



custom • fast • fired



[www.zapizzabistro.com](http://www.zapizzabistro.com)



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# Za Pizza Bistro = Custom + Fast + Fired

Za Pizza Bistro is a fast casual pizza restaurant specializing in “create your own” artisan pizzas for one price. The ambience is trendy with a New York industrial loft vibe – features include an open concept kitchen, industrial-style wallpapering, concrete floors, and crisp white stone tabletops. Kitchen equipment and the backline are finished in stainless steel that enhances the industrial feel of this fast-casual franchise concept.

## Customer Centric Experience

When customers enter, they are greeted by easy-to-read menu boards surrounded by chalkboard paint – a space where patrons can add their own personal greeting, hashtags, or favourite pizza topping combinations. Trendy, up-to-date music from our satellite radio plays beats from house to R&B, adding to the bistro feel of the restaurant.

When placing their order, customers start by selecting their favourite type of crust (original, whole wheat or gluten-free). All of our dough is “made fresh in-house” with a 24-hour fermentation period featuring a thin crust. From here, customers can choose their sauce (7 different kinds), cheese (7 types, including a vegan cheese), and finally their unlimited toppings (over 25 options, from dry cured pepperoni to fresh-cut veggies).

After the customer creates their own artisan pizza, it goes into our special high heat gas fired oven (fires up to 700 degrees) and cooks the pizza in under 5 mins. To add to the “custom” experience, we also feature Coca-Cola Freestyle machine offering customers a choice of over 130 flavours – it’s not hard to find something interesting to drink!

With features of the month, create your own salads, a selection of wine and beer, tempting dessert pizzas, and endless options to create your own perfect pizza at an affordable price, it is not hard to see why Za Pizza Bistro has become so popular so fast!

Za Pizza Bistro is pursuing expansion options for individuals and companies with the intent of developing our brand in locations both across Canada and around the world. Our growth strategy is to expand in shopping centers, stand-alone locations, food courts, and office buildings. Locations can vary from 1300 sq. ft. to 3000 sq. ft.

## DEDICATED & ON-GOING SUPPORT

Franchisees benefit from a turnkey concept supported by an experienced and knowledgeable team with almost twenty-five years of managerial and operational experience in the food and beverage industry.

Our dedicated and experienced team will be there from start to finish, from preliminary drawings to during the construction process to the opening day. Our ongoing support after you open is key to creating a thriving business. Your success is our success!

### Pre-Opening Support

- Market research
- Working with franchisee for site selection
- Lease negotiations
- Architect drawings
- Interior design
- Construction and kitchen equipment
- Timeline established
- Purchasing power
- National suppliers and distribution
- Constant research and development

### Operational Support

- Extensive training program
- Ongoing support
- Experienced operations team

### Marketing

- Exciting local brand execution
- Social media support
- Marketing support on a national and local level
- National advertising campaign

## OUR MISSION

*To provide a customized pizza experience using the highest quality ingredients, at the best price possible.*

### **From start to finish...**

*We are committed to creating a positive dining experience for our guests... from the moment they walk through the door until they leave.*

*We are committed to preparing our pizza using fresh quality ingredients... from making our own dough to sourcing the best quality produce.*

*We are committed to developing profitable partnerships with our Franchise Partners... from the time we break ground to the start to the time we finish our agreement. We are with you on the journey!*



## Why Invest with ZA Pizza Bistro?

- Unique custom, one-price concept
- High heat gas fired oven
- Turn-key operation
- Extensive training
- Support via buying power
- Exceptional marketing
- Ongoing support
- Experienced and dedicated team
- Strong growth potential and ability to get in at the ground floor



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### Are YOU a Fit for Za Pizza Bistro?

If Za Pizza Bistro sounds like it could be a fit for you, or if you would like more information, please don't hesitate to contact us.

### ZA PIZZA BISTRO

Manly Cheung,  
Director of Franchise Development  
E-1220 St. Mary's Rd., Winnipeg, MB.  
(204) 891-1648  
manly@zapizzabistro.com



## FRANCHISING FAQ's

### How much does it cost to open a Za Pizza Bistro franchise?

- The turnkey cost of a Za Pizza Bistro franchise is between \$690,000 to \$1,350,000 depending on size and location

### How much equity (cash) is required?

- We require a minimum of 40-50% in unencumbered funds, depending upon the size of the unit, you will need \$275,000 to \$540,000 of unencumbered cash and the remainder may be financed.

### Does Za Pizza Bistro help select the site/location?

- Za Pizza Bistro will undertake market research to determine if a market is suitable for our brand. Many factors are taken into consideration when deciding upon a location. If a prospective Za Pizza Bistro candidate has a particular location in mind, we will have our real estate experts explore further to ensure it meets our standards.

### What is the franchise fee for Za Pizza Bistro?

- The franchise fee is \$25,000 plus a training fee of \$5,000. This is included within the turnkey investment noted within this brochure.

### How much is the Royalty Fee?

- The royalty fee is 4% of gross sales, paid weekly.

### What is included in the Royalty fee?

- Use of Za Pizza Bistro logos and trademarks
- Confidential training and operating manuals
- Centralized supplier and distribution
- Ongoing support
- Continuous research and development of brand

### What is the advertising Fee?

- The advertising fee is 2% of gross sales, paid weekly.

### What does the Za Pizza Bistro Training Package include?

- We will provide 2 weeks of extensive training and the duration can be extended if necessary.

### How do I obtain Financing?

- Financing can be obtained through a financial institution. We are happy to assist with this process if needed.

### What do we look for in a franchisee?

- Za Pizza Bistro is seeking motivated and passionate individuals with adequate capital to invest and a strong interest in being involved in the day-to-day operations.