



Landlord Information Pack





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The information contained within this Franchise Prospectus is covered by both copyright and Intellectual Property laws. The information must be kept secret and confidential and must not be disclosed to anyone else or used by yourself for any purpose whatsoever save to enable you to consider whether or not to become a Pepe's Piri Piri franchisee.

The Home of Fresh Flame Grilled Chicken



Introduction



Pepe's has established itself as a leader in the Piri Piri market. We offer two concepts within our brand:

Pepe's
Fast Food
Restaurants



Pepes Grill
Casual Dining
Restaurants



Pepe's offer a range of healthy flame grilled chicken dishes in six tasty flavours as well as a range of other exciting products.

- Tasty, **healthy** Grilled Chicken



- In **six tasty flavours**



- Our **unique** recipe



- **Varied menu** to meet all tastes



- Exciting **complimentary products**



- **High quality** and **affordable**



The Home of Fresh Flame Grilled Chicken



Welcome to Pepe's



Pepe's is an exciting brand which offers great growth potential. We believe in our brand and want each and every customer to enjoy our food. It is our aim to develop our business by creating win-win relationships in a friendly, productive and supportive environment.

With Pepe's
It's a Win-Win
Relationship 

What is Pepe's Piri Piri?

"Piri-Piri" means "pepper-pepper" in Swahili. In Portugal it specifically refers to a very small chili pepper known for its bold flavour.

Christopher Columbus returned with Piri Piri seeds from his second voyage to the New World. These were spread by birds and farmers and soon the peppers flourished throughout all of Africa.

The Portuguese combined the Piri Piri chili with a variety of spices and lemon juice to create the distinctive flavour of Piri Piri sauce.

All about the Sauce!

Our deliciously zesty unique combination of fresh herbs and spices, blended with the bright flavour of lemon juice and simmered in the natural heat of the fiery Piri Piri peppers is a perfect accompaniment for our delectable Pepe's chicken.

Rumoured to possess aphrodisiacal qualities, the Piri Piri pepper can start more fires than just the one on your tongue!

This wonderfully bold pepper, rich in vitamins A and C, adds a unique, unforgettable flavour to Pepe's must-have sauce.

Exciting Opportunities

We are now looking for companies or individuals who are enthusiastic about great food and value customer service. To become a Pepe's franchisee you will need to prove you have the ability to access the necessary funds.

What We Offer You

When you join Pepe's you can enjoy a strong support network to assist your business' growth:

Strong belief in our brand 

High level of commitment to customer service 

Hands-on-support – your success is our success 

Proven management capabilities 

A team approach 

Strong marketing to help grow the business 

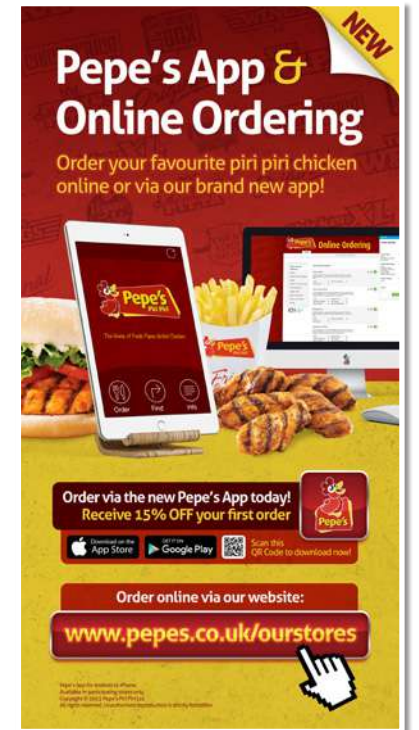
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An Established Brand



When you join the Pepe's family you join with the support of a very unique brand. Branding is an essential part of our overall business model and we have developed a wide range of branded items to help promote Pepe's.



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Our Concepts | Pepe's Fast Food Restaurants



Pepe's Fast Food restaurants offer our delicious menu in a QSR environment.



Pepe's Piri Piri									
Flame Grilled to perfection with 6 Tasty flavours to choose from: MANGO & LIME LEMON & HERB MILD HOT EXTRA HOT EXTREME									
PEPE'S GRILLED COLLECTION									
GRILLED PLATTER Chicken Breast in Fresh Tomato Piri £3.99	GRILLED XL Chicken Breast in a Soft Floured Bag £3.99	THE WRAP Tender Strips Wrapped in a Tortilla £3.99	BBQ QIZZLER Chicken Breast with Jalapeños and BBQ Sauce in a Soft Tomato £3.99	Classic 1/4 Piece of Pepe's Piri Piri Chicken £3.99	Pepe's Original Half Chicken £5.49	Pepe's Original Whole Chicken £8.99	Pepe's GOURMET Pepe's Gourmet Single Beef Burger £4.49	PSTAZZE Crispy Salad with Fresh Pesto & a Head of Cabb £2.79	CHICKEN SALAD Piri Piri Tender Strips with Ranch Salad £4.29
Chicken TACO Chicken Strips with Hot Salsa Sauce £4.29	CHICKEN STRIPS Tender Strips with Spicy Rice and Salsa Sauce in a Soft Tomato £4.29	Tender Strips 5 x Tender Strips of Piri Piri Chicken £3.99	WINGS 5 x Pepe's Original Piri Piri Chicken Wings £3.99	GOURMET Pepe's Gourmet Single Beef Burger £5.99	PLATTERS				
A MEAL With Fries, Drink & Dip +£1.50 • GO LARGE Only +50p					PEPE'S SIDES COLLECTION				
EXTRA'S					WINGS				
Hot Beans	99p	3 x Tender Strips	£2.29	3 x Pepe's Wings	£2.29	10 x Pepe's Wings	£11.99	20 x Pepe's Wings	£16.99
Bread	29p	Mozzarella Sticks	£1.99	Crispy Onion Rings	£1.49	10 x Spicy Rice	£15.99	20 x Spicy Rice	£22.99
Sauce	29p	Pepe's Wedgges	£1.99	Spicy Rice	£2.29	Pepe's Side Salad	£2.29	Regular Fries	£1.29
Hot Sauce	29p							Large Fries	£1.49



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Strong Marketing Support



Local & National Advertising

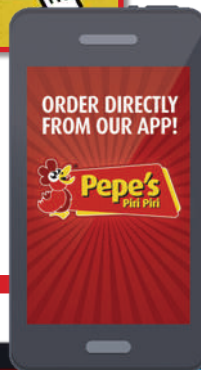
Pepe's frequently enlist the services of local and National advertisers to promote Pepe's stores to ensure there is a real buzz around both the opening of a new store and established stores.

These items include:

- NATIONAL PRESS ADVERTS
- BILLBOARD ADVERTISING
- TELEPHONE BOOTH ADS
- BUS-STOP BACKLITS
- LOCAL NEWSPAPER ADVERTS
- TELEVISION & CINEMA ADVERTS



New!
Online
Ordering!



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Pepe's Bottled Sauces & Piri Piri Salt

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Pepe's has developed its own unique range of Bottled Sauces and Piri Piri Salt so that customers can enjoy the great taste of Pepe's in their homes.



Introducing Pepe's new... **PIRI PIRI SAUCES**

**6 TASTY
FLAVOURS
TO TRY**

LEMON & HERB
MANGO & LIME
MILD
HOT
EXTRA HOT
EXTREME



Only
£2.99
each

Piri Piri **SALT**



Only
£1.99
each

**DELICIOUS BLEND
OF SALT & PIRI PIRI SPICES**

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Pepe's Stores | 1 Jan 2019

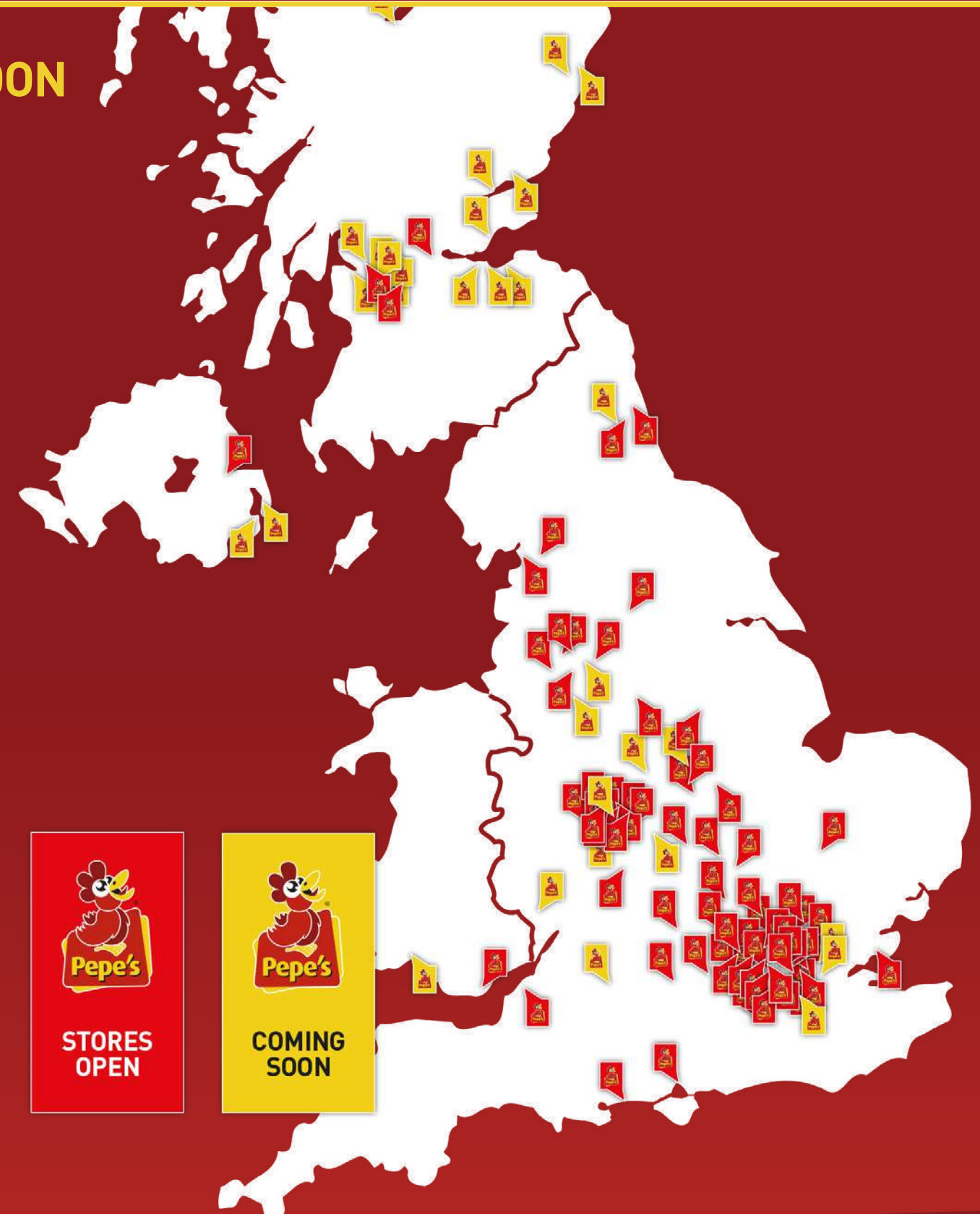


STORES OPEN

Bedford	Glasgow, Woodlands Rd	London, Walthamstow
Birmingham, Acocks Green	Glasgow, Woodlands Rd	London, Wood Green
Birmingham, Alum Rock Rd	Glasgow, Sauchiehall St	Luton
Birmingham, Bristol Rd	Gloucester	Manchester, Cheetham Hill
Birmingham, Corporation St	Harrow	Manchester, Wilmslow Rd
Birmingham, Coventry Rd	High Wycombe	Milton Keynes
Birmingham, Kings Heath	Kingston	Newcastle
Birmingham, Shirley	Leamington Spa	Nottingham
Birmingham, Smethwick	Leeds	Oldham
Birmingham, Soho Rd	Leicester, London Rd	Oxford
Birmingham, Sparkbrook	Leicester, Market St	Preston
Birmingham, Sparkhill	Lisburn, Northern Ireland	Redditch
Birmingham, Star City	London, Brick Lane	Rosyth
Birmingham, Sutton Coldfield	London, Ealing	Rugby
Blackburn	London, East Ham	Sheffield
Bolton	London, East Hounslow	Slough
Bournemouth, Old Christchurch Rd	London, Finchley	Southampton
Bournemouth, Wimborne Rd	London, Fulham	Southend
Bracknell	London, Greenford	Walsall
Bradford	London, Hayes	Watford, High Street
Bristol, Easton	London, Hendon	Watford, Whippendell Rd
Bristol, St Andrews	London, Holloway	Wembley
Burnt Oak	London, Kilburn	West Bromwich
Cambridge	London, Kingsbury	Whitley Bay
Cardiff	London, Leytonstone	Wolverhampton
Cheltenham	London, Northwood Hills	Worcester
Coventry	London, Palmers Green	
Derby	London, Rickmansworth	
Falkirk	London, Southall	
	London, Tooting	

COMING SOON

Aberdeen
Birmingham
Burton
Chorlton
Coventry
Croydon
Dudley
Dundee
Edinburgh
Gants Hill
Glasgow
Greenwich
Hamilton
Hereford
Inverness
Kenton
Livingston
Motherwell
Nottingham
Paisley
Perth
Reading
Rochdale
Swindon
Swansea



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Going Global

Pepe's have received an excellent response from the International market and have opened stores in Ireland and Pakistan, with sites being looked at in Morocco and the UAE.



As part of our International Expansion strategy we are registering the Pepe's trade mark in key countries.

UK	Saudi
Europe	UAE
Morocco	Pakistan
USA	India
Canada	China

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The Franchise Package



Pepe's Fast Food Restaurant Concept

Franchise Fit-Out Costs

The build and fit-out costs for a Pepe's Fast Food Restaurant starts from **£160,000 + VAT**

Franchise Licence Fee

The Franchise Licence Fee is **£12,500 + VAT** and provides the franchisee with:

- **15 YEAR RENEWABLE LICENCE TO OPERATE AS PEPE'S FRANCHISE**
- **A FULL FRANCHISEE TRAINING PROGRAMME**
- **A DETAILED OPERATIONS MANUAL SHOWING YOU HOW TO RUN A SUCCESSFUL PEPE'S FRANCHISE BUSINESS**

On-Going Fees

The monthly franchise fee is based on the number of chairs in your Restaurant and starts from **£1,407.11 + VAT**



Pepe's Casual Dining Restaurant Concept

Franchise Fit-Out Costs

The build and fit-out costs for a Pepe's Grill Casual Dining Restaurant starts from **£250,000 + VAT**

Franchise Licence Fee

The Franchise Licence Fee is **£12,500 + VAT** and provides the franchisee with:

- **15 YEAR RENEWABLE LICENCE TO OPERATE AS PEPE'S FRANCHISE**
- **A FULL FRANCHISEE TRAINING PROGRAMME**
- **A DETAILED OPERATIONS MANUAL SHOWING YOU HOW TO RUN A SUCCESSFUL PEPE'S FRANCHISE BUSINESS**

On-Going Fees

The monthly franchise fee is based on the number of chairs in your Restaurant and starts from **£1,736.44 + VAT**

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Earning Potential & Franchisee Profile



The earning potential for Pepe's Franchisees will vary dependent on the size and location of your Pepe's store and the type of Pepe's concept you are operating.

Earning potential will be dependent on the way you operate and manage your business. Pepe's head office will discuss potential earnings and projections at the initial meeting, understanding performance of existing stores and the company's strategy going forward.



What we look for in our Franchisee's

Having the right franchisees is essential for our business and therefore will only offer franchises to those people that it believes are suitable for running a successful Pepe's franchise and can work with the management of Pepe's and the other franchisees within the network.

The most suitable people for becoming a Pepe's franchisee would meet the criteria listed below. The list is not exhaustive or intended to be disadvantageous to any applicant however it summarises the skills, competencies and requirements specific to running a Pepe's Franchise.

Experience operating within a retail environment (beneficial but not essential)

Experience running and managing a team of staff

Good with people

Numerate

English speaking (does not have to be your first language)

Self motivated

Hard working and ambitious

THE GRILL IS ON...

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Frequently Asked Questions



Q Do I need to have a background in catering?

A Absolutely not. We will provide full training in how to run a Pepe's store.

Q Is it possible to finance part of the capital cost?

A Yes. We have arranged franchise finance with all the leading UK franchise Banks: Lloyds; NatWest; RBS; HSBC; & Metro Bank. We have also negotiated asset finance on the store equipment for franchisees to reduce the franchise set-up costs.

Q What are the ongoing fees and how are they calculated?

A Monthly franchise fees are fixed and vary between the three different Pepe's concepts. For more information refer to the individual concept pages in this Franchise Prospectus

Q Can I find my own premises?

A Yes. However all premises must be pre-approved by us. We work with a national property finding company where franchisees require help with finding a suitable premises.

Q Can I use my own builders to fit-out my store?

A No. To ensure quality and consistency of finish all franchisees must use Pepe's approved shop fitters.

Q What training is provided?

A Initial training is carried out in our dedicated training centre based at our Head Office in Watford, London. An experienced Pepe's Training Manager will also be on site at your store for the first week you are open.

Q How much does training cost?

A The cost of the initial training is included within the Franchise Licence Fee. The only items not covered are your own travel, accommodation, and food.

Q Can I sell my business in the future?

A Yes, although we would always insist on 'vetting' any new franchisee to ensure they are right for the business and have the required skills and experience.

Q What are the next steps?

A If you are interested in owning and running any of our Pepe's franchise concepts please email franchising@pepes.co.uk and request a Franchise Application Form.

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Working Together



Once you have joined Pepe's you become a part of our family. We work together as a team and provide support at all stages to help you grow.

It is our vision to develop our business in an atmosphere based on teamwork, understanding, support and respect. We want our franchisees to enjoy their business and enjoy working with us.

Pepe's have a strategic growth plan in the United Kingdom and Internationally. We wish to partner with those who share our outlook for the future.

Pepe's Vision

To serve great food through everything we do



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Pepe's Piri Piri
Unit 3, Olds Close
off Olds Approach
Watford
Hertfordshire
WD18 9RU

Telephone:
01923 711854

Email:
info@pepes.co.uk



www.pepes.co.uk