



**FRANCHISE
PARTNER
INFORMATION**

WELCOME TO PIZZA TIME

Welcome to Westshore Pizza! From a humble beginning, Westshore has grown into a strong regional brand with 19 successful years of operation. Our mission is simple: "To provide an excellent product at a fair price and couple it with outstanding service".

Let me give you a bit of history about Westshore Pizza. Bobby V founded Westshore Pizza in 1994 because he knew a thing or two about pizza. After spending some time in Tampa, Florida, he also knew that it was a community yearning for the authentic tastes he'd grown up with in Philly. His value-driven concept has been offering great pizza, Philly cheesesteaks and wings to customers looking for an affordable dining experience for almost 28 years. If you are looking for "artisan style" pizza, you won't find it at Westshore. Our roots are blue collar, and we are as serious about our pizza and Philly cheesesteaks as we are about our sports.

We are happy that you have downloaded our Franchise Kit, and we are hopeful that you will be as excited about working with us as we are about your interest.

THE PIZZERIA MARKET ALONE GENERATES MORE THAN \$38 BILLION IN ANNUAL SALES PER YEAR. AMERICANS LOVE PIZZA! WE EAT ABOUT 100 ACRES OF PIZZA EACH DAY; IF YOU ADD WINGS & PHILLY CHEESESTEAKS, YOU HAVE A COMPLETE FOOD OFFERING.

I am looking forward to talking to you in person very soon.

Paul Samson
Owner/CEO
Westshore Pizza Franchising



OVERVIEW



Over the past 28 years, Westshore Pizza has been a staple of the West-Central Florida community. Westshore easily carved out a niche by serving individuals and families only the freshest ingredients. Our sauce is made daily from the finest California tomatoes, and we grate our special Wisconsin mozzarella cheese by hand. Our dough is made fresh twice daily and our cheesesteaks are the real thing.

Our founder recognized early on that franchising was the best way to spread the gospel and grow the brand. He knew that potential franchise owners would be excited to be part of a concept that provided a good return on investment but did not cost an arm and a leg to get started. He value engineered the concept and looked for second-generation restaurant spaces to open in communities that wanted something different from the traditional carry-out pizza establishments. And he was right. Westshore has grown to 20 locations and has a plan to grow to over 100 stores in the next few years

As part of the franchise family, you will be witness to a completely new re-branding of the concept. A new team of pizza experts has joined with Bobby to provide unparalleled franchise support and an exciting new marketing plan, which ignited the enthusiasm of our existing franchise partners. The new team is focused to make the existing franchisees our first priority. We think that will become crystal clear during your visit to our corporate offices in Tampa.

Happy employees make happy customers, and it is obvious that customers are happy.

*"Best wings and pizza in Tampa!" -SaltyNsandy,
Tripadvisor.com*

*"Get the special. It is so tasty and nobody has this good
of a special! Huge!" -Jennie W, Yelp*

*"OMG, The best cheesesteak ever. The cheesesteak
tasted just like back home in Philly."
-PizzaFanatic63, Tampa City Search*

FAQs



DO I NEED TO HAVE ANY PRIOR EXPERIENCE IN THE RESTUARANT INDUSTRY TO OWN A PIZZA RESTAURANT?

You don't need any prior experience in the restaurant industry, but it would certainly help. We understand that the majority of new franchise owners do not have prior experience, and our franchise team provides an excellent training program. In addition, we will be standing right next to you as you open your doors.

HOW LONG WILL I BE AT TRAINING AND WHAT CAN I EXPECT TO LEARN?

Our initial training program consists of a comprehensive, 8-week, pre-opening program at a company-owned location in Tampa, Florida. We request that not only do you attend training, but that you bring your general manager, kitchen manager and up to two additional employees to complete our initial training program. In addition, a team of our representatives will be at your site for up to 14 days (to be scheduled around your opening).

Your training program is intensive and includes: Recipes and Prep Procedures, Cost Controls, Quality and Service Standards, Inventory Procedures, Equipment and Safety, Brand Compliance, Food Safety, and Sanitation and Health Code Compliance. When you have completed our training program, you will be ready to own a restaurant!

WILL YOU ASSIST ME WITH ESTABLISHING MY VENDOR RELATIONSHIPS AND INITIAL INVENTORY PURCHASE?

Yes. Westshore has a preferred-vendor program that will provide you with all the products that you will use to operate your restaurant. In addition, we will assist you with your opening inventory purchase.

DOES WESTSHORE OFFER FINANCING?

Currently, we do not offer direct financing, but we do have a list of lenders we work with to assist with equipment leasing and SBA financing.

DOES WESTSHORE OFFER A MUTI-UNIT FRANCHISE OPPORTUNITY?

Absolutley! We understand that you may want the flexibility to open multiple locations and have complete control of your territory. You are provided a protected territory as part of your franchise agreement. We may also provide you a first right of refusal for adjacent territories at the time of your franchise closing. We do offer an initial multi-unit opportunity, depending on the franchisee's experience.

WHAT ARE THE INITIAL FRANCHISE FEES AND ONGOING ROYALTY FEES?

The initial franchisee fee is \$32,500. You will pay ongoing royalties of 6% of gross sales. We ask that you spend a minimum of 3% a month on marketing, which includes local marketing, cooperative marketing and your national marketing.

WHERE SHOULD I LOCATE MY WESTSHORE PIZZA RESTAURANT?

We have been successful in both urban and suburban locations, so we will work directly with your local real estate professional to help select the best location available. In general, we are looking for significant community activity, including:



- Mixed Medical Complexes and Offices
- Schools & Recreational Areas
- YMCA's or Large Fitness Related Centers
- Theatres and Other Social Gathering Spots

Ideally, we would like to see you in approximately 1,200 – 2,800 square feet of space and have outdoor seating available. It is not necessary for you to have a strong anchor tenant; however, visibility and signage is very important.

HOW LONG WILL IT TAKE ME TO OPEN MY RESTAURANT ONCE I HAVE SIGNED A FRANCHISE AGREEMENT?

Your first location will generally open within 6 – 9 months of signing your agreement. If your location has already been identified, the time to open can be reduced considerably.

WILL YOU HELP ME WITH MY INITIAL MARKETING STRATEGY AND GRAND OPENING?

Yes. We will assist you with all aspects of your opening and provide a comprehensive pre and post-opening marketing plan.

SOCIAL MEDIA IS REALLY BIG RIGHT NOW. DO YOU HAVE A POLICY AS TO WHAT I CAN AND CANNOT DO?

We have an extensive social media policy that we have coupled with best practices. Some storeowners are better equipped than others to monitor and manage their social media presence. We will discuss this at length during training and you will be all set up before you open your restaurant.



APPROVAL PROCESS



STEP 1

HAVE AN INTIAL CONVERSATION with our Franchise Sales Director and discuss your background, territory availability, and the financial qualifications necessary to own a Westshore Pizza Franchise.

STEP 2

COMPLETE the Westshore Pizza Request for Information Form and email it back to our Franchise Sales Office at info@westshorepizza.com. Your application will be reviewed by our Franchise Sales Director and Franchise President.

STEP 3

RECEIVE OUR FRANCHISE DISCLOSURE DOCUMENT for review. After reviewing, schedule a call with our franchise sales department to ensure you have a complete understanding of the obligations that you have as a franchisee.

STEP 4

ATTEND A DISCOVERY DAY in Tampa, Florida. Your visit to Tampa will give you a complete overview of what it is like to be an owner of a Westshore Pizza restaurant. Try the food and see if this is the right fit for you. We will also set additional time for you to have us answer any final questions concerning the details of the franchise territory and franchise agreement.

STEP 5

SIGN FRANCHISE AGEEMENTS and schedule your introductory session with our team to prepare for your training session. Welcome to the Westshore Family!





So what do you think?

Are you ready to start your journey toward a bright future? We are looking for enthusiastic people who have a passion for pizza and Italian food. Our team has over 100 years of combined experience in the restaurant industry and you will benefit from our model, which has continually received praise from the communities we serve. We are passionate about Italian food and we are committed to our franchise system. Now, we're looking for select individuals to help us bring that passion to communities across the country.

At Westshore, our franchise model perfectly positions you for success by providing:

- An affordable menu and our proprietary recipes.
- Established alliances with the best suppliers in the pizza industry.
- Marketing team to assist you with all local marketing promotions.
- A business the entire family can work in and be proud of.
- The real deal. The actual franchisor founding team. Leaders who understand the business and really care about their franchisees.

We are highly dedicated to the success of your franchise, and we are committed to providing you with world-class support and service. If you're ready to get in on the ground floor of this dynamic franchise opportunity, please read our franchise-related web pages and complete our Let's Get Acquainted Form on the website.

We look forward to having our initial conversation. Remember: The FIRST STEP is setting up a call with our CEO, Paul Samson. You can reach Paul by phone at 813.323.7864

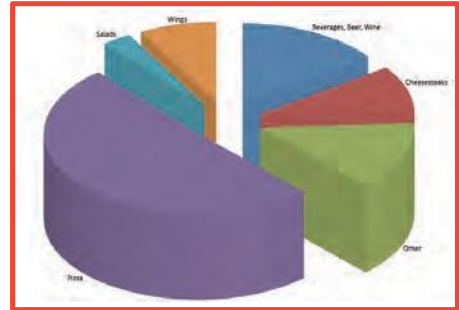




Celebrating 28 years in Tampa! 1994 -2022



TV - Radio
Print



Assistance with
Lease Negotiators
and Financial Sourcing

Concept
Media
Placement
Service

Voted Top
100 Pizza
Chains

Negotiation
and Finance
Assistance

Diverse
Menu

Full Construction &
Store Development
Assistance

Construction and
Development
Assistance

Management Team
with 100+ Years of
Experience

Paul Samson,
Ceo
Keith Koehler,
CFP
Tyrell Reed, VP
of Franchise
Ops

11 Week
Training &
Support

Customized
Distribution to
Supply Chain

8 Week Pre-Opening
3 Week Post-Opening
Assistance
You'll Have a Team of Experts!



Join Tampa's Original Pizza Chain