



Pizza the way it oughta be!

FRANCHISE INFORMATION SUMMARY

A BRIEF OVERVIEW OF MOUNTAIN MIKE'S
FRANCHISE OPPORTUNITY

BUILT ON SIMPLE INGREDIENTS

Since 1978, the success of Mountain Mike's Pizza has been built on these simple ingredients:

GREAT FOOD. GREAT EXPERIENCES FOR FAMILY AND COMMUNITY, AND STRONG FRANCHISEE SATISFACTION.





As a result, Mountain Mike's has grown from a beloved consumer brand to an award-winning franchise investment opportunity with available territories across the United States.

Mountain Mike's can best be described as a national chain of local pizzerias, combining the best menu and branding with strong local community ties. We bring families, sports fans and communities together to dine, to share and to celebrate. We believe good pizza is a celebratory product. And our guests come because they love a good pizza and want to share the experience with others, either at home (carry out or delivery) or in the restaurants (fast casual dine-in).

A MULTIPLE AWARD-WINNING INVESTMENT OPPORTUNITY



Ranked #4 Top Pizza Brands

by Entrepreneur on its 2023
Franchise 500® Lists



Fast Casuals 2022 Top 100

Movers and Shakers Top 10



A TopScore FUND Award

by FRANData 2023

2023 America's Favorite Restaurant Chains Newsweek

Pizza Marketplace's Top Pizza Movers and Shakers 2023 - Ranked in 5 Categories:

Top 15 Marketing Campaigns

Top 15 Growth Brands

15 Menu Innovators

Top 25 Executives

Fastest Growing AUV's of TOP 30 Pizza Chains 2022, Nations Restaurant News

A 'Most Beloved Brand' by Nation's Restaurant News 2022

QSR's Top 50 Contender 2022

MENU

We are “home of the legendary crispy, curly pepperoni”, massive 20” Mountain-sized pizzas, and dough that’s made fresh, never frozen, in house daily.

In addition to offering carry out and our own in-house delivery, we provide a family-friendly dine-in environment making it easy for guests to enjoy our brand’s signature experience of Pizza the Way It Oughta Be!® wherever they are.

With a menu of signature and specialty pizzas, chicken wings, a fresh and bountiful salad bar, a lunch buffet, a variety of sides and desserts, and a selection of beer and wine, there’s something for everyone at Mountain Mike’s.



**Top 25% of our
restaurants average
nearly \$1.6MM
in sales.**



INVESTMENT HIGHLIGHTS

- Average restaurants generate over \$1MM* in revenue.
- Top 25% of our restaurants average nearly \$1.6MM in sales.
- Top 50% average over \$1.3MM in sales.
- Over 14 consecutive years of sales growth.
- 2:1 Sales to investment ratio.
- Low \$476,500 to \$982,611* investment.
- SBA approved financing at lowest possible terms.



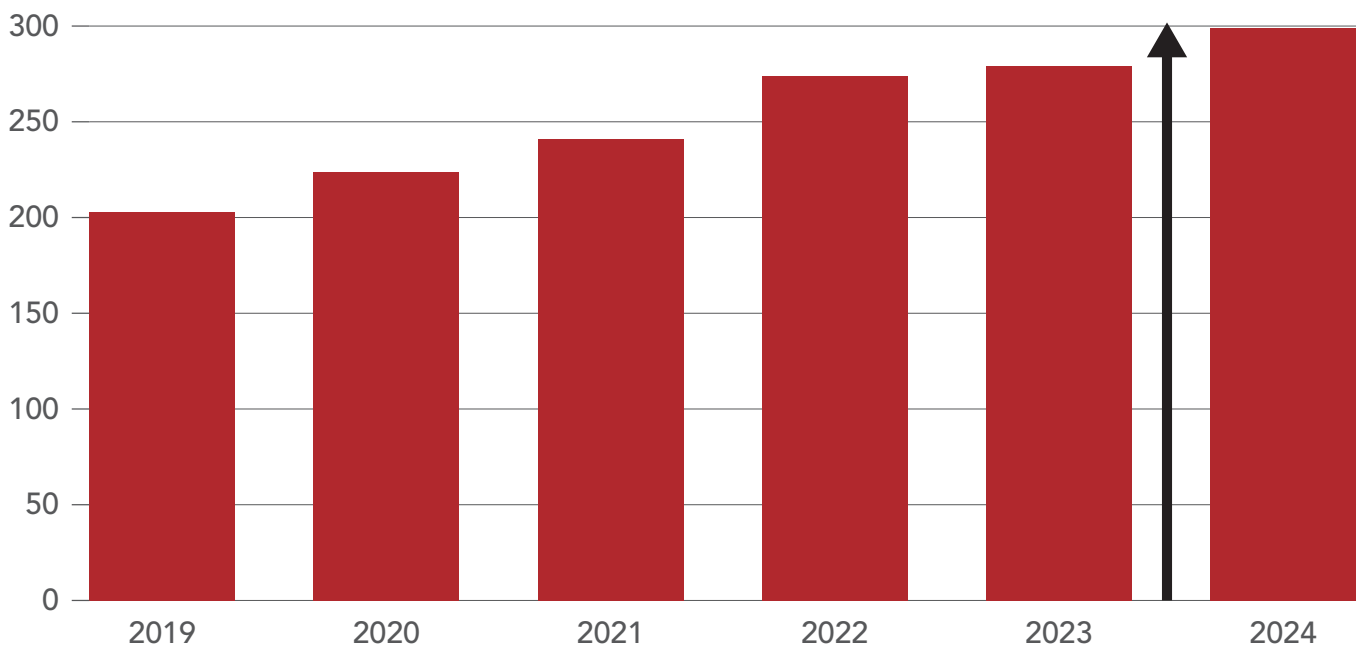
- \$20 Million in Franchise Funds available through Partnership with Benetrends.
- Premium product brand position served at a premium price. No price wars with Domino's, Pizza Hut, Little Caesars, or Papa Johns.
- A 45-year track record of success.
- \$55B growth industry, up from \$50B during the pandemic (IBISWorld, May 2022).
- Over 270 restaurants open.
- Flexible footprint, as little as 2200 sqft.

*See FDD for more details



**Record-breaking
sales and new store
growth through the
pandemic.**

SIGNIFICANT STORE GROWTH SINCE 2019



UNIQUE BRAND POSITIONING

MOUNTAIN MIKE'S IS AN AFFORDABLE LUXURY: A PREMIUM PRODUCT AT A FAIR PRICE POINT.

The 4 largest pizza brands (Little Caesars, Dominos, Pizza Hut, and Papa John's) represent 50% of the \$55B pizza market, and all 4 compete on price and deep discounting. The remaining market (local pizzerias and small chains) represent over \$20B and compete on product quality and overall customer experience. Mountain Mike's is one of the largest and most successful chains in the country operating within the highly fragmented, higher quality, local pizzeria space.



MOUNTAIN MIKE'S PIZZA IS ONE OF THE HIGHEST VOLUME AND MOST SUCCESSFUL CHAINS IN THE \$20B+ LOCAL PIZZERIA SEGMENT.

THE LEADERSHIP TEAM

Our leadership has the franchise experience and the dedication to franchisee support that are propelling our brand forward

CHRIS BRITT

Mountain Mike's Principal Owner and Co-CEO

A California native who grew up in Orange County, Chris Britt and his college friend Ed St. Geme got together and acquired Mountain Mike's in 2017. Today they helm the company as Co-Owners and Co-CEOs, driving a renewed focus on sales growth for existing locations and new unit growth that led the company to surpass its 200-unit milestone and double its new-unit growth pace in 2018. Before acquiring Mountain Mike's, Britt was owner a well-established private investment firm that owned more than 50 businesses over a 20+ year period, including such retail and restaurant leaders such as Boot Barn, Fire Grill LLC, a 43-unit Burger King chain, and Signature Theaters, which grew to become the 12th largest movie theater chain in the country before it was sold to Regal Cinemas. Britt is also the co-owner of Juice It Up!, a Southern California-based franchisor of smoothies, acai bowls and juices with close to 100 locations in the Western U.S.



ED ST. GEME

Mountain Mike's Principal Owner and Co-CEO

Born and raised in L.A. County, Ed St. Geme met Co-CEO Chris Britt while the two attended Stanford University, where they often enjoyed eating at the inaugural Mountain Mike's in Palo Alto, CA. Like Britt, St. Geme went into private capital management. His firm Jupiter Holdings LLC also was a co-owner of Fire Grill LLC, a 43-unit Burger King chain. Along with Britt, St. Geme is also a co-owner of Juice It Up!, a Southern California-based leading raw juice and smoothie franchise. Today St. Geme and Britt share the role of Co-CEOs as they work to add about 20 units a year with a goal of growing the chain by 100 units by 2025.



JIM METVIER

Mountain Mike's President and COO

As President and Chief Operating Officer for Mountain Mike's Pizza, Jim Metevier is responsible for driving continued growth in system and franchisee sales and profitability, operational systems and processes, brand marketing and development, restaurant excellence and overall guest experience. Metevier brings to the table more than 25 years of restaurant industry experience, including his role as COO of KFC U.S. and various leadership positions at YUM! Brands. Over the years, Metevier has honed his skills as a business leader and gained extensive experience in all aspects of the restaurant business. He most recently served as President of Biscuitville, a North Carolina-based fast-casual breakfast and lunch restaurant, before joining the Mountain Mike's team.

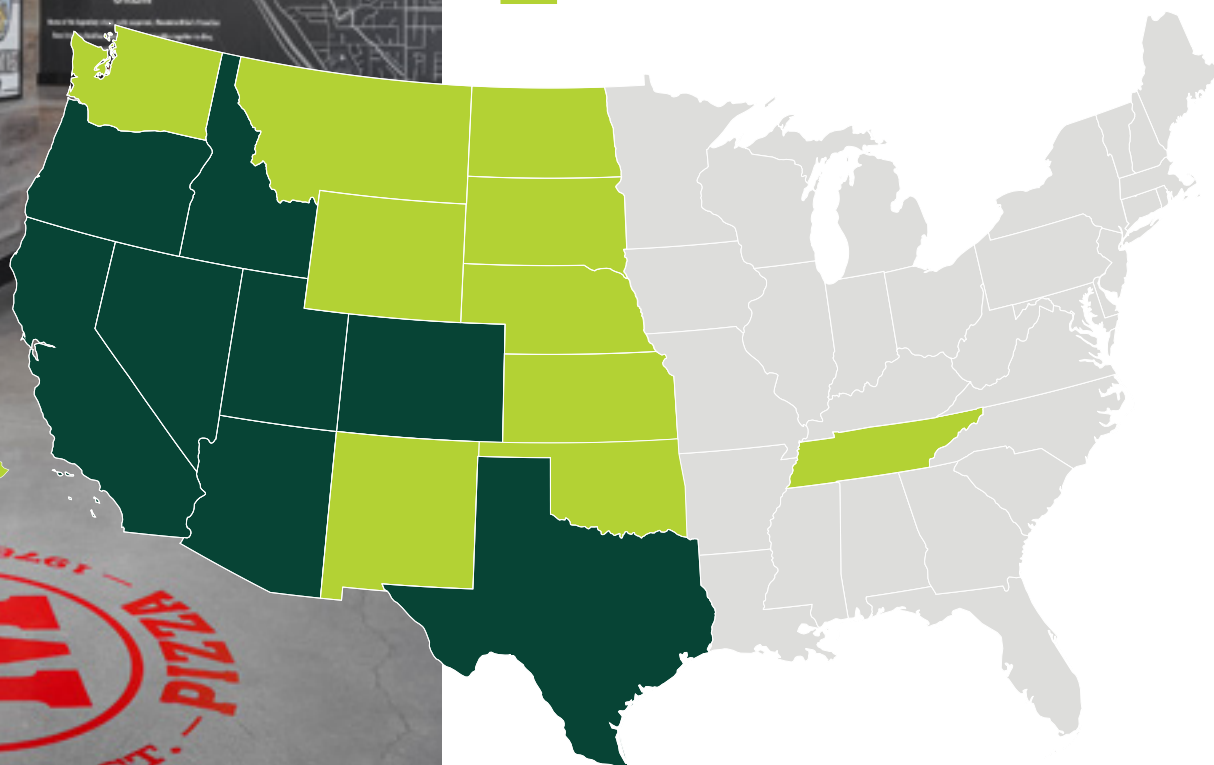




AVAILABLE TERRITORIES

Mountain Mike's Pizza is aggressively expanding in the following states.
CA, OR, NV, UT, AZ, TX, CO, NM, WA, OK, ID, and TN.

- Operating
- Target Markets





STARTUP COSTS

START UP COSTS AS LOW AS \$476,500 DEPENDING ON CONSTRUCTION COSTS, REQUIRED IMPROVEMENTS, AND TENANT ALLOWANCE.

MINIMUM QUALIFICATIONS

- \$150K liquid capital + 450K net worth
- Hospitality experience
- Credit score of 660 or more
- Shared values
- Ability to open a restaurant within the next 12-18 months (depending on real estate availability).



LET'S TALK



Thank you for your interest in Mountain Mikes. [Corey Bowman](#) will be your primary point of contact with Mountain Mike's. To set up an appointment, please take the initiative to contact Corey directly.

cbowman@mountainmikespizza.com

208-818-8026

