Main Street
Edgerton, WI 53534
Brandon Whitmore
608/884-3457

Paul Revere's Pizza
701 S. Janesville Street
Milton, WI 53563
Amy Schwarz
608/868-4999

ILLINOIS

Paul Revere's Pizza
2024 2nd Avenue
Rapid City, IL. 61278
Kent & Lynn Johnson
309/496-9000

TEXAS

Paul Revere's Pizza
9822 Potranco Road
San Antonio, TX. 78251
Tom & Nancy Mueller
210/647-1776

IOWA

Paul Revere's Pizza
210 South Elm Street
Anamosa, IA 52205
Laddie & Linda Nachazel
319/462-3555

Paul Revere's Pizza
904 S. Washington Blvd.
Camanche, IA 52730
Adrian Deering
319/259-1011

Paul Revere's Pizza
1935 51st. Street NE
Cedar Rapids, IA 52402
Larry Schuster
319/378-1003

Paul Revere's Pizza
47 Kirkwood Court SW
Cedar Rapids, IA 52404
Larry Schuster
319/399-1500

Paul Revere's Pizza
905 Main Street
Center Point, IA 52213
Kurt Sempf
319/849-1033

Paul Revere's Pizza
228 Main Street
Columbus Jct., IA 52738
Mario & Ines Amigon
319/728-7000

Paul Revere's Pizza
1084 E. LeClaire
Eldridge, IA 52748
Eric Schryver
319/285-9000

Paul Revere's Pizza
729 Avenue G
Fort Madison, IA 52627
Pam Boyd

Paul Revere's Pizza
325 East Market Street
Iowa City, IA 52240
Dennis Newell
319/354-1552

Paul Revere's Pizza
114 East Main
Lisbon, IA 52253
Mike & Ronda Gould
319/455-2276

Paul Revere's Pizza
635 Main Street
Mediapolis, IA 52637
Sherry Spears
319/394-9441

Paul Revere's Pizza
112 W. Washington Street
Mount Pleasant, IA 52641
Patty Keagle
319/385-2800

Paul Revere's Pizza
118 W. Main
New London, IA 52645
Julie Lindell
319/367-5197

Paul Revere's Pizza
1200 Sunset Street
Norwalk, IA., 50211
Ken & Renee Winjum
515/981-5900

Paul Revere's Pizza
505 Highway 61 South #1
Sac & Fox Village
Wapello, IA 52653
Diana Foor
319/523-5000

Paul Revere's Pizza
829 Second Street
Wellman, IA 52356
Randy & Tina Klein
319/646-6600

Paul Revere's Pizza
122 E. 3rd Street
West Liberty, IA 52776
Randy Klein
319/627-6500

Paul Revere's Pizza
104 N. Locust
Winfield, IA 52659
Leonard Hesseltine
319/257-6684

