



SMOKIN' OAK

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FRANCHISE PROGRAM OVERVIEW

smokinoakpizza.com

A close-up, low-angle shot of a wood-fired pizza oven. The interior is lined with dark, charred wood, and bright orange and yellow flames are visible at the bottom, creating a warm, smoky atmosphere.

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Welcome...

to Smokin' Oak Wood-Fired Pizza. A "Smokin" Wood-Fired Pizza Franchise Opportunity!



We are excited you have requested information about the Smokin' Oak Wood-Fired PizzaSM franchise opportunity! Through its flagship location in Rochester, MN, Smokin' Oak Wood-Fired Pizza is one of the originators of the wood-fired pizza concept. From our unique wood-fired oven and open-plan kitchen design to our industry-leading cost containment protocols and the way we "wow" our guests throughout the dining experience, we are confident you will find that Smokin' Oak Wood-Fired Pizza is different from any other pizza concept.



Our Mission

Smokin' Oak Wood-Fired Pizza strives to "wow" our guests in a way that creates guest loyalty by exemplifying the basics – quality, hospitality, speed, accuracy, cleanliness and value – at an extraordinary level. We exceed their expectations by following these basics precisely, each and every time.



Reinventing the Pizza Experience

A cross between fast-casual and sit down dining but at a fast-casual price point, Smokin' Oak Wood-Fired PizzaSM has taken pizza and reinvented it for today's consumer. From the time a guest walks into the restaurant, they are immersed in the Smokin' Oak Wood-Fired Pizza experience. Immediately, guests see our open-plan kitchen and are greeted by team members that interact with them in a way that makes the customer know they are valued. Guests place their order at the front counter with a full view of our wood-fired oven. After ordering, guests can watch their pizza being made and launched into the oven, or they can sit down and have their pizza brought to them by our attentive staff. We continue to interact with our guests while they are in the dining room, checking back to make sure everything is as amazing as it should be and clearing their dishes away. At Smokin' Oak Wood-Fired Pizza, we do not believe the guest experience ends at the cashier.

Centuries Old Baking Methods using the Freshest Ingredients

Our baking process is based on centuries-old methods which have been modernized for efficiency and consistency. We deliver authentic, artisan pizza using high quality, fresh ingredients.



Our tomato sauce is prepared using fresh, crushed tomatoes and is renowned for its taste and quality. Our vegetables and meats are hand-cut daily and select meat toppings are roasted in our wood-fired oven.

Our proprietary pizza dough is made daily using a lengthy fermentation to develop the most complex flavors and create a lighter, tastier crust.



Wood-Fired

Our Wood-Fired Oven

The uniquely designed wood-fired oven that bakes our pizza is fired with oak wood, which imparts a pleasant mild smoke flavor that customers love. The oak logs and embers remain on one side of the oven while the food quickly bakes, carefully tended to by the oven operator. The oven operates at 900 degrees F and bakes our pizzas in less than 90 seconds!

We Support You Every Step of the Way

Our pledge is to provide you the highest levels of training, ongoing support, operational knowledge and respect. As a Smokin' Oak Wood-Fired Pizza Franchise Owner, you will be supported by a team of restaurant pros with deep roots in the industry and a combined 105 years of restaurant experience! Following our proven system of operation, you will receive the benefit of our team's wealth of experience backed by comprehensive training and ongoing support to help you meet your goals and achieve your objectives. As an additional benefit of our operational efficiencies, you will enjoy a cost of goods sold that is one of the lowest in the industry, making your franchise a profit producing machine!





Our History



The roots of **Smokin' Oak Wood-Fired Pizza**SM derive from one of the first successful wood-fired pizza restaurants in the U.S., Pi Wood-Fired Pizza, located in Rochester, MN. Linda Black, President of Smokin' Oak Wood-Fired Pizza, 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. She is passionate about improving the operation each and every day, and it shows in the quality of our food and the high percentage

of repeat business. Pi Wood-Fired Pizza has been a hit since opening in August of 2009 and has received numerous awards and tremendous press.

Now that we are franchising our wood-fired pizza concept, we have adopted the name Smokin' Oak Wood Fired Pizza to proudly represent our innovative concept, branding and design. Of course, we have incorporated all of the methods, recipes and efficiencies of our flagship restaurant into the Smokin' Oak Wood-Fired Pizza franchise program. The result is a rock-solid brand that you can be proud to own and introduce to your community!



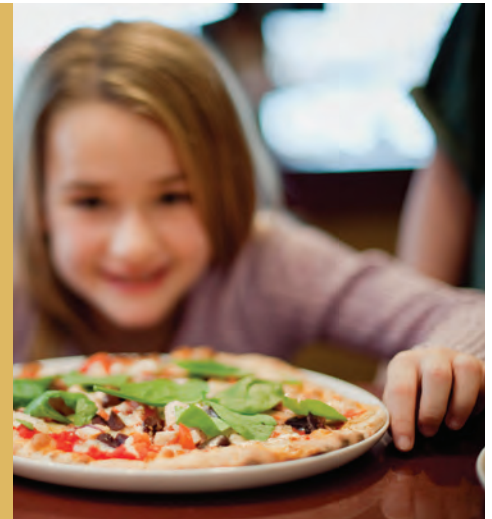
\$40 Billion

Industry Highlights

The pizza industry is extremely large, with \$40 billion in annual sales.

Research shows:

- 93% of Americans eat pizza at least once a month
- 13% of Americans state they eat pizza daily
- The average American eats 23 pounds of pizza per year
- Pizza is the number one dinner selection in the U.S.
- Among families with children 18 years old and younger, 68% of their pizza consumption occasions include their children
- Children between 3 and 11 years old prefer pizza above all other lunch or dinner selections



The fast casual restaurant category continues to increase significantly year-over-year. Even more significantly, the fast casual pizza category stands at the pinnacle of the restaurant industry. Nation's Restaurant News (NRN) hailed it as "the growth engine of the U.S. restaurant industry," noting the segment has expanded 550% since 1999 and raked in \$30 billion in sales in 2014. NRN forecasts continued growth "... in the double digits through 2022, while the rest of the restaurant industry is predicted to eke out half a percentage point."

Although the pizza industry is dominated by four large brands that concentrate on take-out and delivery, our industry is experiencing a significant evolution. Consumers are increasingly looking for the social and experiential when they dine out, where they can set the pace.

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Just as businesses such as Starbucks® and Chipotle® redefined the way consumers buy coffee and burritos, Smokin' Oak Wood-Fired PizzaSM is revolutionizing the pizza experience!

Franchise

Why Consider Owning a Smokin' Oak Wood-Fired Pizza Franchise?

A Smokin' Oak Wood-Fired PizzaSM franchise perfectly meets the demand by today's consumers for freshness of ingredients, speed of preparation, consistent and outstanding quality, and a great dining experience. We cater to both a lunch crowd that has the "need-for-speed" as well as guests that desire a more leisurely dining experience while enjoying a glass or two of beer or wine with dinner. Families can enjoy a wide variety of options of amazing food that they all love and can be in-and-out of the restaurant in a flash or slow it down and enjoy their time together. Millennials - that ever-increasing and very important group of consumers - expect an exceptional experience when they dine out and prefer food that has artisanal roots, intense flavors and bold textures. This segment consistently rates our product taste, quality and value an enthusiastic "two-thumbs-up."





We want you to know...at Smokin' Oak Wood-Fired Pizza, we treat our Franchise Owners like they are a part of our family. We fully understand that any successful relationship is based upon realizing the needs of our Franchise Owners and committing the time and resources required to help them succeed. We strive to help make your ownership experience exceptional in all respects and we are committed to your success and helping you meet your goals and objectives!



Features and benefits



A Smokin' Oak Wood-Fired PizzaSM franchise includes:

Single-Unit and Area Developer ("multi-unit") franchise opportunities:

- Area Developers receive an exclusive area in which they are permitted to open additional franchise locations over an agreed time period. We offer a 25% discount on the Franchise Fee for Area Developers for each additional location they open.

Proven operational procedures and efficiencies:

- Our founder developed and perfected industry-leading operational protocols that encompass all aspects of front- and back-of-house operations.
- As opposed to starting a business from scratch, Franchise Owners have the full advantages of our successful system and our management team's expertise.



Our comprehensive Franchise Operations & Policies Manual covers every aspect of the Smokin' Oak Wood-Fired Pizza Franchise Business.

Two weeks of comprehensive Initial Franchise Training at our flagship location in Rochester, MN. The Initial Franchise Training program covers all material aspects of the Franchise Business including:

- Site Selection
- Restaurant Design and Construction
- Equipment, Fixtures and Furnishings
- Inventory
- Food Preparation and Recipes
- Daily Operations
- Restaurant Management
- Employee Hiring and Training
- Guest Service
- Bookkeeping and Accounting Systems
- POS System
- Inventory Management
- Approved Sources of Supply
- Advertising and Marketing Programs
- Social Media Campaigns
- Special Events and Promotions
- Cleaning and Maintenance
- Safety and Security





Our Franchise Support Team provides up to 10 days of additional on-site training and support at your franchise location shortly before opening and during the first days of operation.

Our Internet-based back office support system assists you with the management of your Smokin' Oak Wood-Fired franchise.

Site selection, architectural design and construction advisement:

- To ensure you select the right location for your Smokin' Oak Wood-Fired Pizza franchise, we review site information and complete demographic research to confirm the proposed location meets our criteria.
- We provide you architectural drawings and floor plans for the construction of your Smokin' Oak Wood-Fired Pizza franchise. Our Corporate Architect supports you throughout the design and construction process.
- We consult with you throughout the design and construction process to ensure your franchise is constructed on time and on budget.

Guest approved, high repeat visits:

- The aromas, the fresh artisan ingredients and the tastes keep guests returning and referring their family and friends.
- Fresh menu options that appeal to a massive cross-section of consumer tastes.

Efficient table turn rate:

- Streamlined guest ordering system.
- Quick food preparation.

Sources of Supply:

- Approved and Designated Suppliers of products, ingredients, equipment, fixtures, furnishings, smallwares, materials and supplies.
- Assistance in establishing local sources of supply.

Local advertising programs and promotional campaigns:

- During your Initial Franchise Training, our marketing team will begin advising you concerning Grand Opening and ongoing advertising and marketing programs that you will conduct in your Territory.

Ongoing operational assistance and advisement in all aspects of the Franchise Business.





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Our Management team

Matt Mongoven, CEO

- Responsible for marketing, sales, finance, technology, administration, franchise sales development, investor management and business management.
- Seasoned and well-respected financial services executive with over 20 years of experience in business management, marketing, product development and technology in corporate environments, both domestically and internationally.
- Created some of the world's most successful and well-known consumer products, including a suite of payment products for JP Morgan Chase such as Chase Freedom, now the world's largest credit card rewards program.
- Strong business development background, forging partnerships with Fortune 50 companies around the world.

Linda Black, President and COO

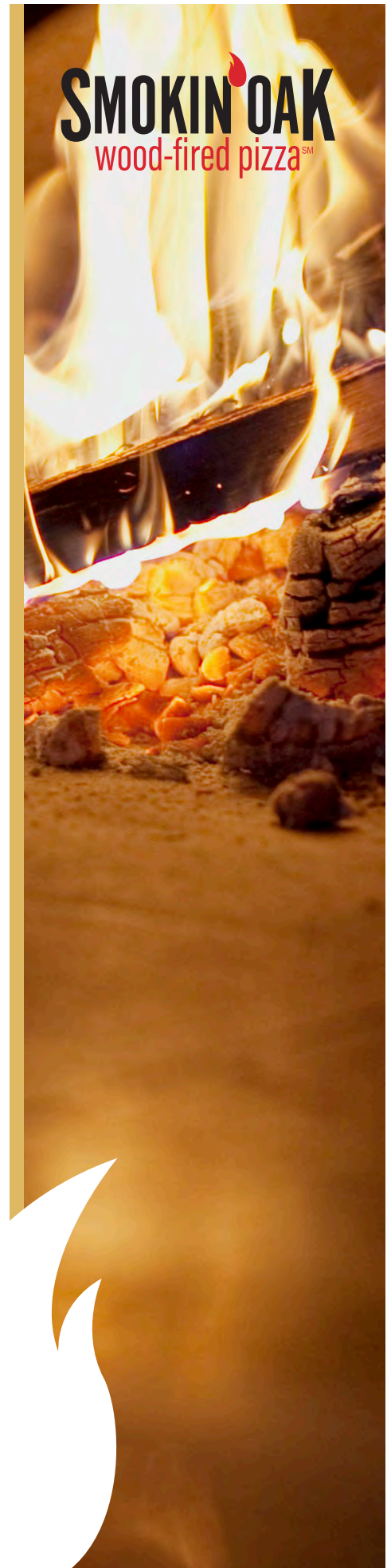
- Founder of Pi Wood-fired Pizza
- Responsible for ensuring that the business system is properly implemented by Franchisees with an emphasis on front- and back-of-house operations, food preparation, and Franchisee and employee training.
- 25-year veteran of the restaurant industry.
- Expert innovator in lean operating procedures and industry-leading Cost of Goods efficiencies.
- Holds numerous industry certifications, including Practical Pizza Production Technology and Innovation, from the "Dough Doctor" at the American Institute of Baking International, Scuola Italiana Pizzaioli, and Strategic Pricing from the University of Minnesota, Carlson School of Management Executive Education.
- Believes the support of local causes and charities is paramount for successful businesses.

Denise Villeneuve, Chief Talent and Training Officer

- Responsible for franchise and employee training and providing ongoing operational support to our Franchisees.
- Holds Bachelors of Science degrees in business, international business and French.
- 30 years of practical experience working with restaurant concepts from quick service to fine dining to catering.
- Specializes in developing training processes and procedures that improve profits and reduces costs.
- Extensive experience in developing and opening new concepts, branding and marketing strategies, and developing operational efficiencies.
- Expert in restaurant operations, customer service and creating cultures that promote high service standards.

Mike Currie, Senior Advisor

- 50-year veteran of the restaurant industry.
- Founder and owner of five café style restaurants comprising the Creative Cuisine Companies.
- Industry veteran, creating and operating world-renowned restaurant entities and consulting with major national entertainment and restaurant operators, including Walt Disney World foodservice.





Estimated Initial Investment

The following chart outlines the costs and expenses we estimate you will incur in the development and opening of your Smokin' Oak Wood-Fired PizzaSM franchise. The outline is provided for informational purposes only. Please refer to the Smokin' Oak Wood-Fired Pizza Franchise Disclosure Document for additional information concerning the estimated initial investment and other fees and expenses.

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment Is To Be Made
Initial Franchise Fee ¹	\$15,000 to \$30,000	Lump Sum	On signing the Franchise Agreement (Reduced by \$10,000 if a Deposit Fee is paid.)	Us
Prepaid Rent and Security Deposit ²	\$10,500 to \$24,000	As Incurred	Before beginning business	Per agreement with landlord
Leasehold Improvements ³	\$182,300 to \$292,300	As Incurred	Before beginning business	Various Contractors / Suppliers
Architect's and Engineer's Fees ⁴	\$26,000 to \$31,000	Lump Sum	Before beginning business	Architect
Furniture, Fixtures ⁵	\$16,000 to \$24,000	As Incurred	Before beginning business	Third Party Vendors
Equipment ⁶	\$85,100 to \$108,700	As Incurred	Before beginning business	Third Party Vendors
POS System ⁷	\$10,500 to \$11,000	As Incurred	Before beginning business	Revention, Inc.
Signage ⁸	\$6,000 to \$25,000	Lump Sum	Before beginning business	Third Party Vendors
Utility Deposits ⁹	\$500 to \$1,000	Lump Sum	Before beginning business	Utility Companies
Office and Store Supplies ¹⁰	\$500 to \$1,000	Lump Sum	Before beginning business	Third Party Vendors
Opening Inventory ¹¹	\$3,000 to \$6,000	As Incurred	Before beginning business	Various Suppliers
Insurance ¹²	\$6,000 to \$10,000	Lump Sum	Before beginning business	Insurance Agent or Company
Liquor License ¹³	\$0 to \$12,000	Lump Sum	Before beginning business	Attorney
Licenses and Permits ¹⁴	\$1,000 to \$5,000	As Incurred	Before beginning business	Governmental Authorities
Attorney Fees ¹⁵	\$2,000 to \$9,000	Lump Sum	Before beginning business	Attorney
Accountant's Fees ¹⁶	\$1,000 to \$3,000	Lump Sum	Before beginning business	Accountant
Travel, Lodging, Meals, Etc. for Initial Training ¹⁷	\$4,000 to \$10,000	Lump Sum	Before beginning business	Airlines, Hotels and Restaurants
Grand Opening Advertising ¹⁸ (3 months)	\$18,000 to \$20,000	As Incurred	Up to 4 weeks before opening and the first days after the opening of your Franchise	Various Agencies and Media
Additional Funds ¹⁹ (3 months)	\$60,000 to \$90,000	As Incurred	During the first 3 months of operation	Third Parties
TOTAL	\$447,400 to \$713,000			



1. Initial Franchise Fee. The standard Franchise Fee is \$30,000. If you are a Conversion Franchise that is converting your existing restaurant to the Smokin' Oak Wood-Fired Pizza franchise, the Franchise Fee is \$15,000.

2. Rent and Security Deposit. We expect that you will lease rather than own real estate and construct a building. The typical size of the Premises is approximately 2,000 square feet. The investment range assume that the landlord will require first and last month's rent and a security deposit equal to one month's rent. Lease costs will vary based upon variances in: (i) size in square feet leased; (ii) cost per square foot; (iii) amount of percentage rent, if any; (iv) the sales figure that percentage rent begins to apply (the "break point"); (v) common area maintenance costs; and (vi) merchant's association costs.

3. Leasehold Improvements. The investment range relates to constructing your restaurant in accordance with our design and trade dress specifications and includes the costs that may be incurred based on a standard retail end cap space of 2,000-2,200 SF. The high range is based on a space having basic retail building systems (mechanical, plumbing, and electrical) that will need to be adapted and possibly expanded to accommodate a food service tenant. The low range assumes the required building systems are in place. The investment range does not reflect any tenant improvement allowance dollars that may be contributed by the landlord, which will reduce your out-of-pocket costs.

4. Architect's and Engineer's Fees. You must utilize our Designated Supplier for architecture to provide the concept layout for the proposed Smokin' Oak Wood-Fired Pizza Franchise Business location. Upon our approval of the concept layout, you may utilize our Designated Supplier for architecture or a local architect may be used with our approval, as the Architect of Record. If a local architect is chosen as the Architect of Record, then a design intent review of the construction documents by our Designated Supplier for architecture will occur before completion of the documents. The investment range stated reflects the costs you will incur for the services of our Designated Supplier and/or your local architect, which includes: investigation of the initial site information, documenting existing conditions of proposed location (if needed), concept layouts, construction documents, permitting with local jurisdictions and health department, contractor bidding and limited in-office construction administration.

5. Furniture and Fixtures and Equipment. You must purchase and/or lease and install the furniture and fixtures necessary to operate your Franchise Business in accordance with our specifications. The costs will vary according to local market conditions, the size of the Premises, your selections made from our approved line of items, price differences among suppliers, the location of the Premises and other related factors.





6. Equipment. You can expect initial cash outlays to be lower if you purchase quality used equipment, you lease the items rather than purchase them or if any compatible items are included with the lease for the Premises.

7. POS System. We require that all new Franchise Businesses open with the POS System along with all communication, peripheral equipment and related accessories and Software we mandate.

8. Signage. We specify the outdoor and indoor signs and graphics. You must prepare, construct and erect the signs and graphics after obtaining approval from the applicable governmental authority and the landlord.

9. Utility Deposits. You will incur certain deposits with local utilities, for example, electric, telephone, gas, water, etc. These will vary depending on the policies of the local utilities.

10. Supplies. We only allow office and store supplies that support the image and positioning of the Business System in the marketplace. Supplies of this nature include the format, type, decoration and style as they relate to store and office supplies, particularly in the area of stationery, tissue, boxes, bags and forms.

11. Inventory. We work with you to establish and balance inventories. The purchase price for any inventory purchased from us is not refundable.

12. Insurance. We require that you carry certain insurance specified in the Operation & Policies Manual. The method and timing of payments is between you and your insurer. The investment range reflects the estimated annual premium cost. Because the selection of the carrier, size of the Premises, location of the Premises, value of the leasehold improvements, amount of inventory, amount of wages and other related conditions vary considerably, it is difficult to estimate the ultimate cost to any given Franchisee. In light of the availability of insurance, we estimate the total cost with the caution that you should obtain quotes from carriers of choice before proceeding. We base this estimate on the rates in effect in Minnesota. Your costs will vary. The cost of workers' compensation insurance varies from state to state. Your insurance may increase on an annual basis.

13. Liquor License. If you elect to sell beer and wine at your franchise location, you must secure and maintain in force a beer and wine license that permits beer and wine sales 7 days a week. The cost of the license varies greatly depending on the licensing authority and the local resale market. In municipalities that use a quota-based system with no available licenses, the cost to acquire one from an existing licensee can be substantially higher. In municipalities that are not quota-based, the costs are usually limited to filing fees, attorneys' fees and fees from other service providers.





14. Licenses and Permits. Local, municipal, county and state regulations vary on what licenses and permits you must obtain to operate a Franchise Business (e.g., building and occupancy permits, business license, etc.).

15. Attorney's Fees. You may sign the Franchise Agreement individually. We recommend that you form a Business Entity to operate the Franchise Business before beginning operations. You will have to comply with the fictitious, assumed, or trade name statutes of the state in which the Franchise Business will be located. These estimates may include attorneys' fees, publication fees, filing fees and other costs for business entity formation, compliance with your state's fictitious or assumed name statute, review of the Franchise Disclosure Document, and lease review and negotiation, depending on the scope of representation. These fees may vary from state to state depending on each state's laws and the prevailing rates of attorneys' fees.

16. Accountant's Fees. We recommend that you retain an accountant to advise you including the preparation of a business plan, tax advice on business entity formation, set up of accounting system, tax planning and compliance.

17. Travel, Lodging and Meals. You will be responsible for all out-of-pocket expenses, workers' compensation insurance and all employee compensation along with federal and state taxes for your Trainees. You must send at least two Trainees to training, one of whom must be you or another Franchise Owner. The typical costs of training that you will incur are transportation, lodging, compensation and meals for the all Trainees. The estimate is for items that are non-discretionary in nature. Generally, these costs vary widely as a function of the distance traveled, the accommodations and restaurants selected, and the transportation selected.

18. Grand Opening Advertising. We feel strongly that a restaurant operation should enter the market in an aggressive way to maximize awareness of the Franchise Business among large numbers of consumers in the local trade area. Grand opening activities include PR, print, online and social media and an "invitation only" soft opening. These costs vary greatly based upon the nature of the events you elect and the local rates for services selected, for example, printing and advertising.

19. Additional Funds. The franchise disclosure laws require us to include this estimate of any other required expenses you may incur to operate your franchise business during the "initial phase of operations", which is defined as a minimum of 3 months or a longer period if reasonable for the industry. Additional capital requirements will be a function of your decisions regarding various aspects of your Franchise Business; for example, your personal living expenses, the size of your payroll, rent, utilities, and many other expenses that you elect to incur.





FAQ's

Do you require any special qualifications to purchase a Smokin' Oak Wood-Fired PizzaSM franchise?

We do not require any specific background or work experience to be considered for a franchise. We are confident in our ability to train Franchisees to successfully duplicate our system, so we are seeking individuals who possess good business acumen and are committed to following our proven operating system. Of course, Franchisees must also possess the minimum financial qualifications necessary to fund the opening of their franchise, which includes a minimum credit score of 680 and \$100,000 of liquid capital.

If I do not meet the minimum financial qualifications, am I permitted to partner with another individual who does?

Yes, provided your partner owns at least 50% of your Franchise Business.

Does Smokin' Oak Wood-Fired Pizza offer financing?

We do not offer in-house financing; however, we can provide a list of potential lenders for you to contact to determine your qualification to obtain financing.

Do you permit absentee owners?

Yes, provided your General Manager successfully completes our Initial Training Program. If you do not have previous restaurant experience, we strongly recommend that you consider hiring an experienced manager to assist you with day-to-day operations.

How much money can I earn from my Smokin' Oak Wood-Fired Pizza franchise?

The Federal Trade Commission's Franchise Rule permits franchise companies to make "financial performance representations" (FPRs) in Item 19 of the Franchise Disclosure Document (FDD). Although many franchise companies choose not to make FPRs, we believe it is extremely important to do so since it helps prospective Franchisees understand the financial aspects of our business. In Item 19 of our FDD, we provide an FPR that is based on our flagship location in Rochester, MN. The information will assist you and your financial advisor in preparing a financial pro forma for your Smokin' Oak Wood-Fired Pizza franchise.

FAQ's

How long does it take to open a Smokin' Oak Wood-Fired Pizza franchise?

We estimate that the time required to open your franchise following the signing of the Franchise Agreement is 6 to 9 months. This includes the time required to select a site, negotiate the lease, complete leasehold improvements, complete our Initial Franchise Training, and hire and train your staff.

What are the Advertising and Royalty Fees?

Our continuing Royalty Fee is 5% of weekly gross sales, excluding sales tax. We do not currently charge an advertising fee to Franchisees, although we maintain the right to implement a Media Fund to which Franchisees will contribute up to 3% of their monthly gross sales. The fund will be used by us for regional or national advertising to promote Smokin' Oak Wood-Fired Pizza franchise locations. Franchisees must also allocate 2% of their monthly gross sales for local advertising and marketing in their territory.

What types of locations are appropriate for a Smokin' Oak Wood-Fired Pizza franchise?

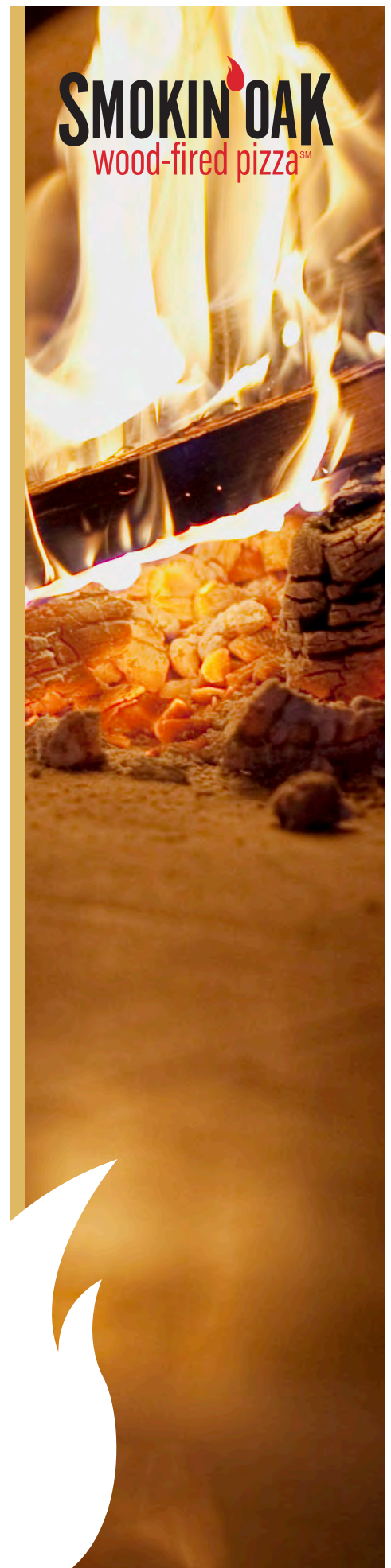
Strip mall end caps and free standing buildings that offer high visibility and traffic counts are ideal locations for your Smokin' Oak Wood-Fired Pizza franchise. The size of the space should range from 1,800-2,000 square feet. We also highly recommend identifying potential locations that include patio space for outdoor dining.

Do you grant exclusive territories to Franchisees?

Each Franchise Territory includes a minimum population of 50,000 individuals and is typically defined by zip codes.

Do you recommend that I visit Smokin' Oak Wood-Fired Pizza?

Definitely! We believe visiting with us for a "Franchise Discovery Day" is a vital step in evaluating Smokin' Oak Wood-Fired Pizza and our franchise opportunity. A personal visit enables you to meet our team and experience Smokin' Oak Wood-Fired Pizza firsthand. Of course, sampling our pizzas and other menu items is also an important part of your visit. Typical Discovery Day lasts 6-8 hours so we recommend allocating a full day when you visit.



The logo for Smokin' Oak wood-fired pizza features the brand name in a bold, black, sans-serif font. A small red flame icon is positioned above the letter 'i' in 'Oak'. Below the brand name, the words 'wood-fired pizza' are written in a smaller, red, sans-serif font. The entire logo is set against a background of a wood-fired pizza oven with bright orange and yellow flames rising from the stone interior.

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FAQ's

How do I receive a copy of your Franchise Disclosure Document?

We provide a copy of our Franchise Disclosure Document to you during your Franchise Discovery Day. Or, if you would like to receive a copy of our Franchise Disclosure Document in advance of your visit, we will ask you to complete our FDD Request Form, which enables you to select whether you would like to receive a hard copy or PDF file of the document.

I'm interested in learning more. What are my next steps?

1. First, please complete the Preliminary Consideration Form included with this brochure. This will help us learn more about you as we begin discussing Smokin' Oak Wood-Fired Pizza with you in greater detail.
2. Fax or Email the Preliminary Consideration Form to us. Following our receipt, we will contact you to discuss additional questions you may have and share additional information about the Smokin' Oak Wood-Fired Pizza franchise opportunity. We will also discuss scheduling an online webinar to review important information to assist you with the due diligence process.
3. At the appropriate time, we will invite you to schedule a Discovery Day visit with us in order to experience Smokin' Oak Wood-Fired Pizza firsthand. We believe this is a critical step in your evaluation.
4. An important part of your due diligence process involves reviewing our Franchise Disclosure Document. We will provide you a copy during our Discovery Day visit, or as noted above, in advance of your visit upon request.

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