



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



- #1 Brand of the Year**
- Pizza Marketplace 2025
- #6 America's Best Pizza Chain**
- Newsweek 2025 Reader's Choice
- #3 Top Multi-Unit Brand Pizza Category**
- Entrepreneur Magazine 2025
- #4 Entrepreneur's Franchise 500 in Pizza Category**
- 2025 [#89 Overall]
- #1 Top FUND Score**
- FranData 2026
- #1 Top Sit-Down Pizza Franchise**
- Franchise Time's Zor Awards 2025
- #3 Top Pizza Chain / America's Most Loved Brands**
- Yelp 2025



Franchise Times
The News and Information Source for Franchising

RESTAURANT
BUSINESS

Franchise Times
TOP 500

PMQ
PIZZA MAGAZINE



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 carryout 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.

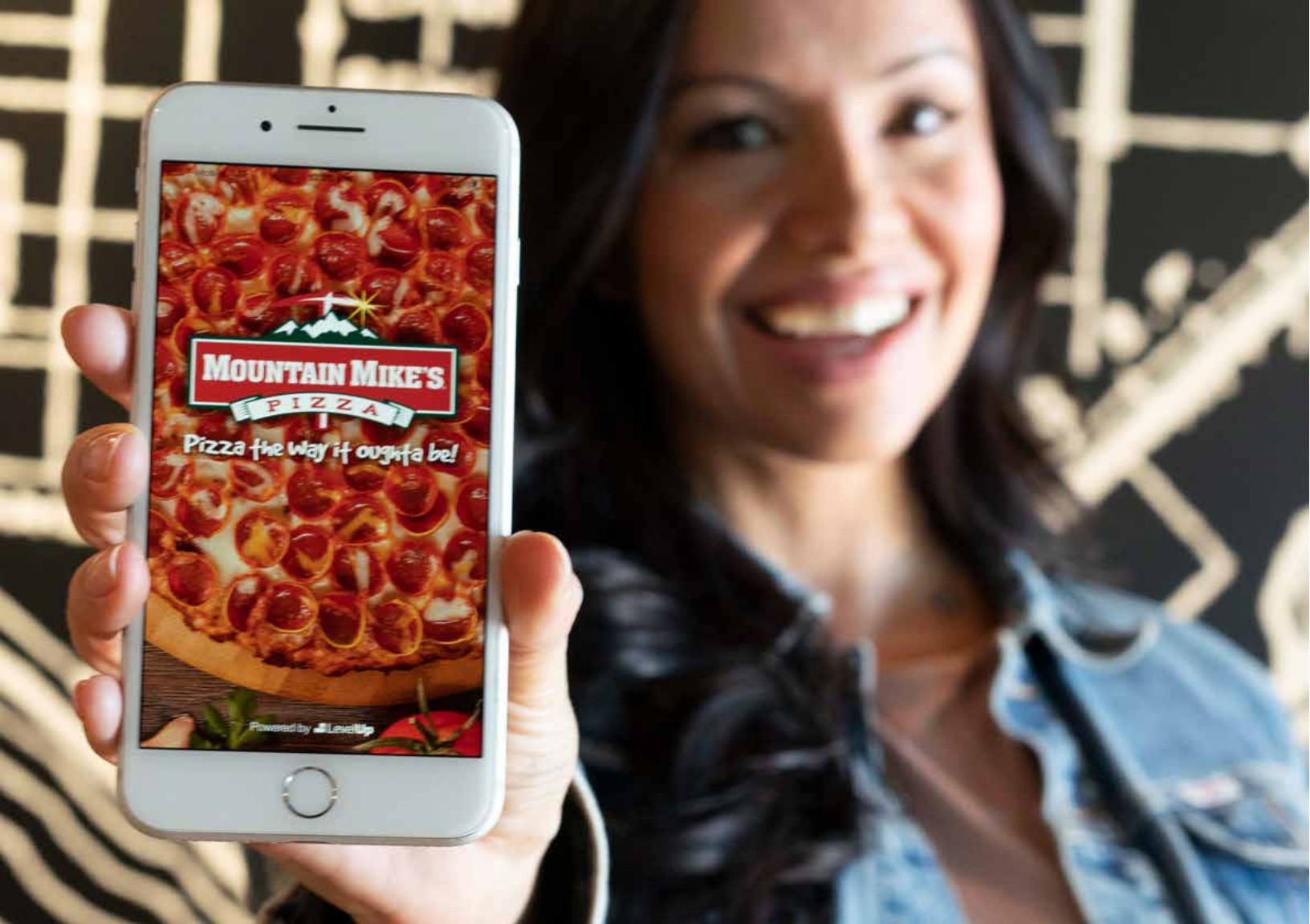


**Top 25% of our
restaurants average
\$1.49MM in sales.**



INVESTMENT HIGHLIGHTS

- Average restaurants generate over \$1MM in revenue*.
- Top 25% of our restaurants average more than \$1.49MM in sales.
- Top 50% average over \$1.275MM in sales.
- Over 14 consecutive years of sales growth.
- 2:1 Sales to investment ratio.
- Low \$356K to \$994K* investment.



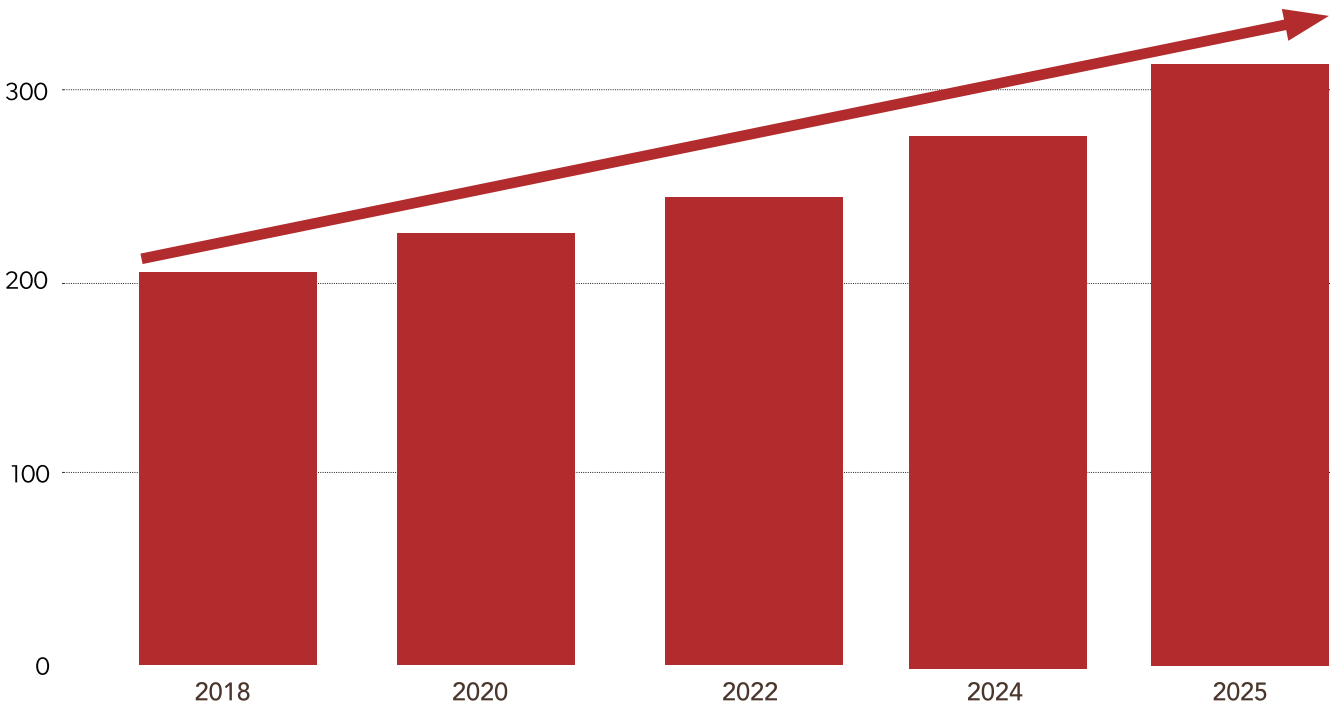
- Millions of Dollars available for Franchise Funding, due to Preferred Lender Partnerships and Top FundScore positioning.
- Premium product brand position served at a premium price. No price wars with Domino's, Pizza Hut, Little Caesars, or Papa John's.
- A 48-year track record of success.
- \$50B growth industry.
- Over 325 restaurants open.
- Flexible footprint, as little as 2,000 sqft.

*See FDD for more details



SIGNIFICANT STORE GROWTH SINCE 2019

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 Johns) represent 50% of the \$50B 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-Chairman

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-Chairman, 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-Chairman

Born and raised in L.A. County, Ed St. Geme met 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-Chairs 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 CEO

As Chief Executive 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.



SUMI GHOSH

Mountain Mike's President and Chief Operating Officer

With more than 30 years of experience in the restaurant and consumer brand industries, Ghosh is a seasoned executive known for driving operational excellence, accelerating growth and building high-performing teams across global organizations. His career includes over 12 years in leadership roles at Starbucks, including serving as CEO of Starbucks India, as well as executive positions with internationally recognized brands such as Nike, Dutch Bros and Yum! Brands.

Recognized as a transformational leader, Ghosh has consistently delivered revenue growth, strengthened company culture and elevated customer experiences across a wide range of markets and business models. He brings deep domestic and international expertise, a people-first leadership philosophy and a strong passion for supporting franchisees and developing next-generation leaders.




Ghosh joins Mountain Mike's Pizza at a pivotal stage in the brand's expansion, helping guide a growing national franchise system of more than 325 restaurants with a focus on operational excellence, franchisee success and long-term strategic growth.

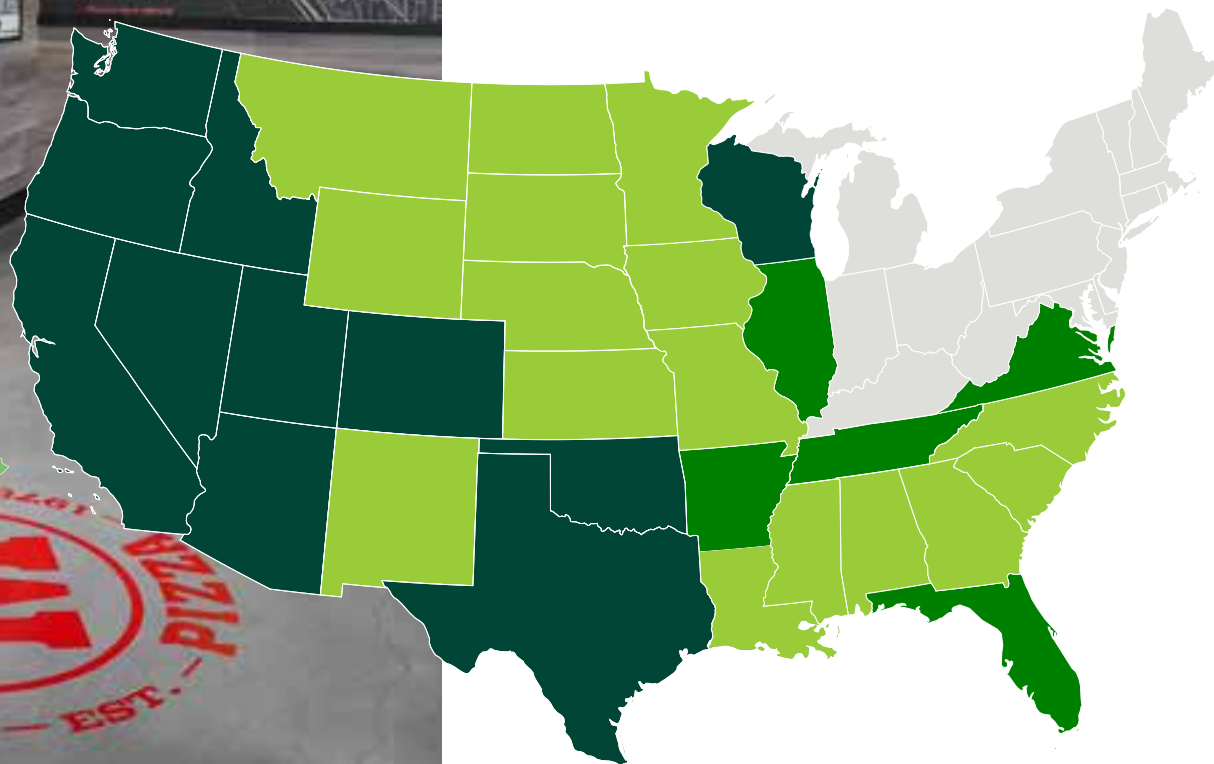




AVAILABLE TERRITORIES

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

-  Operating
-  In Development
-  Target Markets





STARTUP COSTS

START UP COSTS AS LOW AS \$356K* DEPENDING ON CONSTRUCTION COSTS, REQUIRED IMPROVEMENTS, AND TENANT ALLOWANCE.

*Referring to FDD Item 7

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 Mike's Pizza. Robert Campos will be your primary point of contact with Mountain Mike's.

To talk further about franchising with Mountain Mike's, [schedule a call](#) with Robert.



Robert Campos, VP of Franchise Development
949-372-8831






MOUNTAIN MIKE'S
PIZZA