

# SMOKIN' OAK

wood-fired pizza®  
& TAPROOM

## FRANCHISE INFORMATION

Combining wood-fired pizza with a self pour taproom, Smokin' Oak Wood-Fired Pizza & Taproom is redefining the fast casual experience.



# THE CONCEPT

Welcome to Smokin' Oak Wood-Fired Pizza & Taproom! From our **unique wood-fired oven** and **open plan kitchen design** to the way we “wow” our Guests throughout the dining experience, we are confident you will find that Smokin' Oak Wood-Fired Pizza & Taproom is different than **any other pizza concept!**

We are the only fast casual pizza franchise offering a **self-pour taproom wall**. Our self-pour taproom elevates the experience by allowing Guests to pour their own beer, wine and even mixed cocktails. They can pour an ounce or a full pint, the choice is theirs.

At Smokin' Oak Wood-Fired Pizza & Taproom, **we make our proprietary dough every day, we roast our own meats, and we even chop our own fresh vegetables.** In fact, our food is so fresh we don't even have a *freezer!*



# THE TAPROOM

**We elevate the Guest experience with our self-pour taproom.**

Guests choose from a wide range of beer, wine and mixed cocktails (where available). Once the Guest has their RFID bracelet, they choose their drink, and pour anywhere from an ounce to a full pint.

The taproom wall diversifies the revenue stream for the franchise owner, increases the check average all while providing a fun experience for our Guests.



# THE MENU

Our menu has 13 Signature Pizzas and a Build Your Own Pizza option. Choose from the Signature or Cauliflower crust, 35 toppings, 7 signature sauces, 7 cheeses (including a vegan option), 7 meats and 18 veggies. There's also a great selection of starters, salads and desserts.

Our fresh, never frozen ingredients, made from scratch daily, including our dough, is what makes Smokin' Oak Wood-Fired Pizza truly different from others.

Our self-pour taproom concept, which is an interactive tapwall with beers, wines, ciders and mixed cocktails, elevates the Guest experience and increases the average check.

## SAMPLE MENU



### CLASSIC

Sausage, pepperoni, crimini mushroom, red onion, mozzarella, crushed tomato sauce



### ITALIAN STALLION

Olive oil, prosciutto, roma tomato, crushed red pepper, garlic, sun-dried tomato, basil, cracked pepper, mozzarella



### BUFFALO CHICKEN

Chicken, buffalo sauce, banana pepper, mozzarella, green onion, bleu cheese dressing, raspberry sauce



### ALFREDO-LICIOUS

Alfredo sauce, applewood bacon, chicken, mozzarella, red onions, spinach



### CHORIZO SANDWICH

Chorizo, parmesan, red and green pepper, jalapeño, roma tomato, red onion, romaine, Smokin' Oak's ranch dressing



### CINNAMON GLAZED KNOTS

Delicious wood-fired dough knots generously drizzled with our creamy cinnamon glaze

# REAL ESTATE & INVESTMENT

We believe in the “**Work, Live, Play**” model when selecting a location:

- Have a site where you’ll have daytime traffic from nearby office buildings
- Be near a residential area with a high density of housing
- Be near a major shopping hub, other restaurants and big box retailers

Importantly, make sure that your location is highly visible from the street and easy to get to.

Ideally, the size of the space should range from **2,000 to 3,000 square feet**. We highly recommend locations that include patio space for outdoor dining.

The total investment range is **\$336,120 to \$889,313** (which includes working capital). The investment varies based on factors specific to each location, such as size of the space, leasehold improvement costs, lease rates and other similar expenses. Our Franchise Disclosure Document includes a detailed outline of the estimated initial investment.



## FRANCHISE FEE:

Single Unit: \$49,500

## AREA DEVELOPMENT:

2<sup>nd</sup> Unit: \$39,500

Additional Units: \$29,500\*

*\*\$10,000 fee for each unit required at time of signing, credited towards units as they open*



# SUPPORT

**We supply our franchise owners with the resources you would expect from a world-class franchisor:**

Our Franchise Support Team is available to assist you with all aspects of your Franchise Business. This includes 2 weeks of comprehensive training at our flagship restaurant, up to 10 days of onsite support before and after your grand opening, and ongoing assistance in all aspects of your franchise business.

During your initial franchise training program, our marketing team will begin the strategy and support for grand opening and marketing your restaurant post-opening.

We have also developed a Franchise Intranet System to support the development, operation and management of your Smokin' Oak Wood-Fired Pizza & Taproom franchise.



**Our pledge is to provide you the highest levels of training, ongoing support, operational knowledge and respect.**

Please contact us by email at [info@frangrow.com](mailto:info@frangrow.com) to schedule an initial call with our Franchise Development Manager. We would like to learn more about your interest in Smokin' Oak Wood-Fired Pizza & Taproom and discuss any initial questions you may have.



# OUR STORY

The roots of Smokin' Oak Wood-Fired Pizza & Taproom derive from one of the first successful fast-casual wood-fired pizza restaurants in the United States, **Pi Wood-Fired Pizza**, located in Rochester, MN.

Linda Black, President of Smokin' Oak Wood-Fired Pizza & Taproom, is the founder of Pi Wood-Fired Pizza and is well-recognized in the industry as a **master pizza maker**. She spent *years* crafting her dough recipe and menu and worked diligently to develop **cutting-edge methods and efficiencies that revolutionized operational procedures**.

We have incorporated all of the methods, proprietary recipes and efficiencies of our flagship restaurant into the Smokin' Oak Wood-Fired Pizza & Taproom franchise program. The result is a **rock-solid brand** you can be proud to own and introduce to your community!





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**wood-fired pizza®**  
**& TAPROOM**

**Are you interested in owning a Smokin' Oak  
Wood-Fired Pizza & Taproom franchise?**

**Reach out via email or visit  
our website to learn more about the  
franchise opportunities available.**

**info@frangrow.com**  
**SmokinOakPizza.com/Franchise**