



CRUST™

**THE FLAVOUR-FIRST
WAY TO FRANCHISE.**

FRANCHISE BRAND BOOK

**SUCCESS.
MADE.
SIMPLE.**

NOW THAT'S **CRUST-WORTHY**



SUCCESS

IS BAKED INTO OUR PURPOSE.



At Crust Gourmet Pizza, we believe life's too short for junk pizza.

We are unashamedly pizza-passionate and are dedicated to lovingly creating the most flavourful range of gourmet pizzas from the crust up. We believe the pizza base is the basis for next level pizza. And your next-level business.

Our purpose is all about making our customers crave and savour unique flavour, feeling good about their decision to choose us over 'big pizza'.

And it all started cooking in 2001.

The first Crust store opened in Annandale, Sydney, with the vision to serve restaurant quality pizzas. The locals fell in love with Crust pizzas for their premium quality and creative flavour combinations that gave them more delicious for their dollar.

Today, over 130* Crust Gourmet Pizza Bars use our menu as their secret weapon. Our pizza makers rely on instinct, authentically topping our pizzas by hand, rather than to a strict formula. From the dough made fresh in store to the many ingredients that we lovingly cook in house, every detail ensures our pizzas are deliciously unique.

We lead the way in menu innovation, delighting our 'customers' with many first-to-market offerings, including Low Carb bases, Vegan options, and a boutique style that delivers a premium, localised experience.

*Current as at 4th July 2024



WHY TRUST OUR MODEL FOR **SUCCESS?**

Every successful business has something that makes it unique — its Unique Selling Point, or USP.

At Crust, we've been building on our success recipe for over 23 years. It's as simple as elevating people's pizza expectations above 'big pizza's' low-quality status quo, to Crust's properly delicious, pizza-passionate goodness — serving the most flavourful range of gourmet pizzas from the crust up.

It's all boxed up for you within a franchise system you won't find anywhere else.

As a Franchise Partner, you'll have marketing and promotions, training and shared values all layered up for you — so all you have to do is deliver a truly local, high quality, crust-worthy experience to your customers.

**GOURMET
PIZZA**

**HIGH
QUALITY**

**PIZZA
PASSIONATE**



OUR CUSTOMERS — THE KEY TO OUR **SUCCESS.**

Not only do we know our customers locally, we have lots of helpful data* about them to help us perform nationally.

- 50% are male, 50% female.
- The majority are aged between 25 and 49 years old.
- 75% live in capital cities.

These statistics are useful, but they don't tell us much about what drives our customers, and why they love Crust Pizza.

Qualitative research showed us the key behaviour traits that unite them. We discovered Crust Pizza buyers are people who work hard, and like to enjoy the fruits of their labour. Reward is taken in the form of time spent socialising with friends or family.

They are the people who 'choose to choose better'.



*Data as per December 2023.

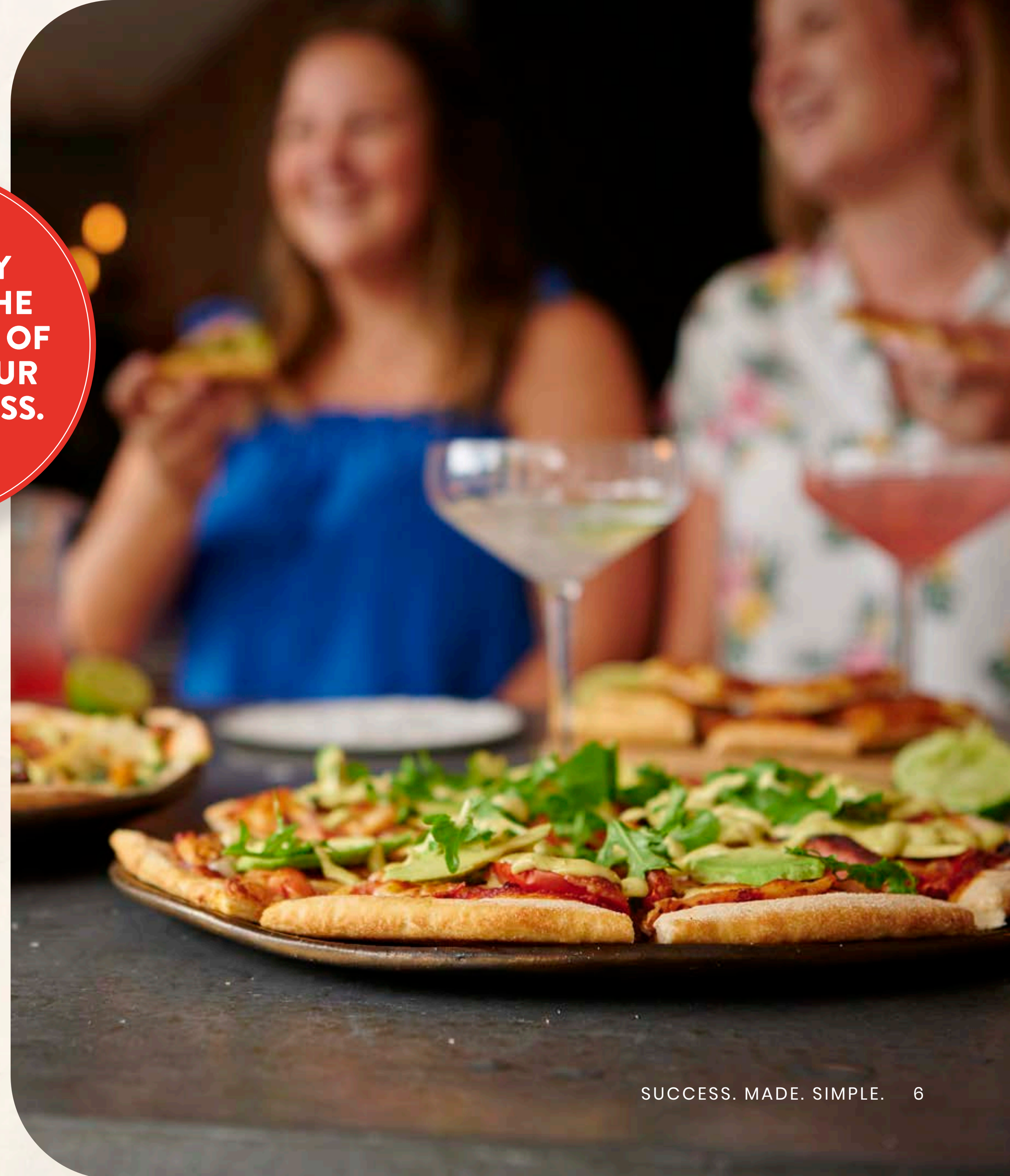
SUCCESS. MADE. SIMPLE. 5

MADE WITH THE RIGHT INGREDIENTS FOR A SUPER-SUPREME LIFESTYLE.

Owning your own business means you have flexibility to meet the needs of your family or pursue a more varied social life and interests, and live a life with more flavour.

Our Franchise Partners get to enjoy sports and hobbies they love. Being a Crust owner also means you can recruit staff to fit in around the hours you want to devote to your business. To cut through the crust, it means you can make time for other things in life you're passionate about.

**FLEXIBILITY
IS ONE OF THE
GREAT PERKS OF
OWNING YOUR
OWN BUSINESS.**



MADE FOR THE CRUST-WORTHY.

We're very serious about choosing the right people to build our brand because, if they're not crust-worthy, we won't be either. If you have the passion, determination and courage needed to run a successful business, we'd love to hear from you.

Crust Gourmet Pizza is looking for people who are...

- Pizza-passionate and entrepreneurial.
- Hungry for success.
- Approachable and awesome to work with.
- Keen to build an engaged, local Crust community.
- Willing to take advice and direction to achieve the Crust vision.
- Business minded, with great people skills and financial acumen.
- Willing to commit fully to a new business venture.
- Proud to actively promote and market their store locally.
- Willing to devote the necessary time and effort.
- Financially secure.

Does this sound like you?



MADE ACHIEVABLE — WHAT IT TAKES TO EARN A CRUST.



EXAMPLE SET-UP COSTS

To the right is a summary of estimated costs for a new store — it is a guide only and therefore does not include all prepayments and establishment costs which may be payable.**

(Not all stores are alike and additional fees and charges may be applicable.)



Initial Franchise Fee	\$50,000 + GST (reduced to \$30,000 + GST for FY 2026).*
Build and Equipment	\$350,000 – \$650,000 + GST
Working Capital	\$20,000 – \$50,000 + GST
Recurring fees:	
Franchise service fee (weekly)	6.5% total gross revenue or \$350 whichever is greater
Marketing fee (weekly)	4% total gross revenue or \$250 whichever is greater

*This offer is limited to new applicants who satisfy the Franchisor as to their suitability via the Franchisor’s standard approval process and who enter into a Franchise Agreement in accordance with the Franchisor’s requirement. Full terms and condition of the benefits offered will be set out in the Franchisor’s conditional approval letter and the Franchise Agreement to be entered into by the Franchisor and any conditionally approved new applicant

**For further information on the prepayments, establishment costs and other payments to expect, please refer to the Franchisor’s Disclosure Document.

MADE TO CREATE THE CRAVE.

MARKETING INITIATIVES.

Our obsession with quality and a mouth-watering menu can only get you so far. To support your pizzapreneurship, we provide a range of crave-activated marketing initiatives.

These may include:

- Radio advertising
- Cinema advertising
- Digital catch-up TV advertising
- Social media advertising
- Billboard advertising
- Search Engine Marketing & Optimisation
- Printed menu distribution
- Digital media
- Hybrid Mobile App
- Crust website (with online ordering enabled)
- Local Area Marketing support
- Loyalty Program

Our marketing will keep you top-of-mind with your crustomers and continue to feed the pipeline with new converts who appreciate next level pizza.



FINDING YOUR TERRITORY, **MADE** EASY.

TERRITORY ANALYSIS

Thanks to our national data, and years of crust-worthy experience, we can pin-point the best locations for you to layer up the love. As a new Franchise Partner, we will map out a geographic territory for you to occupy, taking key criteria into account, including:

- 

POPULATION
- 

HOUSEHOLDS
- 

INCOME
- 

AGE
- 

OCCUPATION
- 

DRIVE TIME
- 

MENU DISTRIBUTION
OPPORTUNITIES
- 

COMPETITOR
ACTIVITY



A SITE THAT'S **MADE** FOR YOU

SELECTION CRITERIA

Our analysis goes deeper, to base level, as we help determine the perfect location for your new Crust Gourmet Pizza Bar, based on our tried-and-true selection process:

- Opposite/near pub/bars
- Close to supermarket / shopping hub
- Footpath trading availability
- Traffic congestion
- Area demographics
- Signage prominence
- Rent
- High-density living areas
- New development forecast
- Lease terms
- Customer accessibility
- Exposure (general)
- 4.5m+ frontage
- Non-heritage-listed
- Food premises existing/approved
- 3-phase power
- Grease trap
- Pedestrian and on-road traffic flow
- Parking availability
- Rear access
- Close to bus/tram/train stop.



**WE HELP
DETERMINE
THE PERFECT
LOCATION
FOR YOU**



SUCCESS. MADE. SIMPLE. 11

MADE EASIER TO RUN, WITH ONGOING SUPPORT

Life's too short for junk pizza, and a new business is too hectic to go it alone. That's why we provide you with support, tailor-made to ensure you have what you need to create pizza-passionate goodness. The objectives of our support are to maintain:

- Structured, regular communication
- A strong relationship between Crust Brand & Franchise Partners
- Maximised Franchise Partner performance
- Compliance with the Crust Gourmet Pizza Bar franchise system
- Regular field visits
- Product / sales mix performance
- Marketing and promotion
- Supply and purchasing
- Staff recruitment and training
- Food preparation, safety and handling
- Customer service standards
- Financial performance and business planning
- Additional and ongoing training
- Assistance with Local Area Marketing/brand awareness activities.

We've got your back!





MADE EFFICIENT, WITH E-COMMERCE & POS SUPPORT

The challenges of installing and implementing a Point of Sale system, connected to your highly professional web presence, and optimised to facilitate continuous improvement, are made easy within the Crust franchise system. These are some of the features of your online operation that make it a super-efficient set-up from the get-go.



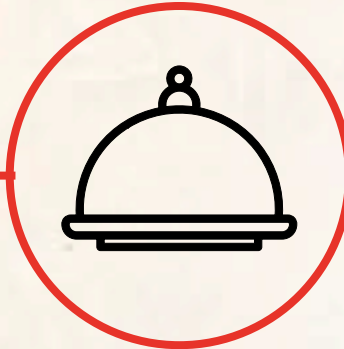
Website and Hybrid App, integrated with POS system, to facilitate customer online ordering



Option to integrate Third Party Aggregators with POS System



eCommerce Development Roadmap for continuous improvement



Bespoke online ordering for catering



Cloud-Based reporting for ease of access



Daily, Weekly and Monthly reports



Lead-time management



Easy set-up and training

SIMPLE **STEPS TO SUCCESS**

FIRE UP THE APPLICATION PROCESS



SIMPLE ANSWERS

TO FREQUENTLY ASKED QUESTIONS.

Can I own more than one Crust Gourmet Pizza Bar?

Yes. Many of our Franchise Partners are multi-site operators. This is a great indicator that there is a strong degree of satisfaction among our Franchise Partners.

What operational support will Crust give me?

The network of Crust stores are supported by a field operation team and a comprehensive training platform. All new Franchise Partners undergo five weeks training. Additional support includes marketing and advertising assistance and new product development. Our people are always available for queries and questions that need to be answered via email, telephone and after-hours emergency numbers.

Does Crust have a strong Marketing Program?

Every Franchise Partner contributes to a marketing fund that is used to run crave-activated programs and campaigns that appear on radio, in direct mail, outdoor and digital advertising to branded pop-up stores at local events and more.

Do I have to personally manage my pizzeria?

Yes. We are an owner/operator franchise system. At least one partner has to maintain a 50-percent ownership in the operating company and must be involved full-time in day-to-day operations.

What kind of experience would make me a qualified applicant?

Applicants who have managed people in the restaurant industry or the pizza delivery business are especially well prepared for the work required. Retail managers, or those who have retail business experience, also have very useful skills. While such experience is helpful, it is not a requirement. Most people in the restaurant business today came from totally unrelated fields without any intention of owning a restaurant. Our extensive training program, and the ongoing guidance from our management team, prepares you adequately to manage and operate your own pizzeria.

How much can a Crust Gourmet Pizza Bar earn?

The amount of money you may earn depends on many factors, including how well you manage your pizzeria and control variable costs, local marketing and advertising, the cost of your investment and other unique circumstances. As a new Franchise Partner, it is important to have realistic expectations about the initial income you'll be earning and to keep in mind that a gradual process of commitment and effort achieves ongoing success.

How long does it take to open a Crust Gourmet Pizza Bar?

On average, it will take 12-19 weeks from the time you sign the Franchise Agreement to the time you open your crust-worthy doors. Your actual opening timeframe will depend on your individual circumstances such as the lease requirements, site characteristics and construction timelines.

The background of the entire slide is a dark, low-key photograph of a pizza shop. In the upper half, four staff members (three men and one woman) are smiling at the camera. In the lower half, there are shelves filled with various pizza toppings in containers.

CRUST™

GET A PIZZA THE CRUST ACTION TODAY

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FRANCHISING SUCCESS, MADE SIMPLE.