



The Award Winning Restaurant.

THE CONCEPT

Boombozz Famous Pizza is ushering in a fresh era of colorful decor, today's music, cold craft beer, unique wines and a terrific selection of award winning pizza, that serves up the entire customer experience. Boombozz is a highly marketable, original brand concept that attracts great employees and brings in loyal and fanatical customers.

Step into Boombozz and you are greeted with a delicious selection of mouth-watering ingredients that allows you to build your own pizza or choose from our founders award-winning creations. A fresh and energetic look captivates the senses with the design, sound, lighting and ambiance. Designed to be efficient and to maximize profit potential, Boombozz offers a unique and exciting experience that the customers will remember and talk about.



PIZZA
BOOMBOZZ
TAPHOUSE[®]

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THE MENU

Customers come first. With the simple but creative menu, customers are limited only by their own imaginations. The Boombozz matrix of choices gives them the ultimate freedom of choice. We are obsessed with the art of making the perfect pizza by sourcing and preparing the finest toppings available. We start with hand-crafted dough with a hint of olive oil. Our signature pizza sauce is made with tomatoes that are rushed from the field and fresh-packed within six hours, never from concentrate. We smother our pizzas with only 100% cheese that is selected from the finest cheese makers. Farm fresh toppings and fresh cut vegetables finish our picturesque pies. In addition to awesome pizzas, popular menu options include: Asigo cheese stix, addicting Cheese Fritters, golden-baked focaccia sandwiches, tasty and flavorful pastas and crisp freshly made salads.





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THE PRESS

Boombozz has been featured in prominent major publications including BusinessWeek, Pizza Today, Restaurant Hospitality, Southwest Airlines and Courier Journal among others. Most recently, Fast Casual magazine ranked our concept 16th out of 100 of the "Top Movers & Shakers" in America placing higher than nationally recognized California Pizza Kitchen, and Pizza Today Magazine named Boombozz on their list of "Top 100 Pizzerias" in America.

"...The city's best pizza."

Louisville Magazine

"...it's Pizzatopia!"

The LEO

★★★★★

*"...the Perfect Veggie
Pizza. It Rocks!"*

Yahoo Traveler





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THE AWARDS

No other pizza restaurant in America has won the title of "Best Pizza in America" twice! That is except for Boombozz. We did it at the International Pizza Championships.

We've also won Best Pizza in Louisville, Best Menu, 2008 Operator of the Year, American Pizza Championships and the World Pizza Championship in Naples, Italy.





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THE MARKET

*The premium pizza category is a billion dollar segment and with our menu and awards, we're set to capitalize on it. Our aim is to own this category and to be the market leader and innovator.

***Boombozz provides an environment that drives repeat customers *The franchise is appealing to landlords due to an attractive, high income demographic.**

THE OPPORTUNITY

Boombozz offers several revenue streams. Franchisees are able to capitalize on lunch, dinner, catering, afternoon hangout, private parties, weekends and late night dining. Beer and wine sales also increase the average ticket. It appeals to adults, teens, kids and baby boomers. Boombozz has a high unit volume potential.

THE OPERATION

*Proprietary operating systems.

*POS system that helps you manage your business efficiently to maximize profits.

*Training to achieve consistent operations is provided based on years of proven success.

*Ongoing support to continue to maximize the operation.

HOURS: Boombozz stores are generally open: Monday-Thursday 11am-1AM, Friday-Saturday 11AM-2AM, Sunday 11AM-Midnight, Hours vary depending on location.



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GETTING STARTED

TBB America LLC is offering individual or Area Development Agreements to qualified individuals to develop and operate restaurants within a defined territory. Our Franchise Agreement has an initial term of 10 years and is renewable. The initial fee is \$30,000 for each restaurant; the royalty is 5% of Gross Sales.

WE SUPPORT YOU!

Our team provides assistance with site selection, lease negotiation, construction, store opening, marketing and ongoing support to ensure your success.

Q&A

What qualifications Does Boombozz seek in its Potential Franchisee?

The following qualification, among others, are essential to be considered as a franchisee for Boombozz:

- *have a proven track record of developing or operating a retail system*
- *Have an infrastructure dedicated to the development of our brand.*
- *have local knowledge and expertise in the areas of consumer preferences, real estate and government regulations, labor and distribution issues*
- *have access to adequate capital*
- *Philosophically aligned*





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Q&A cont.

What Will My Return on Investment Be?

Profitability will vary considerably depending on sales, location traffic and operating costs, financing terms, your ability to manage and control the costs of operating your business, among other factors.

What Is The Availability Of Sites In My Area?

The availability of sales in specific areas will be discussed during your initial interview. However, Boombozz cannot predict which locations will be available when requirement process is complete.

What Are Boombozz Royalty and Advertising Fees?

Our franchise fee is \$30,000, our continuing royalty fee is 5% of gross sales. Advertising fees are 2% of gross sales that you spend to promote your restaurant.

THE CRITERIA

Site Criteria

Size 4000-5000 SF preferably an end cap or corner location with a minimum "40 frontage. Parking 10 cars per 1000 SF plus two 15 minute spaces for take-out. patio 500 SF exclusive patio access, pair of front entry doors, patio exit door, and rear delivery door, HVAC 1 ton per 150 SF. Grease interceptor as per local code. Other criteria dependent on location.

Demographic Criteria

Population: Two mile radius of 40,000 residential population plus 15,000 daytime population. Median HH income of a minimum of \$50,000. Traffic minimum 20,000 ADT with a direct view to location.



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THE CRITERIA **cont.**

Location Criteria

Restaurants will be located primarily in lifestyle centers or multi-purpose developments that combine residential, commercial, retail and office use with high traffic and good visibility. Proximity to regional malls, entertainment centers and major employment bases are essential. Centers should be located on major roadways with the highest traffic counts possible. Easy accessibility to the center along with good visibility to the street is important.

Your Initial Investment:

Initial franchise Fee	Low	High
Initial Franchise Fee	30,000	30,000
Travel & Living Expenses	5,000	8,000
Real Estate Improvements	365,000	525,000
Equipment	200,000	300,000
Furniture & Fixtures	60,000	90,000
Signage	25,000	30,000
Misc. Opening Costs	15,000	30,000
Opening Inventory	19,000	29,000
Advertising (3 months)	1,000	10,000
Funds for Initial 3 months	75,000	200,000 (additional funds need on hand)
POS Equip. and Software	25,000	50,000
TOTAL	820,000	1,302,000

We appreciate your interest in becoming a franchisee with Boombozz. In order to begin the process, you must visit us online to review our Franchise Criteria at www.boombozz.com.

If you meet the requirements, submit the online request for consideration and we will contact you to discuss our opportunity.