

FRANCHISE Opportunity



About us

Our Unique Opportunity Sofi's Table Pizza is truly a unique one-of-a-kind international franchise opportunity because... finally "America's Best Pizza", which we have been serving in the US, is now available to You! Our product and offering is unrivaled as we have recently been ranked "One of USA's Best" on Taste, Quality and Overall with our unique product recipe of abundant toppings with cheese on top as the last ingredient to seal in flavor and preserve product integrity.

Our great product combined with outstanding levels of franchisee operational support has yielded unrivaled recognition in the industry. Partner with us and our outstanding International Team and be part of growing our iconic brand worldwide.



11" PERSONAL
SIZE

ANY TOPPINGS,
ALL ONE PRICE

— BUILD —
YOUR OWN
ARTISANAL
PIZZA

FAST FIRE'D IN
180 SECONDS





FAST FIRE'D PIZZA is a modern day

"Pizza joint " serving artisanal, custom-built pizzas at lightning fast speed, all at a very affordable price.



Why Sofi's Table Pizza?

- ❑ Sofi's Table Pizza is truly a unique one-of-a-kind international franchise opportunity because...finally "America's Best Pizza", which we have been serving since we start, is now available to You! Our product and offering is unrivaled as we have recently been ranked "One of USA's Best" on Taste, Quality and Overall with our unique product recipe of abundant toppings with cheese on top as the last ingredient to seal in flavor and preserve product integrity.
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IT'S A PIZZA JOINT WITH A MORE CURRENT TWIST



Our **assembly line** format lets you customize one of our signature pizzas or create your own.

Ingredients range from **artisan and inventive** - marinated artichokes, gorgonzola, arugula -- to **classic favorites**, often with a contemporary twist-- ovalini mozzarella, cherry tomatoes, sauce drizzles and dollops.





*Brad Kent's pies are
'Darn near perfect'*

- ZAGAT





WE SERVE INSANELY GREAT FOOD



Critically acclaimed chef curates all ingredients and recipes.

Fresh (never frozen) dough, made in-house daily and fermented for 24 hours to produce Chef Brad's signature light-as-air, crisp crust.

Authentic fire-deck oven cooks pizzas in 180 seconds.



KEEPIN' IT
REAL

We believe that
food without
artificial colors,
flavors or
preservatives
simply tastes
better.

If you believe in
Keepin' It Real,
take the pledge at



OLIVES.
OUR HUE IS TRUE

No artificial colors, flavors or preservatives.
Natural Olives. Naturally.

INTELLIGENT CHOICES
FOR OUR PIZZAS, PEOPLE & PLANET

NOW SERVING

AGUA
Fresca

LIGHTLY FRUIT-INFUSED.
COMPLETELY NATURAL.

80-90 cal



FLAVORED BY NATURE,
WITH 100% CANE SUGAR.





100% CLEAN INGREDIENTS



We've nixed the nitrites from our cured meats, and transitioned to all-natural olives, garlic, banana peppers, salad dressings and blood orange lemonade so that all ingredients for pizzas and salads meet our standards.

At Sofi's Pizza, we believe that food without artificial colors, flavors or preservatives tastes better.







OUR MENU IS SIMPLE AND EASY TO NAVIGATE

Choose a Build-Your-Own pizza or one of eight signature pizzas.

The self-serve Drink Station features unlimited refills on Blood Orange Lemonade, Pure Cane Sugar Sodas, Agua Frescas, Fresh Brewed Tea and Coke products.

For our guests with dietary restrictions, we offer vegan cheese and gluten-free dough.

Piled High MENU

Sofi's Pizzas

The New Yorker \$9
mozzarella, red sauce

The Hit Man \$10
red onion, tomato, arugula, parmesan, mozzarella,
red sauce, balsamic, white sauce

The 4 Cheese Men \$10
mozzarella, halloumi, parmesan, provolone,
chili flakes, basil, olive oil

Garden Roast \$11
roasted vegetable medley, falafel, scallions,
red sauce, white sauce, za'atar

Truffled Shawarma \$12
spiced mushrooms, feta, mozzarella, scallions,
arugula, black pepper, truffle oil

Sofi's Island \$11
garlic shrimp, pineapple, mozzarella,
chives, red sauce, white sauce

Chicken Kebab \$11
roasted chicken, red bell pepper, mozzarella,
chili flakes, red sauce, white sauce, spicy honey

All The Meats \$11
pepperoni, Italian sausage, bacon,
ham, onion, mozzarella, red sauce

Sofi's Your Way

Create Your Own Pizza \$10
choose a crust, 4 toppings and sauce

Create Your Own Salad \$10
choose a lettuce, 4 toppings and dressing

Sofi's Salads

Tahini Caesar \$10
romaine and arugula tossed in tahini Caesar
dressing, parmesan, cheese, croutons

Mediterranean \$10
romaine, falafel, tomatoes, onion, chickpeas,
halloumi, white sauce ranch dressing

Mushroom Mama \$10
arugula, mushrooms, roasted garlic, roasted
tomato, truffle, sesame vinaigrette

Sofi's Breakfast

Hand Food \$9
folded flatbread, scallions, scrambled egg,
mozzarella, harissa, white sauce hummus, bacon

Market Veg Breakfast \$9
folded flatbread, scrambled egg, bell pepper,
mushroom, scallions, feta

Western Wrap \$9
folded flatbread, bacon,
scrambled egg, mozzarella

Sofi's Dessert

Americano \$9
nutella, walnuts, Eleva espresso,
powdered sugar, sea salt

Sweetie Pie \$9
caramel sauce, powdered sugar, cinnamon

BRAND IT AGENCY ©



SUCCESS ★ IN A ★ PIZZA BOX

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The self-serve Drink Station features unlimited refills on Blood Orange Lemonade, Pure Cane Sugar Sodas, Agua Frescas, Fresh Brewed Tea and Coke products.

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MARKETING

- ❑ Sofi's Table Pizza Express provides franchisees an easy-to-order marketing portal full of sales-driving campaigns. From quarterly Limited Time Offers (LTOs) to bundled marketing packages our flexible program allows for you to order marketing materials that fit your needs with just a click of a button.
- ❑ Plus, Sofi's Table Pizza's talented Marketing Department is readily available to provide strategic marketing support and customization for any additional marketing you may require. Whether you need to book an appearance with The Sofi's Table at a local event or have questions about what social media platform to use, they are just a call away.

**MARKETING
+THAT+
DRIVES SALES**



The Market Size

- ❑ The size of the food and beverage market in the region will reach about 568.7 million Dollar, to be the one of the largest in the world.
- ❑ JLL company expected that the value of the sector in the Kingdom of Saudi Arabia for example will reach \$45 billion, to be the largest in the Middle East.
- ❑ Consumer spending in the Kingdom recorded a growth in the first quarter of 2020 by 3.2% on an annual basis; An increase of 7.93 billion riyals. The total consumer spending in the Kingdom, according to a statistic based on data from the Saudi Arabian Monetary Agency - SAMA, amounted to about 255.49 billion riyals, compared to 247.57 billion riyals in the first quarter of 2019. Most of consumer spending in the first quarter of this year was in the beverage and food sector, with sales of 12.87 billion riyals, followed by the restaurants and cafes sector with 8.64 billion riyals.
- ❑ Other countries like Egypt recorded a growth in the first quarter of 2020 by 6.3% on an annual basis; an increase of 12.75 million dollars.



The Market Size

- Saudi Arabia as a case study -

The size of the food and beverage market in the Saudi market **168.7 billion riyals**
the largest in the Middle East

6% Sector growth over the next five years

18% Average household spending on food and beverage out of total expenditure

Consumer

spending on food and drinks

2018 (**29.3 billion riyals**)

2019 (**33.6 billion riyals**)

1st Quarter 2020 (**12.87 billion riyals**)



Why Sofi's Table Pizza?

- ❑ Top Consumer Product Rankings: “The Best Tasting Pizza in America”: #1 (Crave Online Consumer Rankings 2016)
- ❑ Top 12 Major Pizza Chains in America: #2 “The Best Food Quality Pizza in America”: #1
- ❑ Nation's Restaurant News Consumer Chain Rankings
- ❑ Limited-Service Restaurants Best Pizza Chain: #1 “The Best Pizza Chain in America: #1” Top 10 %” of ALL “Limited Service Restaurants” Strong USA Foundation to Build International On: #2 “Dine In” USA Pizza Chain in Total
- ❑ Franchised Strong HQ Infrastructure/Support: R&D, Procurement, Design, Marketing, Ops, Training...
- ❑ New Impactful Store Design/Décor: “Inspired by Prohibition-era Speakeasies”





We Have Exclusive GP International Master Franchise License Rights

- ❑ Use of Sofi's Table Trademarks/ Intellectual Property.
- ❑ Sale and Approval of Multi-Unit Franchise Territory Development Agreements.
- ❑ Complete Management Oversight of all aspects of Franchise System Approval of: Site Selection, Store Design, Operating/Training Systems, Menu Items, Marketing Programs...
- ❑ GP USA Expertise Provided as Needed: R&D, Procurement, Design, Ops/Training, Marketing...



GREAT DESIGN ENHANCES THE GUEST EXPERIENCE



- ❑ Award winning restaurant architect design home continually evolves our restaurant design elements.
- ❑ Interiors that add "dimension" to the dining experience & exteriors that extend the "story" outside.
- ❑ Millennial & Gen Z target is reinforced with 100% Eco packaging and college alt rock music.












**FOUNDING INVESTOR
& CELEBRITY ENDORSER**



HIGHLY DIFFERENTIATED VS. FAST CASUAL PIZZA PEERS

						Key Points of Differentiation
Critically Acclaimed Chef	Moat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	All recipes and menu items created by critically acclaimed chef, Brad Kent
Fresh, Never-Frozen Dough, Made In-House Daily	<input checked="" type="checkbox"/>	Frozen Dough	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Each restaurant makes dough from scratch producing the signature light-as-air, crisp crust
Authentic, Fire Deck Oven	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Reaching temps of 900°F, specially trained <i>pizzasmiths</i> fast-fire pizzas in 180 seconds
Fresh High Quality 100% Clean Ingredients	Moat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ingredients are free of artificial colors and preservatives
100% Eco-packaging	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	100% of packaging is recyclable, compostable, and/or made from post-consumer reclaimed materials
Superior Restaurant Operations	<input checked="" type="checkbox"/>	Franchisee Support?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elite-level franchisees, extreme guest hospitality, and throughputs of over 200 pizzas per hour
Brand Building Strategies	Moat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Aggressive marketing including LeBron James, Walt Disney World, (Red) and Vans Warped Tour



CREATING POWERFUL EXPERIENCES THAT CONNECT WITH CONSUMERS

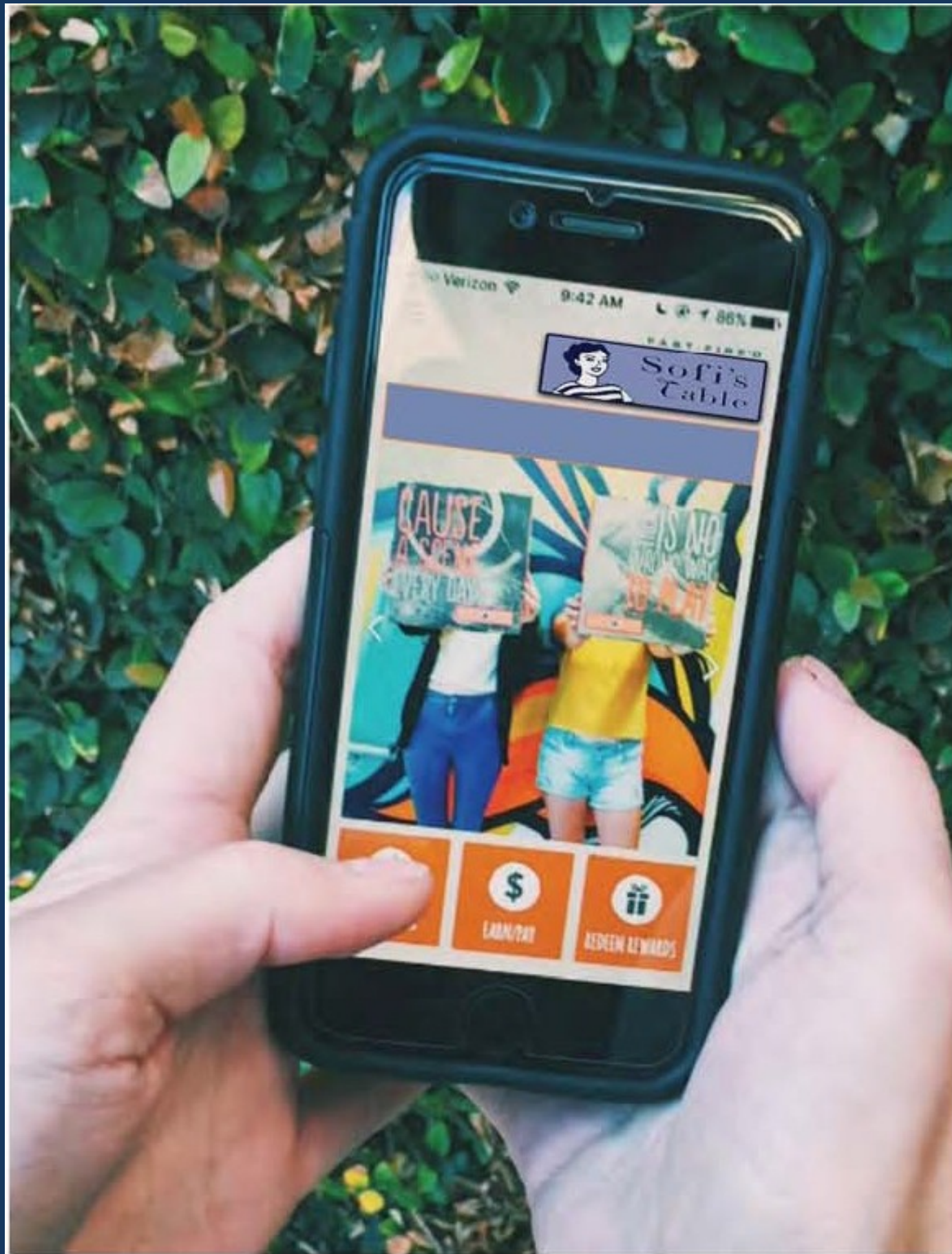
Leads the Fast Casual Space In Positive Guest Reactions



Note: Yelp scores for competitors are reflective of their respective core markets.

Yelp scores represent the whole system.





LEVERAGING TECHNOLOGY TO BUILD THE BRAND

- ❑ Mobile app features online ordering, loyalty rewards and mobile pay. Launched March 2022
- ❑ Email subscribers reached through Punch platform to complement app engagement
- ❑ Guest analytics enable advanced digital targeting



SWOT

“ OUR SWOT ANALYSIS WILL SHOW THE COMPANY FRAMEWORK. ”

S

STRENGTH

- Strong brand
- Staff is well trained.
- low price comparing to the provided quality.

W

WEAKNESS

- limited number of options.

O

OPPORTUNITY

- F&B industry is growing fast in Saudi Arabia and GC.
- Events and festivals.
-

T

THREAT

- Intense competition from Maestro Pizza and Dominoes.
- Health issues where people consider pizza as fast food..



SOME LOCATIONS



Norfolk Premium Outlets Food Court



Williamsburg Premium Outlets Food Court



Enjoy the
Journey



Thank you



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