



PIZZA WORLD

GOURMET PIZZERIA

- EST 1996 -

®

PIZZA WORLD USA FRANCHISE CORPORATION

www.pizzaworldonline.com | www.pizzaworldfranchise.com

welc

come

WANNA MAKE SOME DOUGH?

Pizza World is interested in you! Find everything you need to know about our expanding network of restaurants within this Info Pack

CORPORATE *image & design*





Our dynamic Pizza World Logo enables us to bridge all boundaries - The “world” design within the pizza slice provides the power of communicating the vast styles of pizzas we offer. With this timeless and authentic logo we merge the exciting new concept of specialty pizza with flavors from around the world, along with a traditional pizzeria menu including wings, subs and salads. The far-reaching globe which provides a variety of exciting visual images, all noticeably bearing common elements.



Appandanza®

OUR CONCEPT

Our Mission at Pizza World is to offer a high quality product to our customers each and every time they place an order with Pizza World. We strive to provide a clean and healthy environment along with the freshest and highest quality products. We strive to be a proactive member of our communities, whether it is the community surrounding our stores or our franchising family of which we are a part - strong trusting relationships are a key ingredient to our success.

We're changing the way the world thinks about pizza

Offering a vast array of flavors from around the world, Pizza World combines the exciting new concept of gourmet pizzas with the speed, efficiency and convenience of traditional pizza delivery restaurants.

THE RESULTS...

Pizza World offers a fine dining experience delivered to the customer's door or enjoyed right in the store, exceptional quality, freshness, choice and value all within a highly efficient delivery system.

- **FAST & EFFICIENT DELIVERY AND IN-STORE SYSTEMS**
- **GOURMET RECIPE PIZZAS FEATURING SPECIALTY TOPPINGS FROM AROUND THE WORLD, ON OUR OWN "BAKED TO PERFECTION" CRUST - OUR EMPHASIS IS ON FRESH, WHOLESOME INGREDIENTS**
- **FULL RANGE OF COMPLEMENTARY PRODUCTS INCLUDING SUBS, CALZONES, SPECIALTY BREADS, A CHOICE OF SEVERAL TEMPTING SALADS AS WELL AS TRADITIONAL PIZZAS WITH YOUR CHOICE OF OVER 30 TOPPINGS.**

This straightforward concept is the direct opposite of many current food systems stagnating under larger inventories, heavy food cost burdens and a large employee base. The ease of preparation of our gourmet pizzas, coupled with an efficient, functional and cost-effective environment, gives Pizza World the leading edge in this exciting new food market.

- **SIMPLE & EFFECTIVE OPERATING SYSTEMS**
- **FUNCTIONAL & COST-EFFECTIVE ENVIRONMENT, WITH DISTINCT BRANDING, DESIGN & IMAGE.**
- **IN-DEPTH & ON-GOING SUPPORT FOR OUR FAMILY OF FRANCHISEES - ADVICE & HANDS-ON ASSISTANCE TO ACHIEVE MAXIMUM PERFORMANCE.**



SPECIALTY GOURMET PIZZAS

Taste the world from our numerous specialty gourmet pizzas. Try our Texas Bar-B-Que® with an olive oil glaze smothered with barbecued chicken, red onions, fresh cilantro on a bed of mozzarella. Our Baja Taco is sure to please with a light layer of refried beans with your choice of taco seasoned meat or taco seasoned chicken, mozzarella, and cheddar cheese, cooked to perfection covered with shredded lettuce, diced tomatoes, crushed Doritos, and served with taco sauce on the side. The Via Bianco®, a fan favorite, is topped with an olive oil glaze then covered with mozzarella, provolone, and baby feathered Swiss garnished with fresh basil and oregano. From the east coast we present The Philadelphia, our Philly cheese steak pizza, fresh baked thinly sliced steak, covered with mozzarella, green bell peppers and red onions mixed with our homemade Philly sauce. There are so many more choices like our Ciao Bella, Chicken Alfredo, Buffalo Chicken, Amoré Roma®, Ole Mexicana, Spicy Thai just to name a few and don't forget about our world famous 12 topping Appondanza® (appetite abundant) a crowd favorite.

TRADITIONAL PIZZAS

We've got it all: pepperoni, Italian meatballs, our own Italian sausage, pork sausage, Canadian bacon, beef, salami, bacon, ham, mushrooms, tomatoes, black olives, spinach, red onions, banana and green bell peppers, jalapeños, fresh cilantro and basil. Create your own traditional style pizza with our freshly baked dough, homemade pizza sauce, fine cheeses and your choice of over 30 toppings.





BAKED CALZONE

Our popular "inside-out" pizza! Starts with our fresh homemade dough stuffed with mozzarella & ricotta cheese, our own pizza sauce and your choice of toppings, brushed with a light olive oil glaze, sprinkled with Pizza World's own specialty spices and baked to perfection.



FRESH OVEN BAKED SUBS

What a meal - our sub sandwiches will certainly feed the heartiest of appetites. Our subs are baked fresh daily - you choose to build your own or try one of our Specialty Subs like Hot Italian, Meatball, Spicy Thai, Philly Cheesesteak and many more.



GARDEN FRESH SALADS

Try one of our nine specialty salads - fresh, crisp and healthy! Our salads start with a base of fresh romaine lettuce and are topped with several choices of our tasty dressings - Italian vinaigrette, Caesar, Buttermilk Ranch or raspberry vinaigrette, just to name a few. Our fresh garden salad is lavished with mushrooms, carrots, tomatoes, cucumbers, artichoke hearts and parmesan cheese. Or choose the Deluxe Antipasto with Genoa salami, pepperoni, mozzarella and parmesan cheese. If the southwest flavor is what you're after - try our Southwestern Chicken, made with breast of barbecue chicken, mushrooms, tomatoes and cucumber. You can spice it up with our Buffalo Chicken Salad, that includes breaded boneless wings tossed in our Buffalo Sauce served over romaine lettuce, topped with red onions and feta cheese, served with blue cheese dressing. And, our Chef's Salad and Baja Taco Salad is sure to please.



BAKED PASTAS

All our baked pastas are baked to perfection. We offer a variety of options from Baked Ziti, Chicken alfredo to stuffed Manicotti and Cannelloni. Our pastas are made with just the right ingredients offering a cheesy, rich saucy and perfectly melted goodness.



SPECIALTY BREADS

Our garlic and cheese breads start with our fresh baked bread, topped with garlic butter or, for the cheese lover, we have garlic bread with cheese, sprinkled with Pizza World's special spices & baked to perfection. Try our bread sticks, coated with garlic butter and loaded with parmesan cheese. Or indulge in our cheese bread sticks covered in mozzarella cheese. You will fall in love with parmesan garlic bread sticks.





OUR CONCEPT

WORLD WINGS

Our delicious World Wings™ or boneless wings make the perfect appetizer to any of our pizzas or they make a great meal even by themselves. We offer buffalo, barbecue, garlic parmesan, spicy garlic, mango habanero, spicy thai, Nashville hot sauce, Boom Boom, Pizza World's own Dry Rub and plain.



DESSERT

Our fresh tasty cinnamon rolls topped with icing is the perfect size. How about a fresh baked chocolate chip cookie served in our small pizza box?



Via Bianca®

WHO'S INVOLVED



ERIC P. WORTHAM

**CHAIRMAN CHIEF EXECUTIVE OFFICER
& PRESIDENT**

Mr. Wortham has held his positions with Pizza World since its incorporation. Currently, he also serves as President of Wortham Development Incorporated, a position he has held since 1991.

Mr. Wortham was responsible for the formation of Pizza World USA Franchise Corporation. He was responsible for the initial development of the Pizza World operating system and was personally responsible for creating a turnkey store package that enables franchisees to build out their stores in a less stressful manner. Mr. Wortham also developed the Operations Manual, Training Manual, and was instrumental in the creation of the Marketing Manual for all franchisees, along with a state-of-the-art menu for Pizza World.

Prior to 1991, Mr. Wortham spent three years as a finance and insurance consultant for major automotive dealers in the Midwest. Mr. Wortham's educational background is Business Administration with emphasis on Marketing and Management.

RYAN WORTHAM

**VICE PRESIDENT
& DIRECTOR OF
OPERATIONS AND
TRAINING**

Mr. Wortham has held these positions with Pizza World since May 2015. During this time Mr. Wortham has been instrumental in developing Pizza Worlds new product development.

Mr. Wortham has also directed training and assisted in new store openings. Mr. Wortham currently owns his own Pizza World Franchise. This store serves as one of two training facilities for Pizza World USA Franchise Corp.

ROD WORTHAM

**DIRECTOR OF FRANCHISE
DEVELOPMENT**

Mr. Wortham has held this position since 2023. Currently, Mr. Wortham assists Pizza World Franchise Corporation in producing website development and promotional material for franchise development. Rod currently serves as the CEO of Race Face Brand Development, a marketing and branding development program for up-and-coming young race car drivers attempting to make a career in NASCAR. Rod also started AMC Marketing, a direct mail company in the Midwest. Rod has extensive knowledge in marketing and promoting new businesses and has sat on several County and Community boards over the last 15 years.

BRUCE SHURTLEFF

TRAINING COORDINATOR /
CORPORATE REPRESENTATIVE

Mr. Shurtleff has held various positions with Pizza World. Mr. Shurtleff is responsible for assisting new store openings and for training the new franchisees.

Mr. Shurtleff served in the USMC from 1991 – 1994

1994 – 1997 Bruce served as General Manager for Pizza World in Belleville IL.

1997 – 2006 Bruce served as a manager / trainer for Panera Bread

2005 – 2012 Bruce served as Manager and research developer for Long Horn Steak House

2012 to present Pizza World Bruce has served as General Manager and corporate trainer.

RENÉ CERETTO

SOCIAL MEDIA
COORDINATOR

Ms. Ceretto has held the Social Media Coordinator position with Pizza World since 2021. Ms. Ceretto is responsible for Pizza World's marketing hub and social media platforms. Ms. Ceretto earned her Bachelor's degree in public health from Southern Illinois University Edwardsville. Ms. Ceretto brings an abundance of food service experience including working for Pizza World for six years, food brokerage and program sales experience with a major food distributor. Ms. Ceretto has successfully started and grew her personal business through Instagram.

FELICIA PETTIGREW

MARKETING
DIRECTOR

With a BS Degree in Graphic Design from Huntington University, Felicia Pettigrew launched Felicia Joyce Designs, LLC (FJDESIGN) in 2013.

The purpose for FJDESIGN is to be a place people can come for any design needs; photography, branding, design, decor, you name it. Her hope in this adventure is that, through FJDESIGN, she can show authenticity, inspire others, always communicate a joy in life and remind people of the power of the arts. She joined Pizza World in 2017 eager to tackle any design requests needed.

Ciao Bella®



*Why Pizza World?
It's all about
your bottom line*

OPPORTUNITY & INVESTMENT

Our Pizza World Team works with you in providing on-going support in all areas of operational support which includes our user friendly operations manual. Our Team has ample experience in providing real estate counseling. We have a hands-on training program. We have made a substantial commitment to our marketing support.



Texas Bar-B-Que®

Our Management Team is happy to share with you their experiences from working with many of the largest delivery and fast food franchise companies in the world. Our goal is the growth and expansion of the Pizza World System throughout the world while maintaining high quality and consistency in our product. Our efforts are directed toward establishing a strong partnership and a positive relationship focused on building profit and success.

- **MAINTAIN HIGH OPERATIONAL STANDARDS**
- **GROWTH OF THE PIZZA WORLD SYSTEM**
- **ESTABLISH POSITIVE RELATIONSHIP**
- **CONSISTENCY OF THE PRODUCT**

Recipes for all Pizza World Menu items are designed for simplicity of operations. Our pizzas, subs, salads and calzones are prepared only after an order is placed, which results in minimal waste. The design of the recipes allow Pizza World to maintain consistently high quality products and service while utilizing reasonable labor relative to industry norms. The cycle of service was designed ergonomically to maintain product integrity and provide superior customer service.

- **STANDARD RECIPES**
- **QUALITY FOOD**
- **REASONABLE LABOR**
- **ERGONOMIC DESIGN**
- **HIGH STANDARDS**
- **CLEANLINESS**
- **MINIMAL WASTE**
- **SUPERIOR CUSTOMER SERVICE**



*optional
thin crust available*

The Investment

The following chart describes in detail the initial investment required to open a Pizza World franchise.

EXPENDITURE	ESTIMATED RANGE LOW	ESTIMATED RANGE HIGH	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS MADE
Initial Franchise Fee ⁽¹⁾⁽²⁾	\$19,500		As arranged	When Franchise Agreement Signed	The Franchisor
Travel and Living Expenses While Training ⁽³⁾	\$2,000	\$6,000	As arranged	As incurred	To Third Party
Real Estate Rent Deposits and Pre-Paid Expenses (3 months) ⁽⁴⁾	\$3,000	\$8,000	As arranged	As incurred	To Third Party
Furniture, Fixtures, Equipment and Decor ⁽⁸⁾	\$40,000	\$93,000	As arranged	As incurred	To Third Party
Construction of Leasehold Improvements ⁽⁴⁾⁽⁹⁾	\$25,000	\$75,000	As arranged	As incurred	To Third Party
Inventory and Supplies ⁽⁵⁾	\$6,000	\$8,000	As arranged	As incurred	To Third Party
Insurance (3 months) ⁽⁶⁾ Business Licenses and Permits ⁽⁶⁾	\$2,000	\$4,000	As arranged	As incurred, before signing lease	To Third Party
Grand Opening Advertising	\$3,000	\$6,000	As arranged	As incurred	To Third Party
Computer, Software, POS and Office Supplies ⁽⁷⁾	\$5,000	\$5,000	As arranged	As incurred	To Third Party
Signage ⁽¹⁰⁾	\$3,500	\$7,000	As arranged	As incurred	To Third Party
Accountant and Attorney Fees ⁽¹¹⁾	\$2,500	\$5,000	As arranged	As incurred	To Third Party
Additional Funds (3 Months) ⁽¹⁾⁽²⁾	\$27,000	\$50,000	As arranged	As incurred	To Third Party
TOTAL ESTIMATED	\$138,500	\$286,500			

The foregoing expenses are merely estimates if you lease an in-line store. If you purchase real estate or construct or remodel a free standing store, your costs will significantly increase. (see note 4 above) You are encouraged to make an independent investigation and analysis of the potential expenses which may be incurred in order to start your store.

PIZZA WORLD C-STORE BUSINESS

EXPENDITURE	ESTIMATED RANGE LOW	ESTIMATED RANGE HIGH	METHOD OF PAYMENT	WHEN DUE	TO WHOM PAYMENT IS MADE
Initial Franchise Fee ⁽¹⁾⁽²⁾	\$14,500		As arranged	When Franchise Agreement Signed	The Franchisor
Travel and Living Expenses While Training ⁽³⁾	\$1,000	\$3,000	As arranged	As incurred	To Third Party
Real Estate Rent Deposits and Pre-Paid Expenses (3 months) ⁽⁴⁾	\$1,000	\$5,000	As arranged	As incurred	To Third Party
Furniture, Fixtures, Equipment and Decor ⁽⁸⁾	\$30,000	\$78,000	As arranged	As incurred	To Third Party
Construction of Leasehold Improvements ⁽⁴⁾⁽⁹⁾	\$20,000	\$75,000	As arranged	As incurred	To Third Party
Inventory and Supplies ⁽⁵⁾	\$4,500	\$6,000	As arranged	As incurred	To Third Party
Insurance (3 months) ⁽⁶⁾ Business Licenses and Permits ⁽⁶⁾	\$2,000	\$4,000	As arranged	As incurred, before signing lease	To Third Party
Grand Opening Advertising	\$1,000	\$3,000	As arranged	As incurred	To Third Party
Computer, Software, POS and Office Supplies ⁽⁷⁾	\$5,000	\$5,000	As arranged	As incurred	To Third Party
Signage ⁽¹⁰⁾	\$1,000	\$4,000	As arranged	As incurred	To Third Party
Accountant and Attorney Fees ⁽¹¹⁾	\$2,500	\$5,000	As arranged	As incurred	To Third Party
Additional Funds (3 Months) ⁽¹⁾⁽²⁾	\$10,000	\$30,000	As arranged	As incurred	To Third Party
TOTAL ESTIMATED	\$92,500	\$232,500			



Baja Taco

WHAT YOU WANT TO KNOW

Pizza World combines the world's finest pizzas with subs, calzones, salads, wings and traditional pizzas all available for quick, convenient delivery or dine in. Only the freshest ingredients top our pizzas, salads and subs. We only use real cheese, our own homemade sauce, the freshest herbs, vegetables and quality meats all on top of our freshly baked pizza dough. The entire system has been designed for simplicity and customer convenience. We're changing the way the world thinks about pizza, because we make it a fine dining experience...
Delivering the Worlds finest flavors.

WHAT SETS PIZZA WORLD APART FROM SIMILAR CONCEPTS

HOW MUCH IS THE INITIAL FRANCHISE FEE

The initial Franchise Fee of \$19,500 is payable at the time of signing each Franchise Agreement. The initial Franchise Fee is deemed fully earned and is non-refundable. The Development Fee is computed by multiplying the number of stores to be opened in accordance with the Development Schedule mutually agreed to by \$8,000. The entire amount of the Development Fee is due and payable in a lump sum at the time the Development Agreement is Signed. The Development Fee is non-refundable, however \$8,000 will be credited against each initial franchise fee due at the time of the signing of each Franchise Agreement.

WHAT ARE THE FINANCIAL REQUIREMENTS FOR PROSPECTIVE FRANCHISEES

You must demonstrate financial ability to start and build your store(s) and manage the business.

WHAT IS THE FRANCHISE ROYALTY FEE

The Franchise Royalty Fee is the Industry's lowest at only **2.75%** of Net Sales of the Store for each period.

WHAT IS THE TERM OF THE FRANCHISE AGREEMENT

The initial term of the Franchise Agreement is 10 years. The Agreement is renewable for an additional 10 year term.

WHAT ARE THE SPACE REQUIREMENTS FOR A PIZZA WORLD

1,100 to 1,300 square feet for a standard delivery unit up to 2,400 square feet for a delivery/sit down restaurant.

HOW DO I FIND A LOCATION

Under the Franchise Agreement, you select the site for your store. With respect to each location, you must submit a completed site evaluation form, together with your site information to accept or reject each proposed location.

- **STRIP CENTER LOCATION (IN-LINE/END CAPS)**
- **AVAILABILITY AND VISIBILITY OF EXTERIOR SIGNAGE**
- **24-HOUR TRAFFIC COUNT/TRAFFIC PATTERNS/PEDESTRIAN TRAFFIC**
- **COMPETITION FROM SIMILAR AND/OR ASSOCIATED BUSINESSES IN THE AREA**
- **OTHER CUSTOMER SOURCES (SCHOOLS, UNIVERSITIES, MALLS, SPECIAL ATTRACTIONS, THEATERS, MAIN CORRIDORS)**
- **INGRESS/EGRESS**
- **ECONOMIC TERMS OF LEASE**

WHAT OTHER EXPENSES ARE INVOLVED THAT ARE PAID TO PIZZA WORLD

Name of Fee	Amount	Due Date	Remarks
Royalty	2.75% of Net Sales of the Store for each Period	You must report on the 7th day of the month following the applicable Period. Payable on the 20th day of each month.	We may require payment by check or may debit your bank account for Royalty due
Transfer Fee	\$5,000 or if transfer is of more than one Store to a single entity, the greater of \$3,000 or actual expenses	Before consummation of transfer	Payable when Franchise Agreement, or a material portion of the assets of a Store or any interest is transferred
Successor Fees	\$3,000	Upon signing successor Franchise Agreement	The term is 10 years
Late Charges and Collection Costs	The greater of 18% per annum or the maximum rate of interest permitted by law on all overdue payments	Upon receipt of invoice	Only payable if you fail to make your payments to us when due
Audit Expenses	Cost of Audit	10 days after billing	Payable only if understatement of greater than 1%
Renewal Fee	\$3,000	Upon execution of the then current Franchise Agreement	Payable if term of Franchise Agreement is renewed pursuant to Section 2(b) of the Franchise Agreement
Management Fee	Compensation, travel & living expenses of appointed manager & a reasonable per diem fee we determine	As agreed	Payable only during period we have chosen to appoint our manager to manage the Store if the Principal Operator ceases management.
Costs & Attorney's Fees	Will vary under circumstances	As incurred	Payable if incurred by us in obtaining injunctive or other relief for the enforcement of or a failure to comply with the Franchise agreement

Name of Fee	Amount	Due Date	Remarks
Indemnification	Will vary under circumstances	As incurred	You have to reimburse us if we are held liable for claims arising from your Store's operations
Marketing Fund Contributions	As of June 10, 2003, it is 0% of Net Sales.	Payable on the 20th day of each month	We may require payment by check or we may debit your bank account for Marketing Fund Contributions due Pizza World Marketing Fund, Inc.
Cooperative Contributions	As of June 10, 2003, contribution rate is 0%.	As designated by Cooperative	We and franchisees may form local advertising cooperatives and establish fees. Our stores have equal voting power - one store, one vote. If we control any particular cooperative, we will not charge more than 4% of Net Sales.
Local Advertising 2%	4% of Net Sales less amounts contributed to the marketing fund.	Must be spent monthly	You must submit required reports documenting your expenditures as we request.
Lost Manual	\$100	Upon receipt of invoice	Only payable if you lose your Operations Manual.
Purchase, Installation, Operation, and Maintenance of the Pizza World Management System	Will vary upon system purchased	When product is delivered and services are rendered	You are required to purchase, install and maintain the Pizza World Management System.

FRESH BAKED CHOCOLATE CHIP COOKIES

yum





WHAT PRODUCTS MUST BE PURCHASED BY THE FRANCHISEE

In order to preserve the uniformity of our franchises and insure food consistency and quality, stores must be operated in accordance with our proprietary business techniques, systems, policies and procedures. Accordingly, you must follow the standards and specifications established, with respect to food products, packaging, advertising materials, supplies, ingredients, equipment, computer hardware and software, fixtures, furnishings and other items used in the operation of the store. Moreover, to enable our franchisees to (i) obtain superior equipment, supplies and food & beverage products that are not otherwise available to individual franchisees and (ii) benefit from reduced prices and more efficient and timely deliveries based on the leverage gained from increased buying power, we may designate approved suppliers for specific items required in the operation of your store.

A list of approved products and the suppliers from which those products may be purchased will be published in our confidential operations manuals or in policy and procedure statements or provided to you by other written communication, and we may amend the list. Currently, you must purchase the following proprietary items from approved suppliers: (i) mozzarella cheese, chicken products, wing sauces; (ii) pizza sauce, Italian sausage, Pizza World cooked beef; (iii) pizza boxes and other paper supplies.

HOW LONG DOES IT TAKE TO CONSTRUCT A PIZZA WORLD

We estimate the construction of your Pizza World Store to be between 90 to 120 days. This can vary depending on location, style of store and size.

WHAT SHOULD AN INTERESTED PARTY DO NEXT

Fill out the Franchise Application and return it along with the required information. Upon receipt, we will contact you. For further information, please call or write to the Franchise Development Dept.

WHAT TRAINING IS PROVIDED BY PIZZA WORLD

Before your store's opening, we provide initial training on the operation of your store to the Principal Operator and/or your managers. Two weeks of training provided at a designated Pizza World Store. Training includes classroom instruction and written materials including the following:

- **HANDS-ON OPERATIONS TRAINING**
- **COMPUTER OPERATION**
- **FOOD PREPARATION**
- **LOCAL STORE MARKETING**
- **DELIVERY**
- **DAILY MANAGEMENT**
- **STAFF HIRING AND TRAINING**
- **INVENTORY MANAGEMENT**
- **BUSINESS MANAGEMENT**

We provide additional in-store assistance upon your store opening and continual support as well as on-going systems support and training.

WHAT FURTHER ASSISTANCE IS PROVIDED BY PIZZA WORLD

Before you open a store, we provide you with the following assistance and services:

- **SITE AND PLAN APPROVAL**
- **CONSTRUCTION & EQUIPMENT SPECIFICATIONS**
- **COMPREHENSIVE TRAINING**
- **GRAND OPENING & ON-GOING MARKETING SUPPORT**
- **DESIGN SPECIFICATIONS**
- **DECOR & HARDWARE SPECIFICATIONS**
- **APPROVED SUPPLIERS & SPECIFICATIONS LIST**
- **COMPLETE SYSTEMS MANUALS**

PIZZA WORLD USA FRANCHISE CORPORATION

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