

BRIXX

WOOD FIRED PIZZA
+ CRAFT BAR

FRANCHISE LOOK BOOK



UNITED BY *FIRE*

YEAR FOUNDED
1998

INITIAL FRANCHISE FEE
\$40,000 lump sum

HOME OFFICE LOCATION
Charlotte, NC

TOTAL UNITS
20 (NC, SC, TN, VA,)

**STRONG LUNCH, DINNER
AND EVENING DAY PARTS**
With proven late night dining/
bar business 7 nights a week

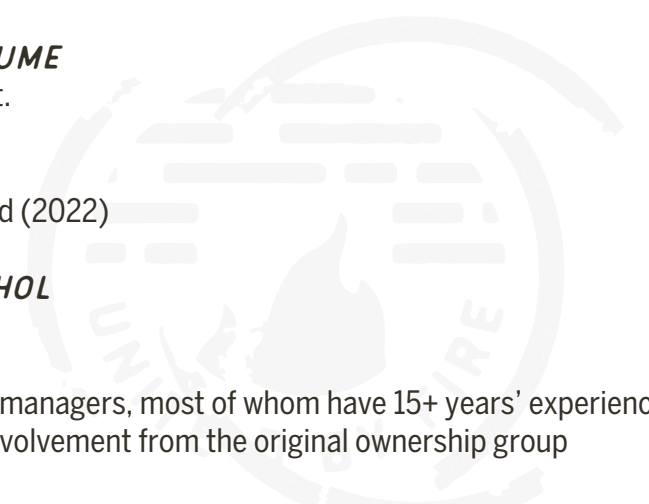
AVERAGE START-UP COSTS
\$940,000 to \$1,500,000

AVERAGE UNIT VOLUME
\$2 million at 3,500 sq. ft.

COMPANY AVERAGE
26.8% cost of goods sold (2022)

SALES FROM ALCOHOL
20%

A core group of training managers, most of whom have 15+ years' experience with Brixx and regular involvement from the original ownership group





THE *SPARK* THAT BRINGS US TOGETHER

WHAT IS BRIXX ALL ABOUT

The idea for Brixx was born on a ski slope in Aspen. Managing partner Eric Horsley was inspired to create a full-service brick oven pizza concept that applied fine dining techniques to casual comfort food accompanied by amazing craft beer, a collection of wines by the glass and warm, welcoming service.

The Brixx menu is simple and fun, finding innovative and tasty ways to use a small pool of ingredients, allowing for tight inventory control and quick food preparation times.

GREEN POWER AND FRESH INGREDIENTS

Our handcrafted meals use the highest quality ingredients and our core items - dough, focaccia bread, salad dressings, mozzarella cheese - are made in house daily. Brick oven pizza is the foundation of our menu, but we made our mark by accompanying amazing pizzas with fresh salads and pastas. We offer tasty vegetarian, vegan and gluten-free options. And, kids beg their parents to take them to Brixx.

CRAFT BEER AND WINES BY THE GLASS + SPECIALTY COCKTAILS

With a collection of national craft beer, imports and on-trend local and regional brews, our dynamic beer lists keep guests coming in to see what's new and cool on the menu. Together with an impressive array of well-chosen affordable wines by the glass and specialty cocktails, Brixx drives a lively late night business.



WHAT MAKES A GREAT *BRIX* LOCATION?

High visibility end cap or free-standing location

3,000 – 4,000 sq. ft. space

Frontage – Minimum of 40 ft

Patio seating for 40 to 50 guests

Minimum of 60 parking spaces with clear sightlines to the restaurants

CO-TENANCY:

Lifestyle type centers with anchor tenants like multiplex movie theater, Target, Best Buy, REI, upscale grocery stores

Fashion tenants like Banana Republic, Victoria's Secret, Talbot's, Ann Taylor, J. Crew, Coldwater Creek, Jos. A. Bank

Full-service restaurants like P.F. Chang's, Firebird's, Brick Tops, The Palm, Ruth Chris Steakhouse, True Food Kitchen

Quick casual restaurants such as Zoe's Kitchen, Jenny's Ice Cream, Five Guys, Starbucks, Panera Bread



ABOUT OUR *TRAINING*



WHAT'S OUR PHILOSOPHY?

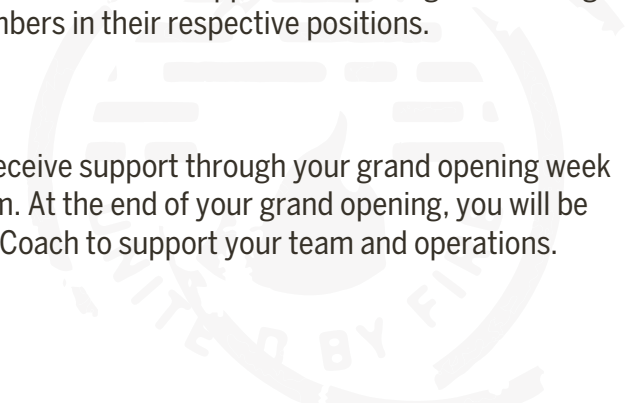
We know that when people have the knowledge and confidence about what they are doing, they produce great results! This is why as a Brixx's Franchise Partner; you and your team will receive world class training on Brixx's operational standards, how to prepare high quality food safely and effectively, using cost controls, responsible service of alcohol, how to hire and retain talent, successfully roll out marketing campaigns, and so much more. The Training Department will also provide continued support through comprehensive and up to date manuals, learning and continued development programs on Brixx's Online Learning, and on-site support.

PRE-OPENING

Our training team will fully train each franchise partner and member of the management team for 5 weeks at one of our Certified Training Units. This is hands-on training in all aspects of restaurant operations. One week prior to the grand opening of your restaurant, Brixx will provide a certified training team to assist and support the opening and training of new hourly team members in their respective positions.

POST-OPENING

You will continue to receive support through your grand opening week from the training team. At the end of your grand opening, you will be assigned a Franchise Coach to support your team and operations.



WHERE IS *BRIXX*?

NORTH CAROLINA

Asheville
Burlington
Cary (2)
Chapel Hill
Charlotte (3)
Huntersville
Greensboro
Raleigh (2)
Southern Pines
Wilmington
Winston-Salem

SOUTH CAROLINA

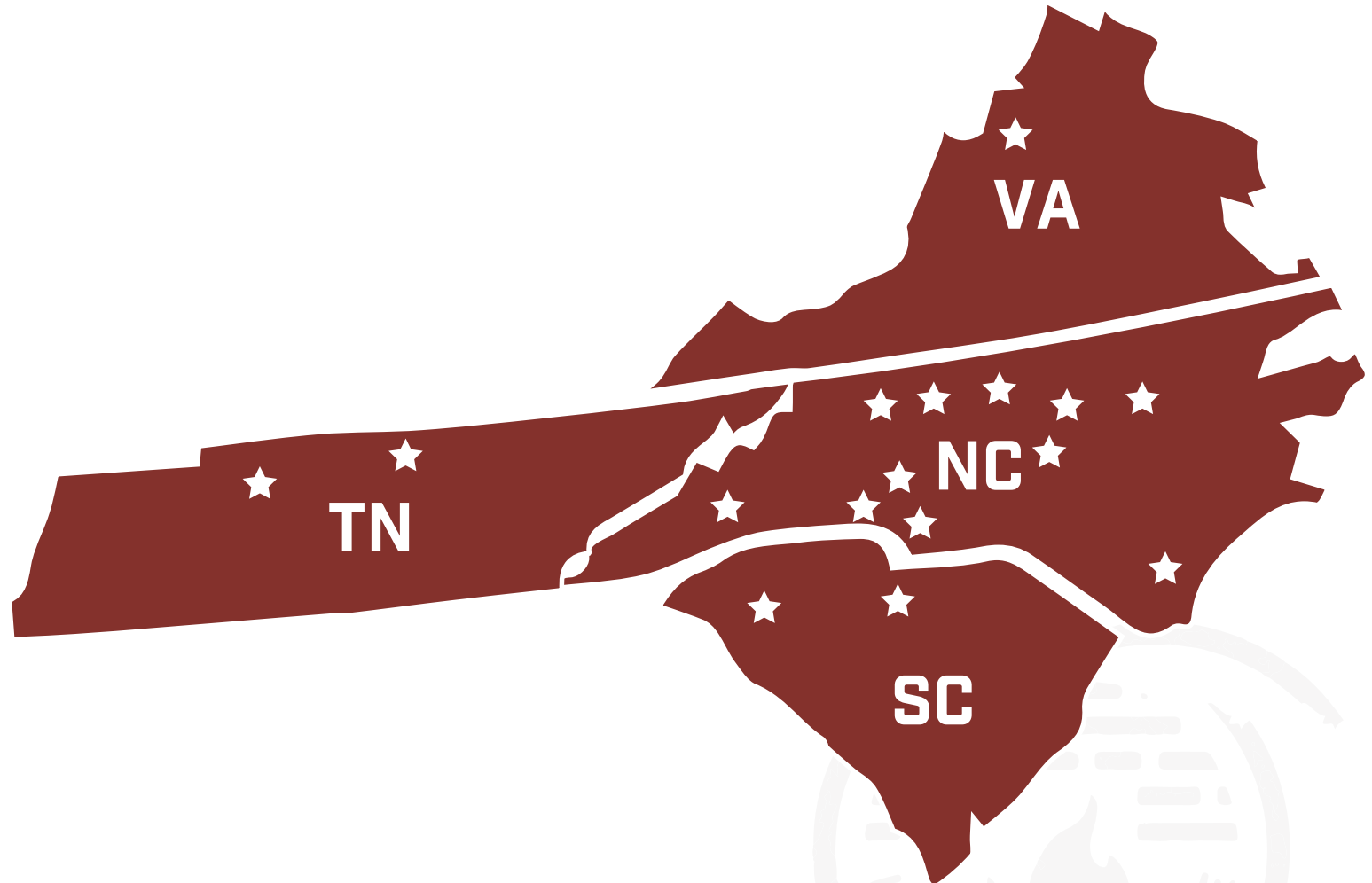
Greenville
Fort Mill


TENNESSEE

Franklin
Hendersonville

VIRGINIA

Woodbridge



 We are looking to expand all over the southeastern portion of the U.S., including Texas.

BRIXX *AWARDS*



KEYS TO KEEPING IT HOT AT **BRIXX**

EMPOWER YOUR STAFF

Eliminate “Let me ask my manager.”
All Brixx staff members can make sure
guests always feel at home and happy

GET INVOLVED

Be an active citizen in the life of the
neighborhood around Brixx - organizations,
charities, churches and schools

USE FRESH INGREDIENTS

Fresh dough, excellent cheese, prime
toppings, local greens - the quality always
comes first

GO LOCAL

Amazing microbreweries are popping up
everywhere. They help keep our beer lists
hip, current and profitable

NEVER STOP TRAINING

We are with you every step of the way with
materials, videos, meetings and evaluations
to make sure we're at the top of our game

STEP INTO OUR KITCHEN

HERE'S WHAT WE BELIEVE IN

Our signature brick ovens use locally sourced wood to enhance the natural flavors of our fresh ingredients, giving our pizza that smoky wood fired flavor we all know and love.

We make the foundation of our menu in-house from scratch every morning - including our house-made dough. The fresh mozzarella we use is hand-pulled and our herbs are hand-picked.

Our wood fired wings are above the competition. Marinated for 24 hours in rosemary and garlic, then roasted - never fried - in our oven.

We believe everyone deserves to go out for delicious food and drinks – regardless of dietary differences. That's why we're proud to offer plenty of vegan, vegetarian and gluten-free options at all of our locations.

With a cultivated list of 24 craft beers on tap + 14 wines by the glass, we encourage all guests to relax and reconnect with family, friends and community around life's everyday moments.



THE *TEAM* THAT BRINGS US TOGETHER



ERIC HORSLEY
FOUNDING PARTNER



BARBARA MORGAN
FOUNDING PARTNER



JEFF VAN DYKE
FOUNDING PARTNER



SCOTT ISAACS
PRESIDENT



RICHARD SHINAULT
VICE PRESIDENT CULINARY
& PURCHASING.



WILL SCHWORER
DIRECTOR OF OPERATIONS



DOUG STEVENS
DIRECTOR OF OPERATIONS



ROCKY TRADD
VICE PRESIDENT OF SALES
AND DEVELOPMENT



JEFFERY REAVIS
DIRECTOR OF TRAINING



MARK HONEYCUTT
DIRECTOR OF
BUSINESS OPERATIONS



SHARON LOFTIN
DIRECTOR OF PAYROLL
& ACCOUNTING



YOSHI TOCHIKI
DIRECTOR OF MARKETING



GRANT YOUNGBLOOD
BACK OF HOUSE
SENIOR TRAINER



BILL EDWARDS
VICE PRESIDENT OF
FINANCE



MEREDITH BROWN
HUMAN RESOURCE
BUSINESS PARTNER



BRUSCHETTA

Our Bruschetta (1) is House-made mozzarella made from our scratch kitchen every day. **Brixx Stixx** (2) is made of garlic + parmesan, served with marinara. **Baked Spinach Dip** (3) creamy baked dip with artichokes.



JUMBO CHICKEN WINGS

Peach Bourbon (4) is both savory and sweet with a hint of smoke. **Honey Habanero** (5) is honey blended with habanero peppers and other spices to create a sweet and fiery combo.



FOR STARTERS

1



2



WOOD FIRED PIZZAS

For our **Margherita (1)**, we only use house-made mozzarella. **The Bronx Bomber (2)** uses our signature spicy italian sausage and has been a fan favorite for over 25 years. **The Wild Mushroom (3)** not only looks pretty, it's a hit with the vegan crowd! **The Lunch Special (4)** has any pizzezza from our menu + a brix or caesar salad.

4



3



WOOD FIRED PIZZAS
CAREFULLY CRAFTED ON HAND-STRETCHED DOUGH
MADE IN-HOUSE USING CAPUTO 00 FLOUR



PASTAS

The **Roasted Chicken Penne (1)** is a house favorite for over 25 years, using our in-house gorgonzola cream sauce. Our **Shrimp Scampi (2)**, **Kids' Pasta (3)**, **Mac + Cheese (4)** and **Pasta Pomodoro (5)** are four of our new additions.



SALADS

Our **Southwestern Chicken Salad (6)** is tossed with gouda, diced tomatoes, black bean corn salsa and creamy chili pepper dressing. **Italian Wood Roasted Chicken (7)** is layered with wood-roasted chicken, burrata and artichoke hearts and is one of our new additions.

PASTA + SALADS



COCKTAILS

Our **Mojitos** (1) are made with the freshest fruit and ingredients. Other cocktails include Peach Dream (2) Smoked Old Fashioned (3) Monte Mule (4) Rosemary's Summer (5)



DESSERTS

The **S'Mores Dessert Pizza** (6) melts your heart with dark chocolate and toasted marshmallows. Meanwhile **The Chocolate Chunk Cookie Pie** (7) is overflowing with chocolate morsels.



REFRESHING + SWEET

OUR *PARTNERS*

ADENTRO

Allows us to measure the effectiveness of our online marketing with the Walk-Through Rate. By understanding the bottom-line impact of their marketing, they can make smarter decisions and run more successful businesses.

Restaurant365

Accounting, bookkeeping, and budgeting software for restaurants.



Our Shirt partner. They handle all of our employees polos, shirts and hats. You can order everything from their store portal.



Our print partner. They handle all POP materials and our store portal.



Thanx helps businesses embrace digital purchasing, capture greater customer data, and take action on that information to personalize guest engagement.



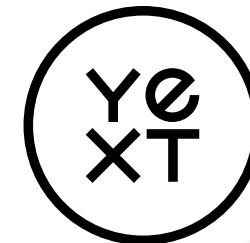
Manage orders, sales, and payments all in one place with powerful cloud-based software, transparent payment processing, and restaurant-grade hardware. Payroll for restaurants - Hire, onboard, pay, and retain restaurant workers.



Used for cocktail, wine and beer creation at our stores. For guest facing: Untappd shows you popular bars and venues nearby and what's on tap.



A leading food service distributor, partnering with approximately 300,000 restaurants and food service operators to help their businesses succeed. They offer innovative food offerings and a comprehensive suite of e-commerce, technology, and business solutions.



Collects and organizes content into headless CMS, Yext Content, then leverages a complementary set of products — including Listings, Pages, Reviews, and Search — to deliver relevant, actionable answers wherever customers, employees, and partners look for information.

WE'RE *MOBILE*

This mobile app is user friendly, convenient for customers, and a revenue generator for our stores. Customers can order and pay ahead of time and simply pick up their food at the counter.



Customers can find the nearest location, order from our menu, check the rewards, see their order history and rate their experience.



Customers can order for pickup, dine-in, or have the food delivered.



Our Brixx Rewards within the mobile app accumulates points from purchases that can be used to receive free food items.



OUR MOBILE APP
IS POWERED BY **Thanx** 

**GET A SLICE
OF THE *PIE***



PLEASE **CONTACT**

ROCKY TRADD

VICE PRESIDENT of SALES and
DEVELOPMENT for more information

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Charlotte, NC 28204

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+ CRAFT BAR**

BRIXXPIZZA.COM/FRANCHISING

New South Pizza®, Brixx Franchise Systems