



KONZ

pizza...in a cone

PIZZA • PASTA • SALAD • ICE CREAM

FRANCHISE INFORMATION

250.801.1881 • INFO@EATKONZ.CA • WWW.EATKONZ.CA



IF we've piqued your interest and you'd like to know more, please...

1. Review the enclosed Partnership Information package.
2. Drop by your closest Konz Pizza in a Cone location and find out what two slices of pizza in one crust tastes like!
3. Complete the enclosed application and return it to my attention by the email address provided below.

Upon our receipt of your completed application, and our preliminary approval of you as a potential Konz Pizza in a Cone Partner, an interview will be arranged. At that time, we'll answer any questions you may have and provide further information on the Konz Pizza system.

You may return the completed application to:

Konz Pizza in a Cone
Attn: **Linda Kawasaki**, Franchise Sales Manager
E-mail: linda@eatkonz.ca
Phone: 778.821.0220

Please visit our website at www.eatkonz.ca

Please feel free to contact our head office directly at 778.821.0220

KONZ PIZZA...IN A CONE® PARTNERSHIP PROGRAM





WELCOME TO THE PIZZA REVOLUTION KONZ ARE THE NEW SLICE!

Konz Pizza in a Cone is uniquely positioned, in the quick serve restaurant market, as a fresh new concept taking advantage of the 'on the go' lifestyle of today's busy Canadian families.

From the initial selection of fresh, locally sourced ingredients, to our proprietary cone crust, our secret sauce recipe, and the patented cooking process, Konz is completely unique from any other pizza concept in Canada today.

Konz Pizza in a Cone partners are trained and inspired business professionals and part of a family of owners, growing a memorable brand. They are backed by decades of quick service and restaurant industry experience, a system that perfectly positions them in the rapidly growing QSR food service industry, and a team of Head Office support personnel that is committed to only one thing: their success.

Konz Pizza in a Cone proudly stands as one of the most diverse and interesting QSR franchise opportunities in Canada. The growth of Konz is further proof of our commitment to every member in the partnership family. Commencing franchise operations just three years ago in early 2017, Konz Pizza now has operations in all 4 western Canadian provinces – with more on the way...

If you are looking to get established in the quick serve restaurant industry with a brand that stands for quality in all segments of its operations? Look no further than Konz Pizza in a Cone.



Kris Lawrie – CEO and Founder





SIGNATURE PRODUCTS

At Konz Pizza in a Cone, we are so proud of our signature product that we made it part of our brand. It's pizza... in a cone!

Every morning we start our day with fresh, locally sourced and prepared ingredients. Our proprietary pizza dough recipe is then prepared, proofed and formed into our signature cones, using our state-of-the-art patented equipment.

At Konz we pride ourselves on the quality of our signature product and guarantee that it will be hot and fresh, and filled with deliciousness right to the last bite!

Our signature pastas, salads and ice cream products receive the same level of care and attention as our cones. Fresh, locally sourced

ingredients meticulously cared for and then prepared in front of our guests as they watch... another reason Konz Pizza in a Cone is leading the way. We are not factory cut or frozen, all Konz products are fresh and of the highest quality standards.

In addition to our signature menu, our test kitchen is constantly on the lookout for new products to satisfy the tastes of our customers.

Simply put, we know that you can have the best location, with the biggest parking lot and most eye-catching sign...but it is the product that makes the sale and keeps customers coming back for more. Konz is committed to serving fresh, quality products that stand apart from the competition.





COMMITTED SUPPORT

Konz Pizza in a Cone is committed to building a strong and enduring franchise organization through the establishment of lasting relationships with our business partners. To this end, every effort is taken to ensure that Konz Pizza in a Cone partners are provided with the services, advice and expertise needed to build and operate a successful business.

Konz Pizza in a Cone provides support and service in the following areas:

BUSINESS PLANNING AND FINANCING

Konz Pizza in a Cone assists our new partners by linking you with an expert group of banking and business advisors that are knowledgeable on the Konz business model.

This group can, as required, assist partners with financing recommendations, loan assistance and the preparation of a business plan.

Konz Pizza in a Cone does not provide direct financing to Franchisees or Masters.

PURCHASING

Working on behalf of all our partners, the purchasing department ensures that the highest quality products are available chain-wide for all signature and core menu items. We are in constant dialogue with growers, manufacturers, suppliers and industry experts – keeping abreast of market conditions, trends and new innovative proprietary products.

REAL ESTATE, CONSTRUCTION AND DEVELOPMENT

Konz Pizza in a Cone, is committed to providing support to all business partners long before your “Grand Opening”. From demographic research to location selection, custom design, review and management of the construction phase, to contractor selection and equipment vendors – we manage it all for you.

Whether the location is a retrofit, renovation or new build...the Konz Pizza in a Cone development team is with you every step of the way. We work with you to bring your Konz location to life.





OPERATIONS

Backed by over forty years of proven foodservice success, the Konz operations team assists partners and their staff in the implementation and maintenance of the Konz Pizza in a Cone standards, practices, programs and principles.

These areas are crucial to the unparalleled quality control, customer satisfaction, sales growth and cost control that Konz requires. The operations team regularly perform quality and service assessments, designed to assist partners in delivering the highest levels of performance in all facets of their operation.

TRAINING

The Konz training team are experts in the day-to-day operations of all aspects of our business. They are dedicated to keeping our partners and their staff on the leading edge of operational service standards.

Prior to opening, partners complete a comprehensive two week training program in back and front of house operations covering: systems; inventory control; signature and core menu items; processes; equipment; office procedures; basic accounting; hiring; store set-up; marketing; and more.

Included in our front of house training is a program that guides our new partners through our unique approach to service excellence. This training also includes programs in point-of-sale operations, menu knowledge, corporate standards and compliance – along with the nuances of operating a Konz Pizza in a Cone location.

Our team will assist in pre-opening job fairs, hands-on staff training sessions



and is always present through the launch of your new location.

The team also delivers ongoing reviews and training “touch up” sessions on a regular basis.

ON GOING MENU DEVELOPMENT

While maintaining a focus on our signature and core menu items, the Konz operations team is constantly working to test and evaluate new and unique items to complement the Konz product offerings.

LOCAL AND NATIONAL MARKETING

The Konz Pizza in a Cone marketing team delivers brand specific, high impact marketing campaigns on 3 fronts: national; community; and local trading area. Our campaigns spread the Konz message to audiences within reach of all locations through an extensive program including: radio; billboard; direct mail; public relations; on-line presence and social media.

The marketing team maintains a regularly updated Local Store Marketing Manual and is also available to assist operators with the development of location specific marketing calendar and supporting programs.

Konz Pizza in a Cone is also developing a leading-edge web portal for our partners to access support materials including video training, management tools, marketing tools, manuals, essential contacts and business tools.





Konz Locations

Kelowna, BC

St. Albert Mall, Edmonton, AB
Sherwood Park, AB

University of Calgary, Calgary, AB

Broadway Avenue, Saskatoon, SK

City Place Mall, Winnipeg, MB

Capital Crossing, Regina, SK

Confederation, Saskatoon, SK

18th Street N, Brandon, MB

Surrey, BC (Opening Soon)

Burnaby, BC (Opening Soon)

Barrie, Ontario (Opening Soon)

Mississauga, Ont (Opening Soon)

Oshawa, Ontario (Opening Soon)

Niagara Falls, Ont (Opening Soon)

Toronto, Ontario (Opening Soon)



RESERVE YOUR LOCATION TODAY!



**NOW ACCEPTING
FRANCHISE
APPLICATIONS**

THE KONZ FAMILY

Konz Pizza in a Cone upholds exceptional business practices in a system where every partner plays an important role in the future of the organization. Konz partners effectively become part of a select team of business owners that depend and rely on each other and support team to help develop the brand and build their businesses.

The true strength of Konz Pizza's family is the chain-wide adherence to, and the maintenance of, the highest standards of quality and operational excellence. These standards are the cornerstone of every partner's success.

We are looking to build the Konz Pizza in a Cone family nationally and internationally.

Join us! The time is now





STEPS TO OWNING A KONZ PIZZA IN A CONE FRANCHISE LOCATION - CANADA

Please refer to the Information Sheet for costs to open a Konz Pizza in a Cone Location and the unencumbered capital requirements. In Canada the Royalty Rate is set at \$250.00 (weekly) and the Marketing and Advertising fee is set at \$100.00 (weekly).

Once you have determined that a Konz Pizza in a Cone Franchise may be right for you, the following process is initiated:

- 1** Complete the partnership application at www.eatkonz.ca/franchise.
- 2** Upon review of the completed application and approval by our management team, you will be invited to begin the interview process.
- 3** Upon receiving a signed Letter of Intent, and \$5000.00 refundable deposit, you will be presented with the Konz Pizza in a Cone Franchise Disclosure Documents (as required by law) for review by yourself and your lawyer/business advisor.
- 4** During the Disclosure review period of 14 days, Konz will initiate a real estate search for suitable locations in your desired market.
- 5** At the end of the review period, the Franchise Agreement is signed and the balance of the Franchise Fee (\$20,000.00) is due in full.
- 6** Once a location has been determined and the construction schedule has been established, a payment schedule for the balance of the store development costs will be finalized.
- 7** The partner training program is successfully completed leading to final approval of you as a Konz business partner.

Welcome to the Konz Pizza in a Cone Family!





FREQUENTLY ASKED QUESTIONS

In round numbers, what is the initial investment requirement?

The initial investment varies depending on store size and location. Please refer to the information sheet for costs to open a Konz Pizza in a Cone Franchise location and the unencumbered capital requirements.

Is prior foodservice or retailing experience required?

While related restaurant and retail experience is helpful, it is not mandatory. Konz provides comprehensive training and operating assistance.

What does Konz look for in a partner?

We look for partners who are committed to staff motivation, customer service, local store marketing and a willingness to go “all out” to build a successful Konz Pizza in a Cone restaurant...attributes that go a long way in building any successful business.

How much are the royalties?

Partners contribute a Flat Fee Royalty of \$250.00 (weekly) for ongoing use of the Konz Pizza name, brand, trademarks, recipes, operational support and standards. The Marketing Fee is also a flat fee, set at \$100.00 (weekly).

When did the first location open and how many locations are there today?

The first Konz Pizza in a Cone location opened in Kelowna, British Columbia in 2015. As of today, there are currently 10 Konz franchises in western Canada.

How big is a Konz location?

Current restaurant sizes range from 400 to 1,600 square feet. The Konz Pizza in a Cone development team is available to work with you to design a location to meet your individual requirements, whether in a shopping center, school campus, airport, strip mall, street front or free-standing location.

How do I find my location and what is the best type of location to look for?

The Konz development team utilizes demographic data and competitive research to assist you in finding the best location for your restaurant. The two most common types of locations are strip mall and street front. Other unique locations can include airport, power center shopping malls, stadiums and university campuses.

What is on the Konz Pizza in a Cone menu?

In addition to our signature pizza cones, our menu includes fresh-made pastas, salads and ice cream treats. The menu is accessorized with tater tot poutine, boneless wings, gourmet mac n' cheese, soft drinks and juice.

What are the average unit sales and profits associated with a Konz location?

Each market is unique. As a result, each unique location carries different costs, sales and profit levels. During your planning we invite you to work with the Konz team to define confident financial estimates.



INTERNATIONAL AND MASTER TERRITORY INQUIRIES

Partnership and Master Territory Requirements

Our track record has perfectly positioned Konz Pizza in a Cone as the ideal choice for individuals looking to operate a successful quick serve restaurant within Canada, or hold an International Master Territory.

Buoyed by our success in Canada and in response to International demand, Konz Pizza in a Cone has select international territories available for Area Developers.

Those interested in Area Development rights for Konz are invited to contact our Corporate Headquarters directly.

David Chadwick, Director of Franchise Development

david@eatkonz.ca

www.eatkonz.ca





COSTS TO OPEN A KONZ PIZZA IN A CONE FRANCHISE

The following is an estimate of a range of typical costs associated with opening a Konz Pizza in a Cone restaurant.

The costs will vary by market, building type and extent of the landlord's work.

THESE COSTS DO NOT INCLUDE ANY APPLICABLE TAXES.

Design and Development Fee	\$7,500
Franchise Fee	\$25,000
Equipment	\$ 58,000 – 75,000\$
Leasehold Improvements	115,000 – 145,000
Supplementary Cost	\$14,500 – 17,500
Lease Deposits	\$5,000 – 15,000
TOTAL	\$ 225,000 – 285,000

Note: Financial Institutions will require 25 to 40% of the total cost as unencumbered capital.

It is recommended that every franchise partner have Investment and Working Capital available between \$15,000 to \$25,000.

ROYALTY \$250.00/Week

ADVERTISING \$100.00/Week

Contact

info@eatkonz.ca • 778.821.0220

www.eatkonz.ca

PRIVACY LAW INFORMATION SHEET

We are providing this information to you in compliance with Canadian privacy law.

Please read this sheet carefully and retain it for your reference.

In January 2004, privacy law came into effect in most of the provinces of Canada which will have an impact on standard business transactions and relationships with lenders, investors, vendors and purchasers among others. The law, which is entitled the Personal Information Protection and Electronic Documents Act ("PIPEDA"), requires individuals, partnerships, corporations and other "organizations" to adhere to 10 principles of fair information management when collecting, using and disclosing information about an identifiable individual ("personal information") in the course of commercial activities.

Among the requirements imposed on organizations by PIPEDA are the requirements to:

- identify the purposes for which organizations collect, use and disclose personal information.
- obtain consent to the collection, use and disclosure of an individual's personal information.
- limit the collection, use, disclosure and retention of personal information to that which is necessary for the purposes identified by organizations and authorized by individuals.

The purposes for which we collect and use personal information and a description of the organizations to which we may disclose personal information are documented on your Application. We also obtain consent to the collection, use and disclosure of personal information on your Application.

If you authorize us to collect your personal information, we will provide you with access to that information on your request. If you believe that your personal information on record with us is inaccurate or incomplete, we will investigate and make any corrections or additions to the information that our investigation demonstrates are necessary.

For more information about our privacy policy and practices, information about any personal information relating to you that we have on record, access to your personal information held by us or to make an inquiry or request an investigation into the accuracy of completeness of personal information held by us, please contact Konz Pizza in a Cone at 778-821-0220 or by email to info@eatkonz.ca