



FRANCHISE SYSTEMS, LLC

WOOD FIRED **PIZZA**

[www.brixxpizza.com](http://www.brixxpizza.com)

GET YOUR OWN SLICE OF THE PIE...



**Brixx**

WOOD FIRED PIZZA  
1000 S. 10TH AVE. SUITE 100  
DENVER, CO 80202  
303.733.1111

Catering  
Available



## MAKING PIZZA A BIT MORE UPPER CRUST

Pizza has been a people-pleaser for generations. But today, more consumers are increasingly focused on fresher, healthier ingredients with more unique flavors. Their sophisticated tastes want everything from roma tomatoes to roasted red peppers and goat cheese to gouda. At the same time, pizza-loving kids won't consider anything other than cheese or pepperoni. **BRIXX WOOD FIRED PIZZA** appeals to them all. Even those with a taste for something other than pizza.

The beauty of **BRIXX** is that it offers what both customers and owners want most. Diners enjoy great variety without being overwhelmed by choices; owners and balance sheets benefit from a **manageable menu**, **cross-use of ingredients** and **streamlined operations**.

Before the first **BRIXX** opened in 1998 in Charlotte, NC's historic Dilworth neighborhood, its three operating partners looked at the potential of pizza and started thinking outside the box. What if we baked it in a West-Coast style wood-fired brick oven? What if we added chef-caliber toppings, highly original salads and sandwiches? What if we made all pizzas 10-inches, so everyone could get exactly what they wanted instead of having to agree on toppings. What if we offered beer lovers an array of specialty brews on tap, and let wine drinkers find a new favorite with more fine wines by the glass?

Although the **BRIXX** partners came from a fine dining background, they wanted to forego the tablecloths, precision place settings, reservations, stuffy ambience and operational complexity of higher-end restaurant concepts.

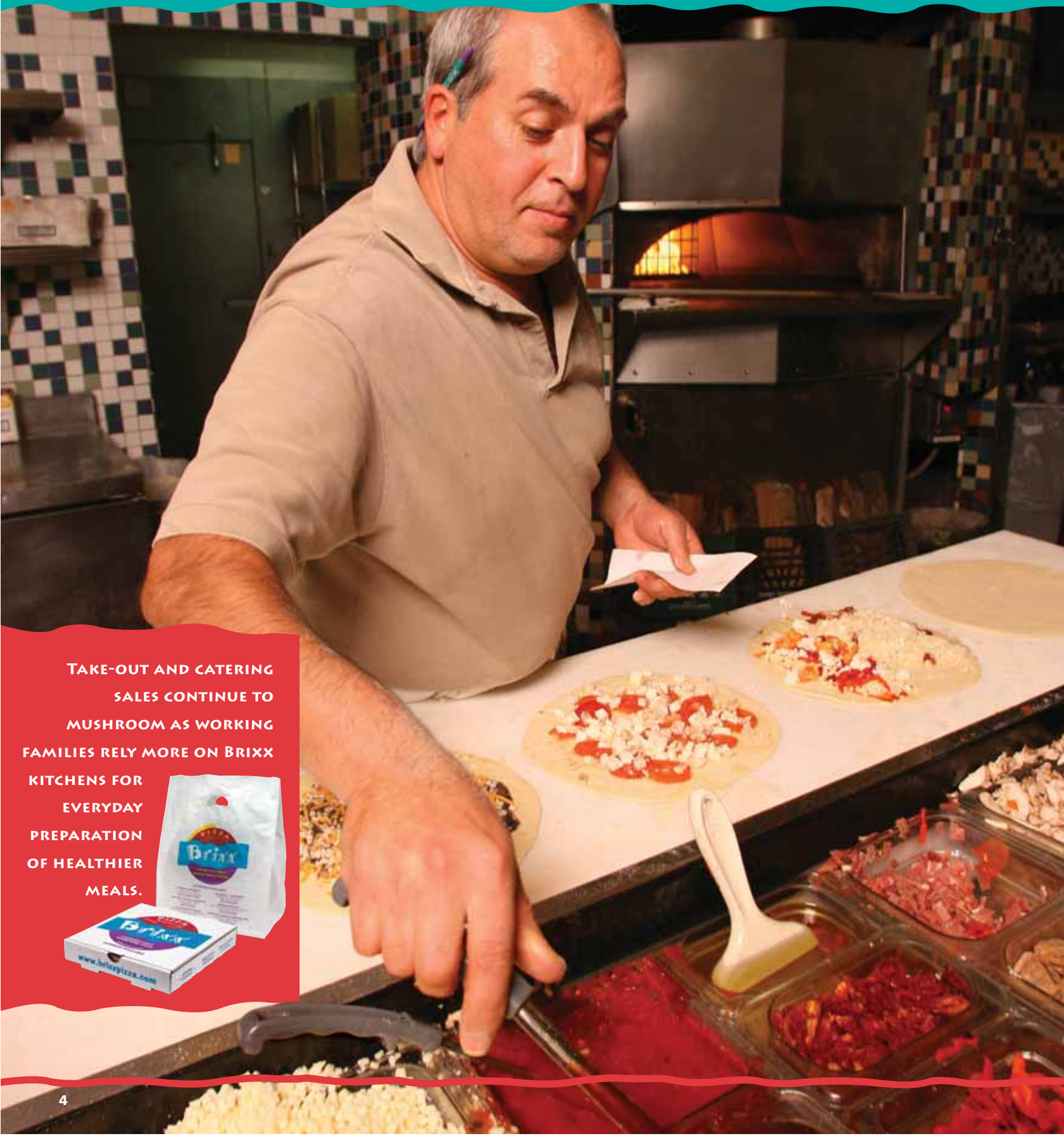


*Long story short: their ideas for serving hand-crafted pizzas made dough. Lots of it. And now **BRIXX** is offering franchise owners a chance to get a slice of the success.*



“IN DEVELOPING BRIXX, WE COMBINED ALL OF OUR PAST RESTAURANT EXPERIENCE. WE TRIED TO INCLUDE ALL THE FUN STUFF AND LEAVE OUT THE HEADACHES. EVERYBODY LOVES GREAT PIZZA AND GOOD BEER, SO WE TRY TO KEEP IT SIMPLE AND FUN. THAT'S WHY BRIXX HAS SUCH A CASUAL, RELAXED FEEL.”

Jeff VanDyke,  
Brixx Operating Partner



A Colorado ski vacation inspired operating partner Eric Horsley to share his ideas for a brick-oven pizza restaurant with managing partners, Jeff Van Dyke and Barbara Bodford-Morgan. Majority partner, Harding Stowe challenged them to “have the best pizza in Charlotte.”

## A TIME-TESTED PALATE PLEASER

Food trends come and go, but pizza perseveres. Industry statistics and trending information prove that pizza-based dining concepts will have continual appeal far into the future.

Today, pizza is one of the largest slices of the restaurant industry, valued at about **\$40 billion a year**. Each year the average American consumes 46 pieces of pizza — 23 pounds of it.\* **Think of it this way:** America eats about 100 acres of pizza daily. And yet, there’s another pervasive trend at work in the industry. The world’s largest economy is American women, a group of consumers who are more and more focused on health and lifestyles. When the kids want pizza, mom wants the freshest, healthiest pizza she can get, not to mention pine nuts, roasted red peppers and salmon on her own fresh mixed-greens salad.

Recent findings by the National Restaurant Association’s *Restaurant Industry Forecast* indicate that the pizza industry is gaining sales and locations. According to *NPD Crest*, traffic in quick-serve pizza has been flat, but traffic in the Casual Dining Pizza Category has grown by 5 percent.

With dine-in, take-out and catering sales, **BRIXX WOOD FIRED PIZZA** makes the most of relationships with customers at all stages of their lives. Moral of the story for entrepreneurial franchisees? Forego trendy concepts in favor of the timelessly appealing taste of pizza made fresher, healthier and more interesting!



\*Source: *Packaged Facts*, New York.

TAKE-OUT AND CATERING SALES CONTINUE TO MUSHROOM AS WORKING FAMILIES RELY MORE ON BRIXX KITCHENS FOR EVERYDAY PREPARATION OF HEALTHIER MEALS.





“ IN TODAY’S BUSINESS WORLD, WE ALL NEED MORE SIMPLICITY AND LESS STRESS. THE OPERATIONAL ADVANTAGES OF THE BRIXX CONCEPT MAKE MY WORKDAYS MUCH MORE MANAGEABLE.”

Quote Name Here,  
Brixx Manager



**Why Wood Fired?** Our brick ovens enhance the natural flavors of our quality ingredients and gives our pizza great wood fired taste unlike anywhere else. Our sandwiches are delicious on fresh baked focaccia bread, and our salads are made with only the freshest local greens.

## A HAND-CRAFTED DESIGN

More and more chain restaurants seem to be designed using a cookie cutter mentality. Not **BRIXX**. The Uptown Charlotte location, for example, is located at street level of a parking deck that lets pedestrians create modern concertos by literally “playing” the sides of the building. We designed our architectural features inside and out to be every bit as interesting and enticing. By the same token, the design of our location in Charlotte’s SouthPark area sports a more residential look to stay in sync with the upscale neighborhoods that surround it.



With guidance from our architectural consultants, our franchise owners enjoy the same kind of freedom to tailor their designs to their own marketplaces. Whether you plan a new-build or conversion, our **unique and versatile designs, resilient concept,** and **flexible footprints** work well for a wide variety of sites — freestanding, end-cap, urban in-line and more non-traditional locations.

We offer franchisees flexibility in many other ways as well. For example, menus and toppings can be tweaked to reflect trends without compromising the innate appeal of **BRIXX** wood-fired brick oven pizza with fresh, healthy and unique ingredients. We also offer lots of suggestions and guidance for promotions and marketing that help you capitalize on the **BRIXX** brand.





## A HAND-CRAFTED MENU

Today, **BRIXX** has cemented its concept, capitalizing on its reputation for serving the Carolinas' best wood-fired pizza, plus a selection of signature sandwiches, pastas, salads and desserts. Our menu has been consistently successful in a wide variety of locations, from free-standing stores in historic cityscape neighborhoods and college towns to end-cap units in the Main Street-style retail configurations of the New South's hot new suburban "villages."

So what's hot at **BRIXX WOOD-FIRED PIZZA?**

### Starters

Our signature Spinach and Artichoke Dip served warm with garlic crostini. Wood-fired Pita Chips come served with three types of hummus. And Gianni's Homemade Soup rounds out our simply satisfying selection.

### Salads

From the signature Brixx Salad to Blackened Chicken Caesar and Salmon Spinach Salad, we use fresh local greens and pizzazz ingredients such as pine nuts, feta, crumbled goat cheese, and freshly shaved parmesan.

### Wood-Fired Pizza

Roma tomatoes. Fresh whole milk mozzarella. Basil and fresh oregano. Calamata olives. Goat cheese. Artichoke hearts. Roasted garlic. Wood-roasted shitake mushrooms. Our 16 pizza choices combine the finest, freshest ingredients for maximum taste. And any one of them can be adapted as a "veggie" pizza with soy-based, non-dairy cheese so it's lactose- and animal fat-free.

### Pasta

Our four pasta dishes are simply spectacular: Pasta Pomodoro, Roasted Chicken Penne, Shrimp Carbonara, and Penne with Italian Sausage and Sweet Peppers.

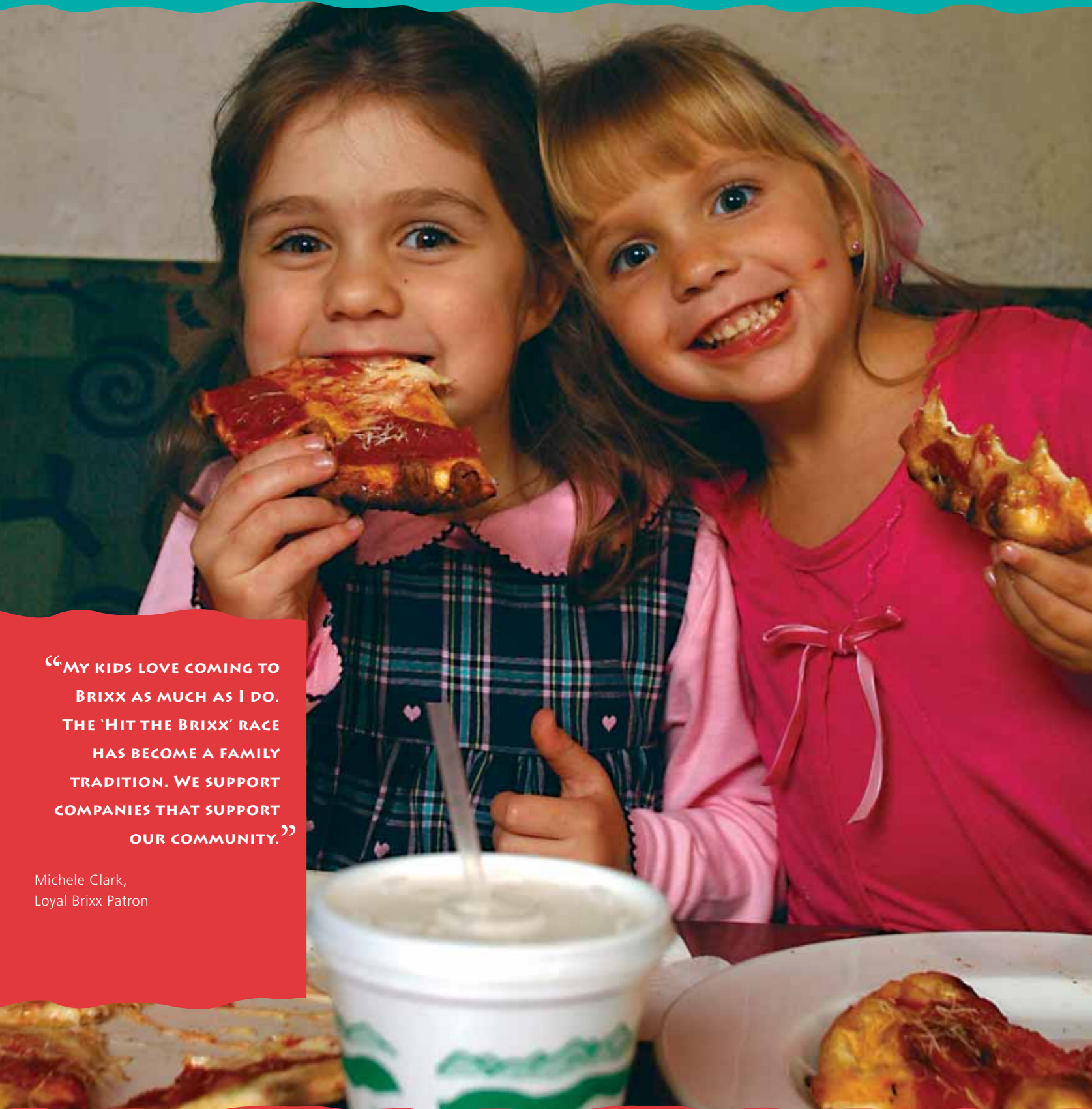
### Desserts

Our Tiramisu is made fresh daily with espresso-soaked ladyfingers, sweet creamy marscapone cheese and shaved bittersweet chocolate. We also do ice cream, as well as what more pretentious establishments would call "dessert du jour."

### Beer and Wine

We offer 14 wines by the glass and 24 great beers on tap. Our reputation for serving a wide selection of microbrews and wines is known far and wide.





“MY KIDS LOVE COMING TO BRIXS AS MUCH AS I DO. THE ‘HIT THE BRIXS’ RACE HAS BECOME A FAMILY TRADITION. WE SUPPORT COMPANIES THAT SUPPORT OUR COMMUNITY.”

Michele Clark,  
Loyal Brixx Patron



## EVENTS & PROMOTIONS

At **BRIXS WOOD FIRED PIZZA**, we know the heartbeat of any business is loyal customers. So we offer you creative ways to encourage people who try **BRIXS** once to come back time and time again. We also recommend you commit to the kind of community involvement that helps make the **BRIXS** brand memorable. There’s no doubt that people support businesses that back the groups and causes closest to their hearts.

### Win Free Brixx Pizza for a Year!

When customers sign up for **BRIXS** e-mail updates, they could win two pizzas per month for a whole year! Plus they’re the first to know about special events and special offers at **BRIXS**.

### Free Dinner Card

Offer the **BRIXS TAKE-AWAY DINNER CARD** to start customers earning their way to a FREE DINNER!

### Free Lunch Card

More punches = free lunches!

### Brixx Gift Cards

Yet another way to optimize every customer relationship.

### M.B.A.

Customers enroll and begin studying for their **M.B.A... MASTER OF BEER APPRECIATION**, that is. The rewarding curriculum allows them to sample all 24 beers on tap at **BRIXS** and come to monthly “study sessions,” focused on food and drink specials plus beer tastings.



### Let the Kids be the Cooks!

On Sundays, kids 3-12 are welcome to tie on an apron and design their own **BRIXS CREATION PIZZA**, with our selection of fresh toppings.

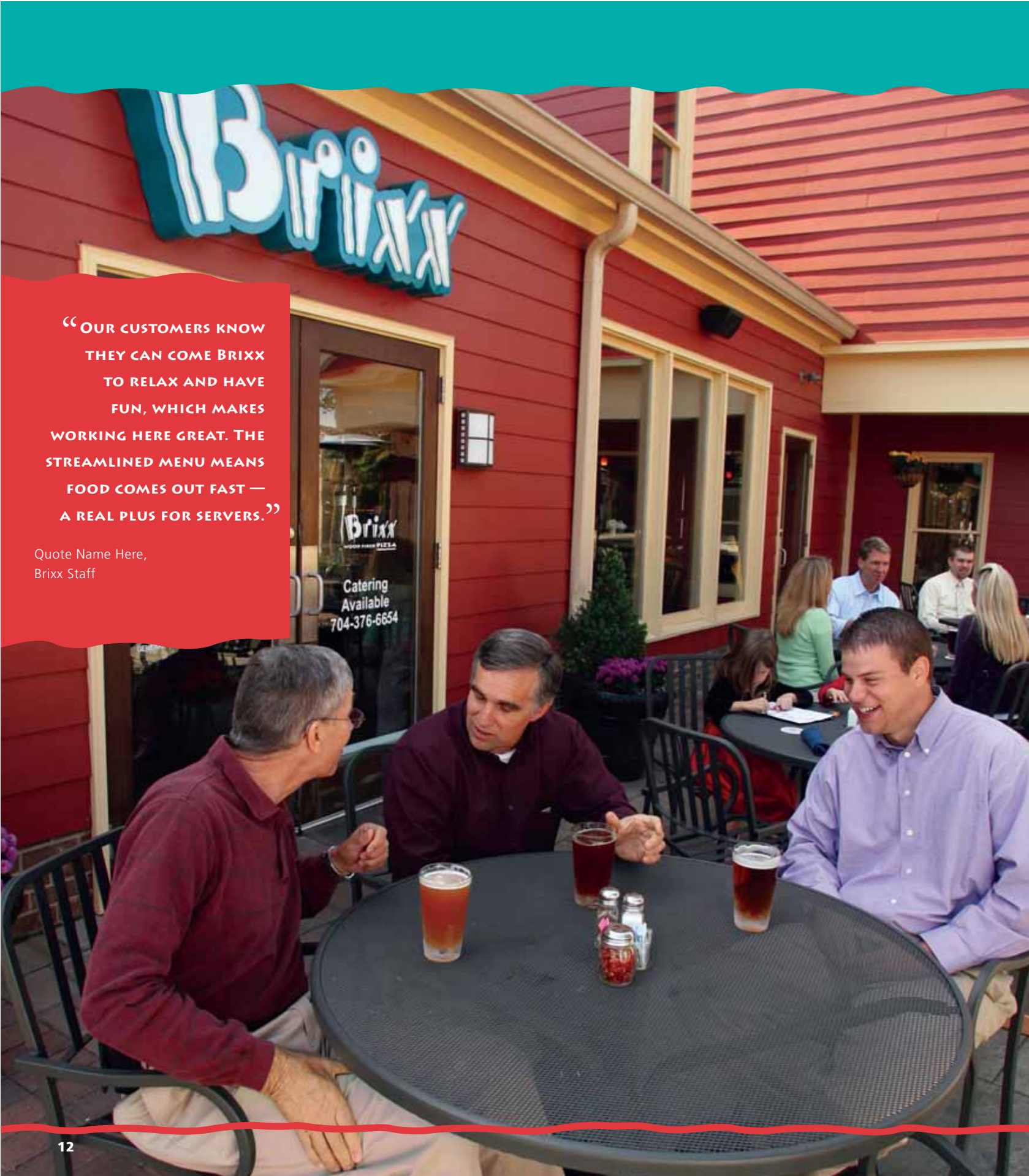
### Brixx Bucks for Education

Local schools, churches and clubs can raise money through the **BRIXS BUCKS** for Education program.

### FUN-raising

Each year, the **HIT THE BRIXS 10K/5K, RUN/WALK** raises thousands of dollars for Kids Path,® a program of Hospice at Charlotte. **BRIXS** also supports healthy lifestyles through “Girls on the Run” and local YMCA programs.





“OUR CUSTOMERS KNOW THEY CAN COME BRIXX TO RELAX AND HAVE FUN, WHICH MAKES WORKING HERE GREAT. THE STREAMLINED MENU MEANS FOOD COMES OUT FAST — A REAL PLUS FOR SERVERS.”

Quote Name Here, Brixx Staff



Since 2002, the annual Charlotte, North Carolina **Hit The Brixx 10k/5k, Run/Walk** has raised thousands of dollars to benefit Kids Path®, a program of Hospice at Charlotte.

## TRAINING & SUPPORT

We demonstrate our commitment to the success of our franchise owners every day of every year. When you align yourself with the **BRIXX** brand, your success is ensured through extensive guidance, training and support, including:

### Startup Support

- ▲ Seasoned, comprehensive guidance to get you up and running
- ▲ Package of startup materials
- ▲ Design, architectural and décor assistance
- ▲ Help in staging a successful Grand Opening
- ▲ On-site training at opening
- ▲ Continual access to resources at training and support center



### A-Z Training

- ▲ Comprehensive training
- ▲ Refresher training
- ▲ Field training
- ▲ Sales and marketing training
- ▲ Administration and reporting training

### Exclusive Programs

- ▲ Exclusive territory
- ▲ Participation in system-wide events
- ▲ Negotiated rates and terms for products and services
- ▲ Use of confidential operations manual

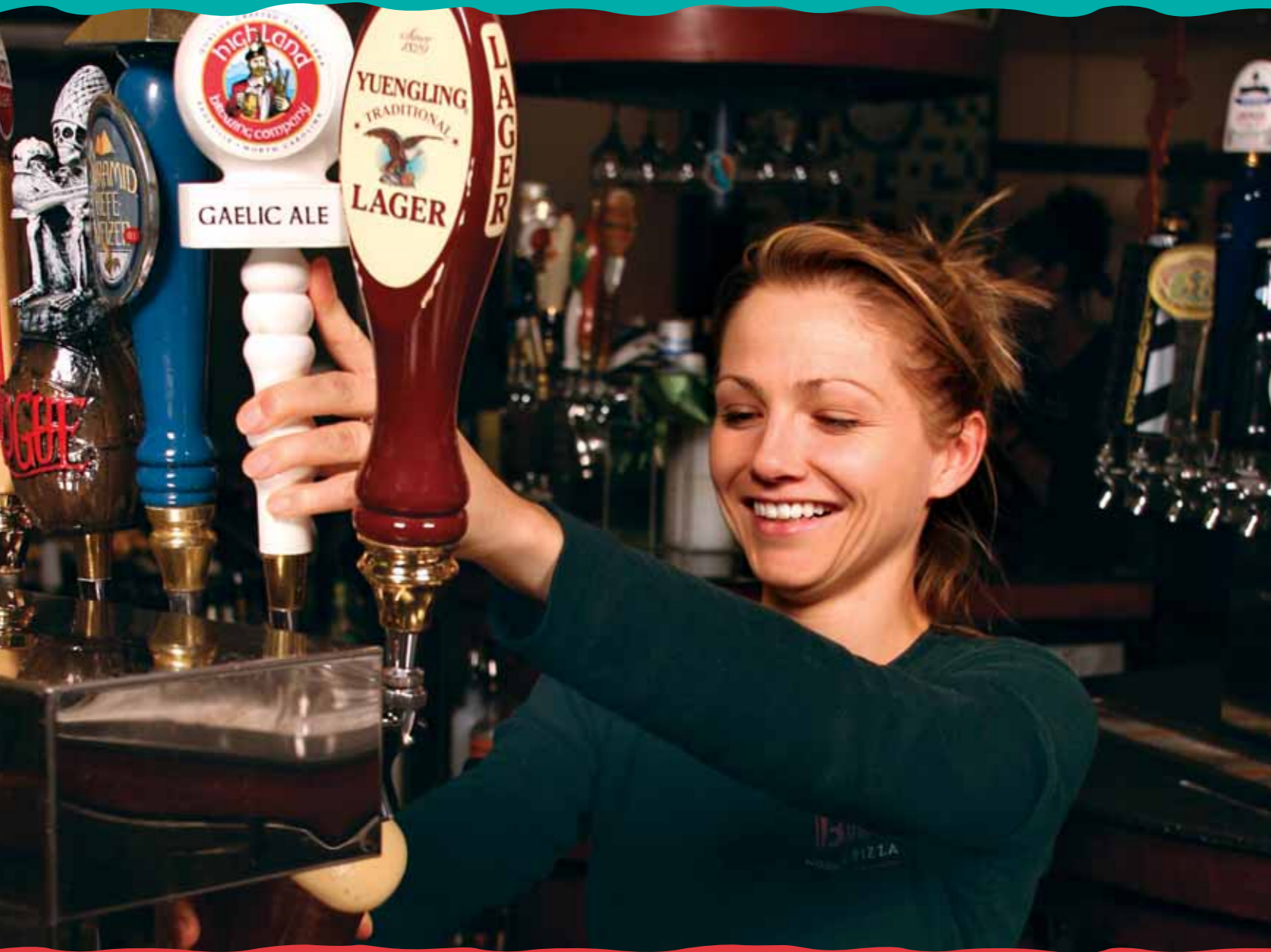
### Sales and Marketing

- ▲ Brand guide and on-line tool kit for fully realizing the power of the **BRIXX** brand
- ▲ Promotional strategies
- ▲ Website customized for your location
- ▲ Library of promotional materials, including ads, direct mailers, flyers, radio and television commercials and more
- ▲ Marketing, advertising and public relations guidance
- ▲ Promotion through corporate website
- ▲ Benefit of system-wide contests and promotions

### Ongoing Support

- ▲ Scheduled visits from field representatives
- ▲ Direct phone support from home office
- ▲ Newsletter and updates
- ▲ System-wide meetings and conferences tailored to your needs





## READY. SET. GROW.

There's just no topping the franchising opportunity **BRIXX WOOD FIRED PIZZA** offers energetic entrepreneurs. In addition to the expertise and unlimited enthusiasm for our highly profitable concept, you enjoy a host of advantages, including:

- ▲ Broad market appeal
- ▲ A concept validated by long-term success and industry trends
- ▲ Strong sales-to-investment ratios
- ▲ High sales per square foot
- ▲ High gross profit
- ▲ Streamlined operations created by a manageable menu
- ▲ Efficiency in everything from cross-use of ingredients to minimized glassware
- ▲ Ability to run with excellent labor costs
- ▲ Hiring benefits of a work environment free from hot grills and greasy fryers
- ▲ Quality of life for managers who can run the concept with attractive workweeks
- ▲ Choice territories for early adopters

We are eager to answer your questions and provide more information about franchising opportunities. **You can learn more by completing and faxing or mailing the confidential franchise request form, or call **BRIXX** Franchise Development at 866-206-0607.**



**WE LOOK FORWARD TO HELPING YOU GET FIRED UP ABOUT BRIXX WOOD FIRED PIZZA!**

Learn more about us at [WWW.BRIXXPIZZA.COM](http://WWW.BRIXXPIZZA.COM)





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