

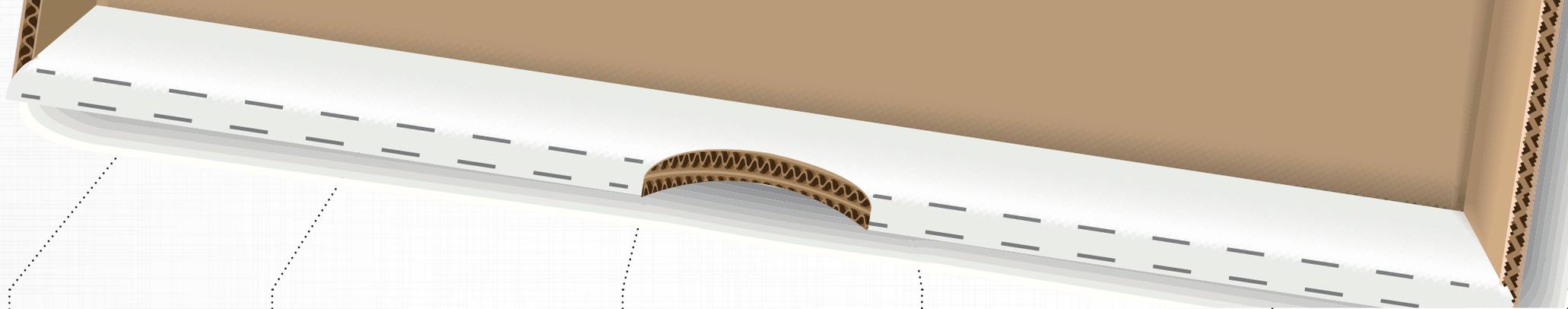




PIZZA. MEATBALL. SALAD.



TABLE OF CONTENTS



BRAND STORY

SALES INDICATORS



PIZZA. MEATBALL. SALAD.

PZA puts a new twist on these timeless menu staples. PZA offers farm fresh conglomerations of greens; like the eggless dressing Caesar, and the invigorating tomato and mozzarella caprese with crisp basil and fresh cracked pepper.

PZA has hand-made pizzas--the dough balled and stretched before guests' eyes—with a myriad of fresh ingredients, many sourced from the surrounding food producers. Rustic, bubbled crust edges (PZA pies are never frozen, never monotonously over-produced). Roasted vegetables. Marinated portabellas. Torn basil. Savory cheeses such as ricotta, fontina, and pecorino. It's the ultimate in by-the-slice convenience.

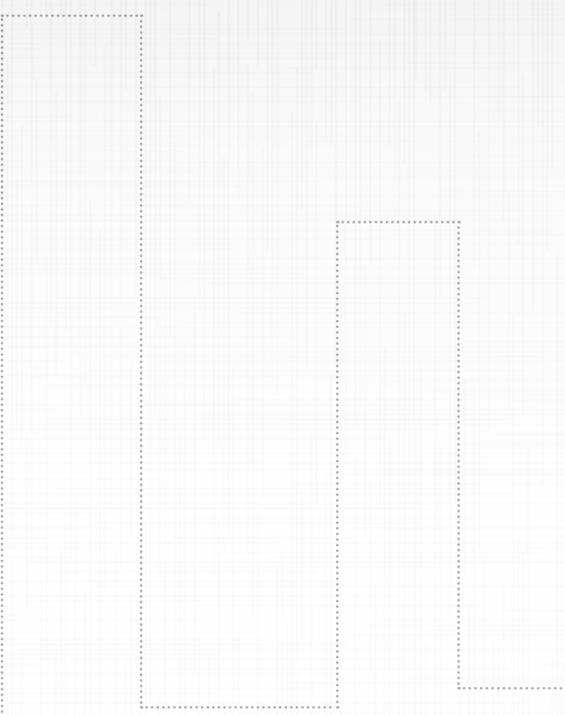


PZA
PIZZA + MEATBALL + SALAD



EVERYONE SHOULD
FEEL WELCOME LIKE
THEY ARE **“FROM THE
OLD NEIGHBORHOOD.”**

SALES INDICATORS



ANNUAL REVENUE
AVERAGE CHECK
DAY PART TRANSACTIONS
TRANSACTIONS/LABOR HOUR
SALES MIX

ANNUAL REVENUE



← SALES & PROFIT →

CONTRIBUTION MARGIN



619k → 669k

THESE NUMBERS REPRESENT THE AVERAGE TOTAL OF REVENUE & CONTRIBUTION MARGIN FOR INTERNAL PIZZA BRAND PZA VERSUS NATIONAL BRAND S

51.5% → 47.6%



INDIVIDUAL PZA LOCATIONS



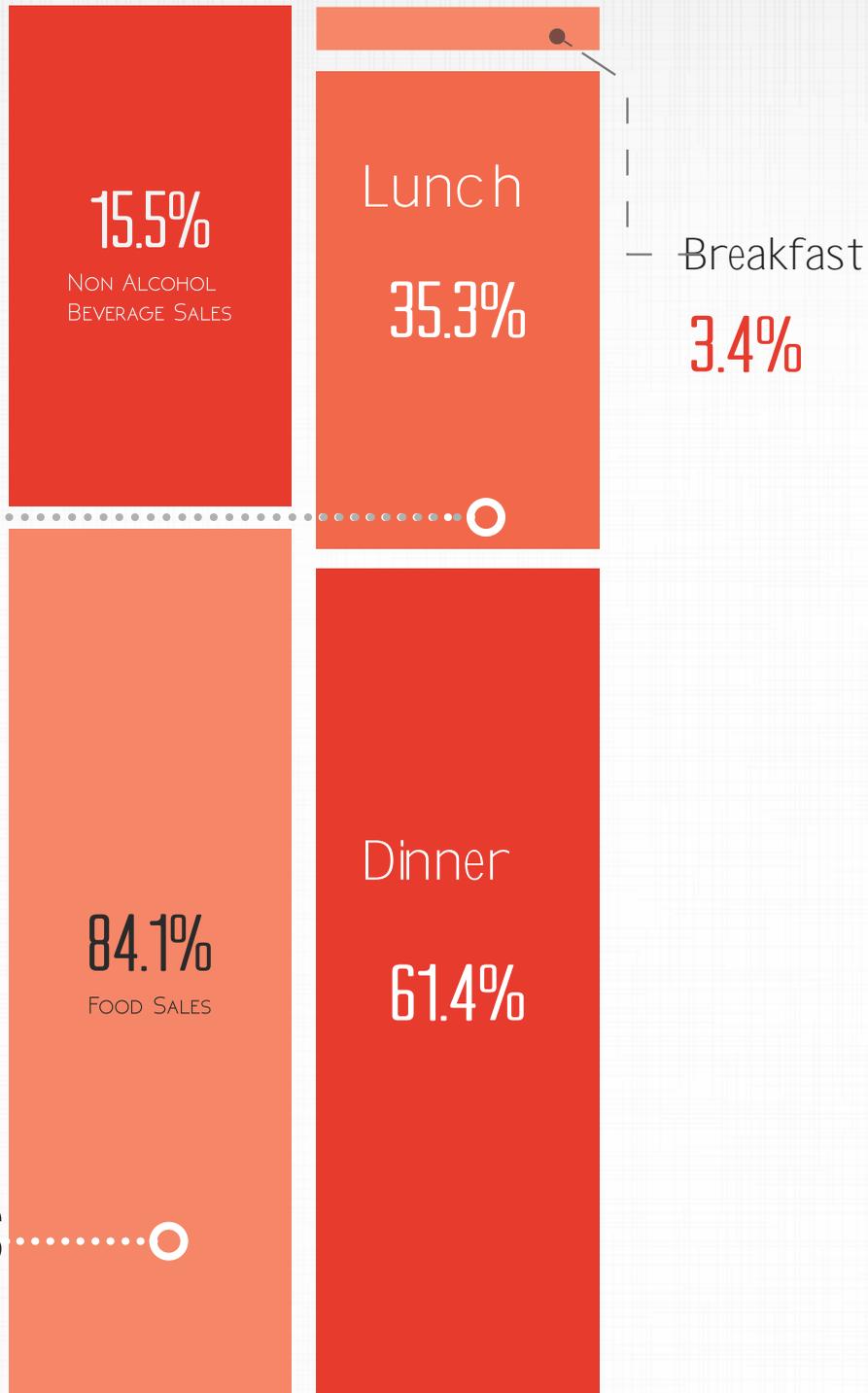
AUV OR ANNUAL REVENUE IS EXPECTED TO SLIP THROUGH THE FIRST YEAR AND A HALF WHEN SWITCHING FROM A NATIONAL BRAND TO A PROPRIETARY BRAND.

ALTHOUGH THE INITIAL CONTRIBUTION MARGIN IS LOWER THAN EXPECTED MENU CHANGES AND PROGRAMS TO SHIFT THE SALES MIX ARE BEGINNING TO IMPACT THE CONTRIBUTION MARGIN POSITIVELY. THE GOAL IS TO BRING THE CONTRIBUTION MARGIN TO 58% BY THE END OF 2015.

SALES MIX

WITH ALL PZA'S BEING ON THE EAST COAST THE DAY-PART MIX IS VERY HEAVY IN LUNCH AND DINNER. ON THE WEST COAST WE WOULD EXPECT TO SEE THE DAY PARTS MORE EVENLY DISTRIBUTED.

DAYPART TRANSACTIONS



TRANSACTIONS PER LABOR HOUR

\$6.27

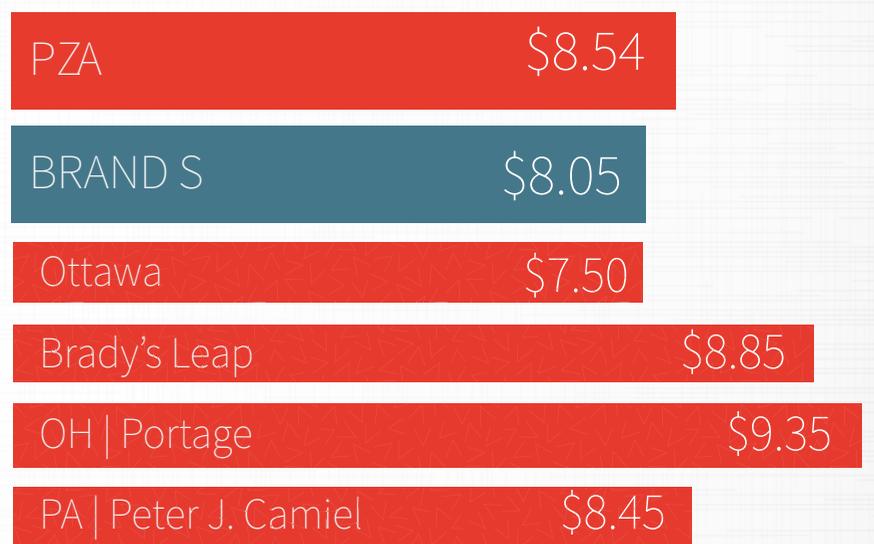
\$5.68

\$8.45

\$8.05

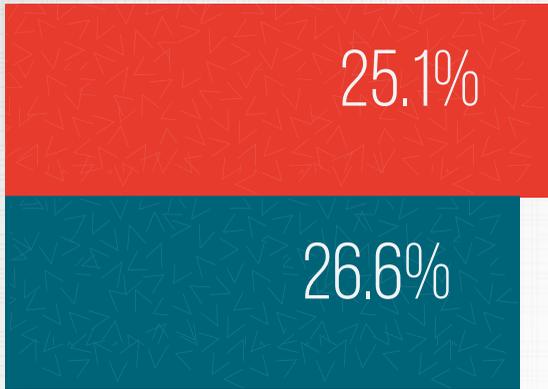


AVERAGE CHECK





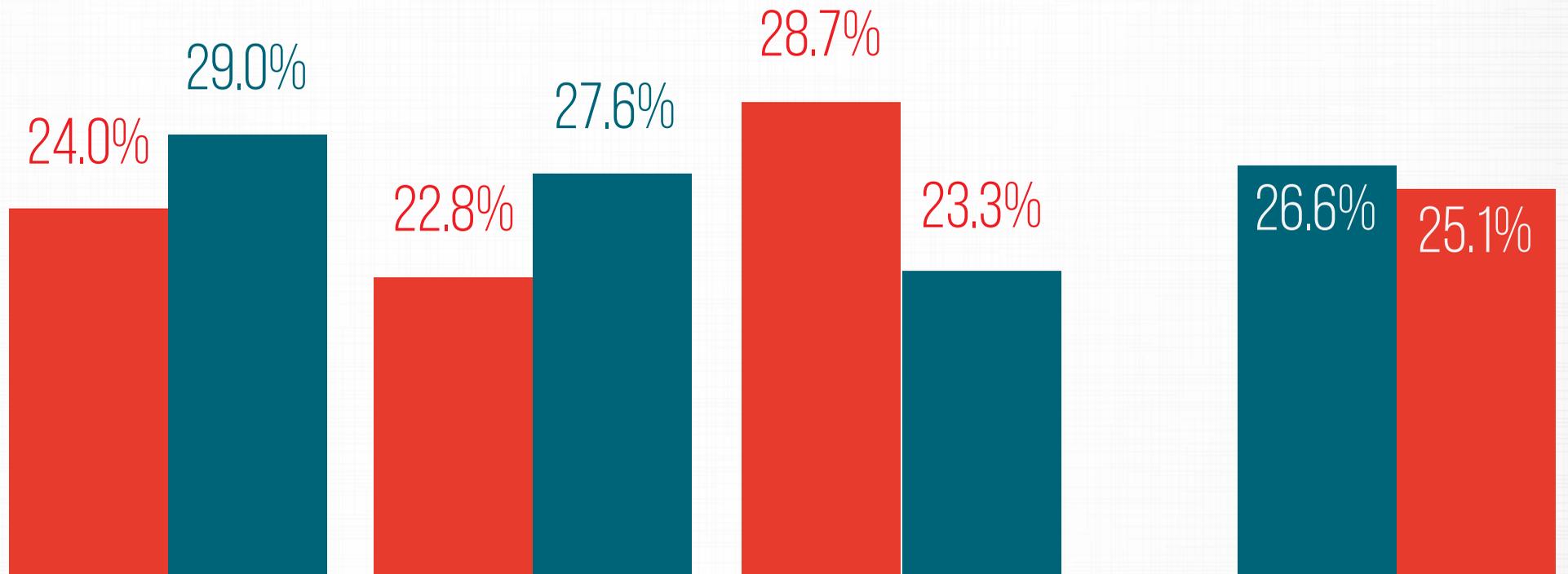
OUR MEATBALL SMASHERS
ARE BURSTING WITH
FRESH, LOCALLY SOURCED
INGREDIENTS



FOOD / COST of PRODUCT

- PZA
- BRAND S

PZA FOOD COST WERE MODELED TO BE SLIGHTLY LESS THAN THE COMPETITIVE SET BY CONTROLLING OUR OWN SUPPLY CHAIN. SERVING A SUPERIOR PRODUCT WITH A LOWER COST IS THE GOAL OF RESTAURANT COMPANIES WORLD WIDE.



FOOD COST



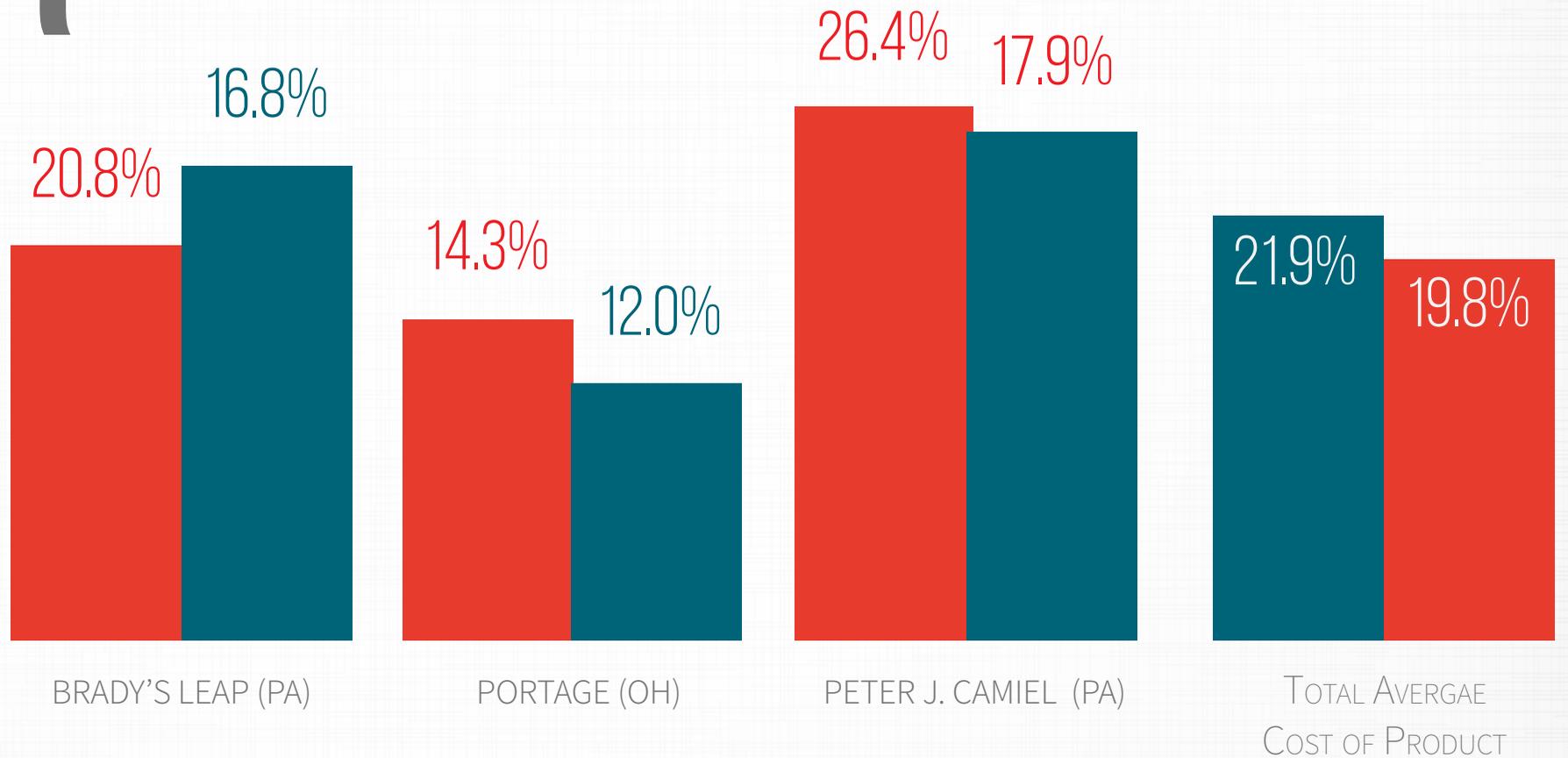
PZA
CRUST
PZA
PIZZA • MEXICAN • SALAD

CHARLIE

DIRECT LABOR

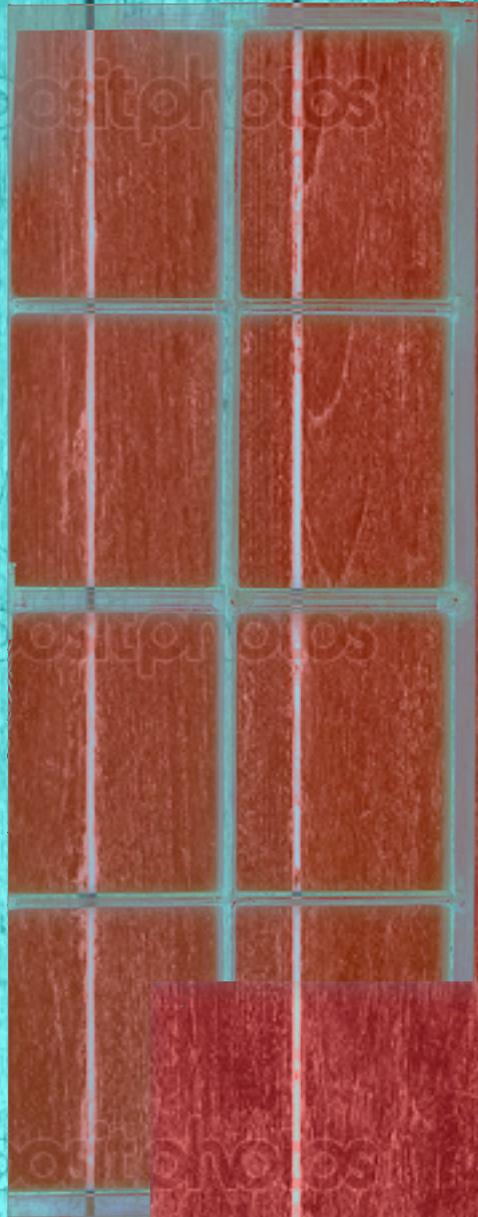


DIRECT LABOR IS RUNNING AT IT'S LOWEST THRESHOLD FOR LABOR. AS REVENUE AND TRANSACTIONS CONTINUE TO GROW THE DIRECT LABOR COST WILL CONTINUE TO DECREASE AND THE SALES PER LABOR HOUR WILL BEGIN TO CLIMB.



DIRECT LABOR

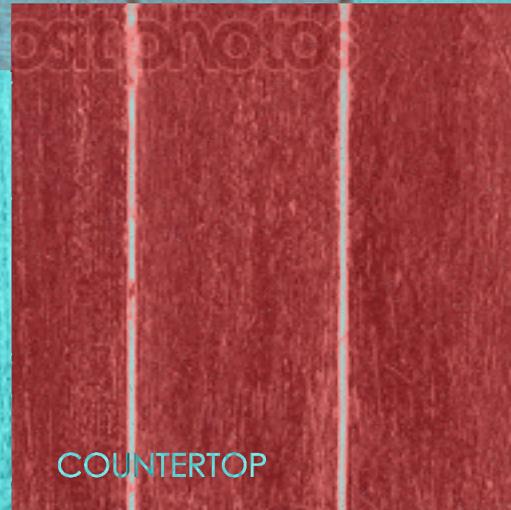
STEEL WINDOW SNEEZE GUARD



PENDANT

PZA FRAMES ALL OF THIS GOURMET GOODNESS IN A CLEAN MODERN AMBIANCE WITH CLASSIC RUSTIC HIGHLIGHTS. RECLAIMED WOOD. INDUSTRIAL PENDANT LIGHTING. PANED WAREHOUSE WINDOW ACCENTS. GLISTENING TILE.

RUSTIC WOOD FACE AT SOFFIT



COUNTERTOP

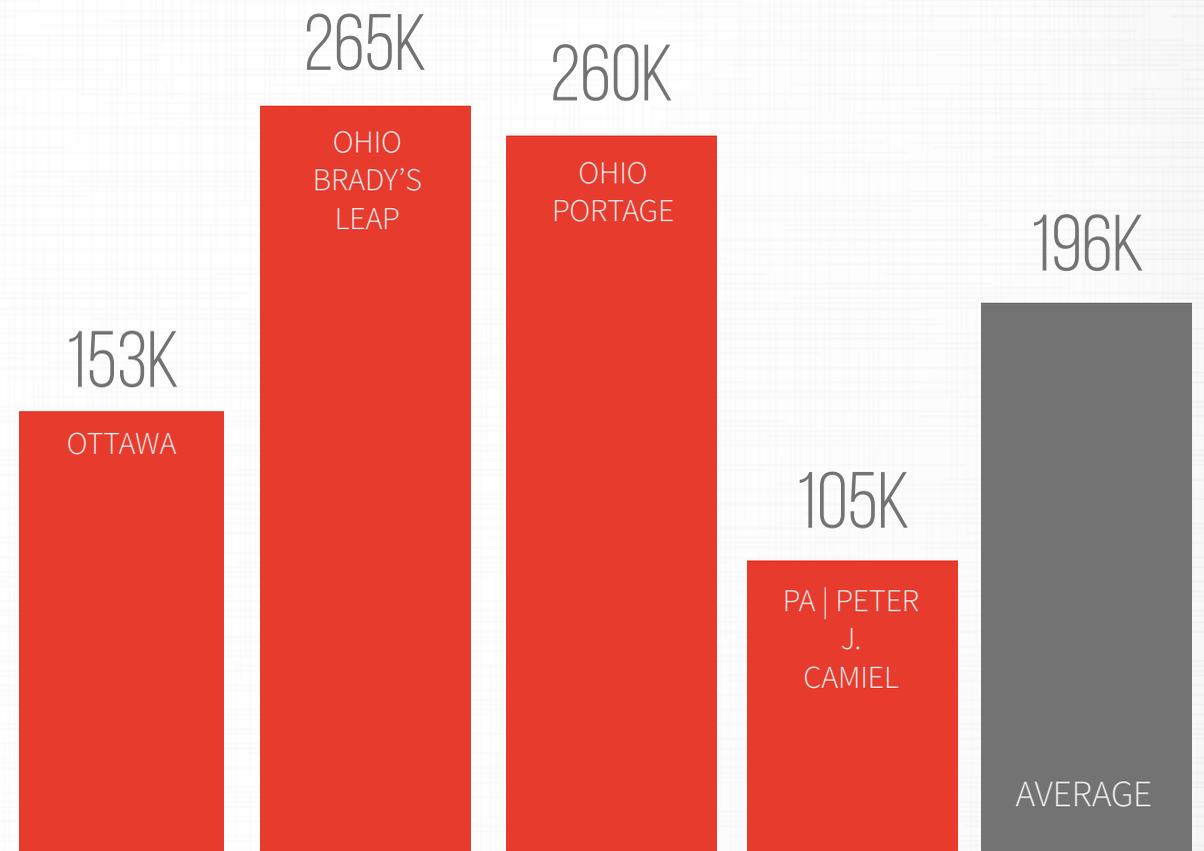


SUBWAY TILE AT KITCHEN

BLACKENED STEEL FACE AT COUNTER

CAPEX

PETER J CAMEIL WAS THE ONLY LOCATION THAT WAS A COMPLETE NEW BUILD AS THE OTHER LOCATIONS WERE RETRO FITS. BOTH PORTAGE AND BRADY'S LEAP NEEDED ADDITIONAL WORK INCLUDING BASE BUILDING MODIFICATIONS.



CAPEX



PZA
PIZZA + MEATBALL + SALAD

