



A CLASSIC FRANCHISE OPPORTUNITY IS IN THE OVEN

BRING BACK THE TASTE OF
"PIZZA DONE RIGHT"
TO YOUR NEIGHBORHOOD!



OLD WORLD PIZZA

Americans have been enjoying pizza for over 100 years since the first pizzeria opened in New York City. In these early years coal fired ovens were the cooking method of choice with their high temperatures and distinctive flavoring. But over the course of time, these coal ovens were replaced as electricity and gas became more readily available. Soon after these gas and electric ovens became the norm. Next came the mass production of pizza and frozen pizzas and a gradual change in how a pizza should taste until we arrived at a place where most pizzas taste the same.

Today, Tommy's Coal Fired Pizza revives and carries on the "Old World" art of making pizza. Every pizza is baked in a Coal Fired Oven at temperatures up to 1000 degrees, providing an authentic crispy crust that enhances the taste of our high quality toppings for a difference that you can taste. Tommy's is an Italian eatery with a relaxing decor and a full bar with an extensive wine selection making Tommy's the ideal destination whether you are out with friends or family.



PIZZA IS OUR PASSION

Tommy Bonfiglio is the man behind the name at Tommy's Coal Fired Pizza. The restaurant evolved from Tommy pursuing his passion-Pizza. Growing up in Brooklyn he ate pizza all the time and was always searching for the best pizza. Before opening the first restaurant, Tommy spent more than three years "researching" pizza before deciding he would offer coal fired pizza because it gives the pizza a unique and wonderfully robust flavor.

Tommy's uses fresh ingredients and an overriding mission to provide "pizza done right." Tommy stands behind every pizza with his passion for pizza that is infectious and infused into every pie and a drive to serve each person the best pizza they'll ever have!



GREAT PIZZA AND MORE

Coal fired pizzas are the signature item at Tommy's with their crispy crust and slightly smoky savoriness that enhances the flavor of the fresh ingredients. One bite and you will know that this is not your typical pizza.

Each pizza is a taste combination that begins with the finest ingredients including fresh mozzarella, San Marzano tomatoes, grated Parmigiano Reggiano fresh basil & imported Italian olive oil for a flavor sensation that stands apart. Guests can design their own pizzas with a choice of traditional and unique toppings or select from one of the specialty pies.

But Tommy's is more than just pizza. One of the most talked about items at Tommy's is the coal fire roasted wings. Each order of jumbo wings is smothered with oven roasted caramelized onions and cooked to tender perfection in the coal fired oven then topped with Italian hot finger peppers and garlic flat bread.

Tommy's also offers a selection of Italian favorite dishes all coal

fired and available as side items and served family style including Baked Eggplant Parmesan, Italian Sausage with Peppers and Onions, Broccoli Rabe Sautéed in Garlic, Penne Pasta and Meatballs. Calzones and salads are also available.



THE MARKET

Dining out is a regular part of our lives and franchised restaurants are at the center of much of the action. Last year \$580 billion was spent on dining out with one third of the spending going to full service restaurants like Tommy's Coal Fired Pizza. And pizza is one of the largest segments with \$32 billion in annual sales from Americans who consume an average of 350 slices per second.

Even when purse strings are drawn tight, people treat themselves to lunch and dinner out—an affordable escape from their everyday environment and a welcomed break from cooking and cleaning up. In fact on a typical day 130 million people will be food service patrons. With the atmosphere, unique twist on the pizzeria and full bar, Tommy's Coal Fired Pizza quickly becomes a part of our clientele's lifestyle.

To complement the meal nothing goes better with a pizza or wings than a beverage from the bar. Tommy's provides just the right selection of craft beers, a wide selection of wines and your favorite liquors whether you are finishing out a meal or stopping by with friends for a drink.



THE SYSTEM

You don't need a food service background to own and operate a successful Tommy's Coal Fired Pizza franchise. As a Tommy's franchisee you have the opportunity to be your own boss without the risks associated with starting a business from scratch. Franchised businesses account for nearly ten percent of the private-sector economic output and no other business segment has more franchise success stories than restaurants. Diners appreciate the quality and consistency that comes with a franchise, and business owners appreciate having a system to follow.



We have also taken the headaches and guesswork out of opening your Tommy's franchise. We offer comprehensive support from day one. It is our goal to help you get up and running quickly and to keep you growing for a long time. Tommy's provides a franchise opportunity unlike any other including:

Limited Competition: Today's consumers are looking for innovative alternatives to traditional restaurants. Very few restaurants offer America's favorite food (pizza) in an upscale environment with a full service bar. This ensures that there is something for everyone in the family and helps separate Tommy's from other dining alternatives.

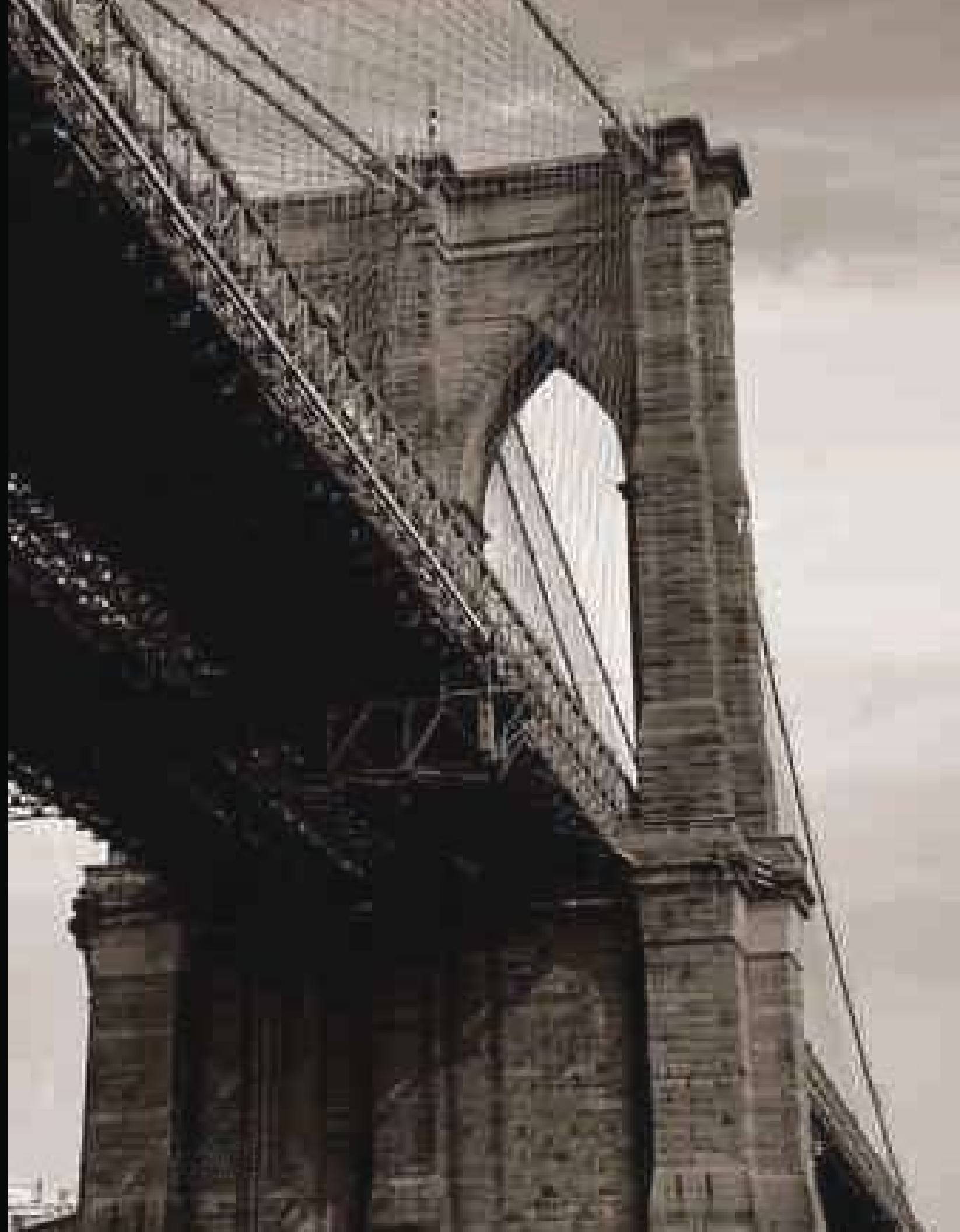
Our coal fired pizza and premium products also allow our restaurant to appeal to a higher end clientele than traditional delivery and mom and pop pizza restaurants. These customers, as well as our menu and full bar help us achieve a higher average ticket than your typical pizzeria resulting in higher revenue opportunities.

Variety Without Complexity: With a menu centered on pizza and wings, Tommy's appeals to two of the most popular items in the restaurant industry. This also allows us to simplify the operation of the restaurant. There are no complicated recipes, no chefs required and no lengthy daily kitchen prep of menu items. Our kitchen and our operation are simple and can run with a small staff in the kitchen with limited skills required.

Franchisee Support: Franchisees receive support every step of the way. It all begins with our real estate team that will help you identify key locations in your market and assist in selecting your location and negotiating your lease. Now a days we are seeing some of the best lease opportunities in our lifetime, with lower rates, tenant improvement money, free rent and existing restaurant spaces all of which reduce your startup costs and enhance your profitability. We work with you to find these deals.

Prior to your opening, you will receive three weeks of training for your managers in our affiliated restaurants that will provide them with the operational, management, marketing and financial tools they need to run the franchise. During your opening week we will also provide support staff on hand for you to ensure a smooth and successful kick-off to your restaurant. Our ongoing training insures that you continue to receive the assistance that you need to manage your location with our operational, marketing and financial tools.

We invite you to learn more about this exciting new franchise opportunity. You will be glad that you did.



HIGHLIGHTS

Coal fired pizza is one of the fastest growing segments of the pizza industry and Tommy's Coal Fired Pizza is perfectly positioned with its food and beverage offering that appeals to a more affluent clientele than other pizza restaurants with its gourmet pizza and wings as well as a full service bar.

Tommy's Coal Fired Pizza has an authentic crispy crust and a slightly smoky flavor that enhances the taste of our high quality toppings for a difference that you can taste. With its tasty food and relaxed setting Tommy's has rapidly become a leader in the pizza industry. If you are looking for the next big opportunity, we would like the opportunity to share more with you about our franchise opportunities.

Our franchise opportunity offers:

- A leader in the coal fired pizza industry
- Relaxed environment
- Great tasting pizza and wings
- Craft beer and wine and full service bar
- Extensive operational training and support
- Real estate assistance

Requirements

- You must have a minimum of \$400,000 working capital for each location you intend to open with good credit
- Have solid business or restaurant experience
- Knowledgeable of the proposed market
- Ideologically aligned with the vision of Tommy's Coal Fired Pizza

Tommy's seeks experienced restaurant operators who desire to get involved with a great franchise opportunity. We are seeking business people who understand the importance of great tasting food, excellent customer service and being part of something great.



CALL NOW!



732-303-1696

To learn more about a Tommy's Coal Fired Pizza franchise, visit us at TommysCoalFiredPizza.com or call our franchise department at 732-303-1696.

This is not deemed a franchise offering. An offering can only be made upon presentation of the Franchise Disclosure Document. Certain states require a Prospectus to be filed although such filing does not constitute approval by the State.