

**INSIDE**  
**THE BOX**

The logo features the words "INSIDE" and "THE BOX" in a bold, stylized font. "INSIDE" is in black with a white outline, and "THE BOX" is in red with a white outline. A red flame graphic is positioned above the word "INSIDE". The background is black with a radial pattern of grey lines.



# HOTBOX pizza™

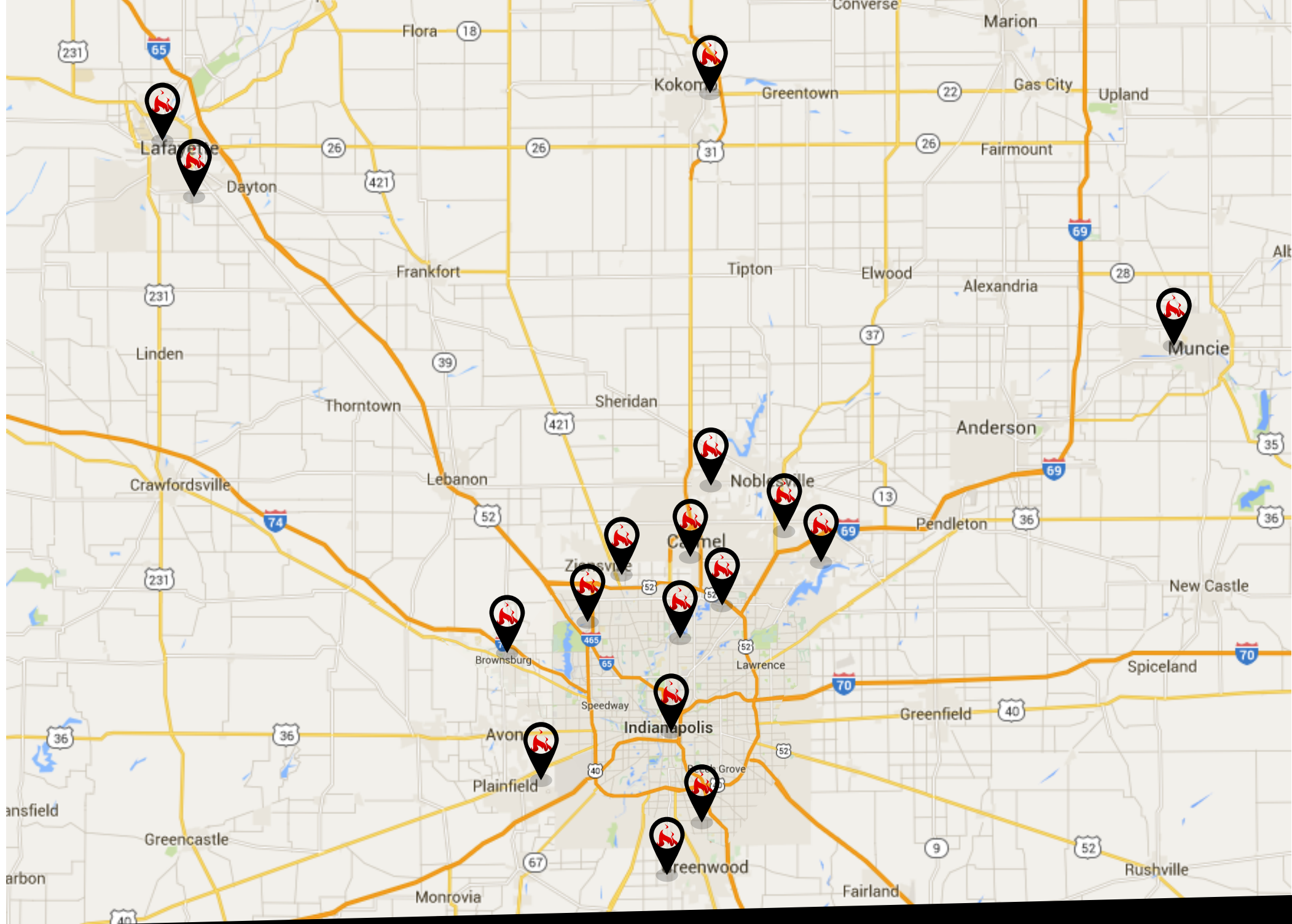
## Intro:

HotBox Pizza was born out of a desire to save the world from pizza mediocrity. The clever and irreverent HotBox Pizza franchise delivers a fresh experience with broad market appeal. Through “in-your-face” branding, expert merchandising and great promotions, HotBox Pizza has created its own culture.

HotBox does not get by on charm alone. Our delicious, top-quality pizza and breadstix are served fresh, hot, and quickly. Instead of taking the “jack of all trades and master of none” approach, HotBox focuses on making the very best pizza, offered in an amazingly wide variety of unique combinations. Our “Notorious Breadstix” are so outrageously tasty that they have to be experienced rather than described!

This exceptional franchise opportunity combines the quality, personality, and friendliness of a local pizzeria with the efficiency and marketing acumen of a large chain. According to experts, the single most critical element of a restaurant’s success is having a distinctive, well-researched concept. The highly identifiable HotBox Pizza concept is well conceived and executed, and appreciated by customers.





# Locations

**Downtown Indy - Broad Ripple - Castleton  
Fishers - Carmel - W. Carmel - Greenwood - Westfield  
Lafayette - W. Lafayette - Plainfield - Noblesville  
Kokomo - Brownsburg - Muncie - Southport - Pike**



# Our Business System

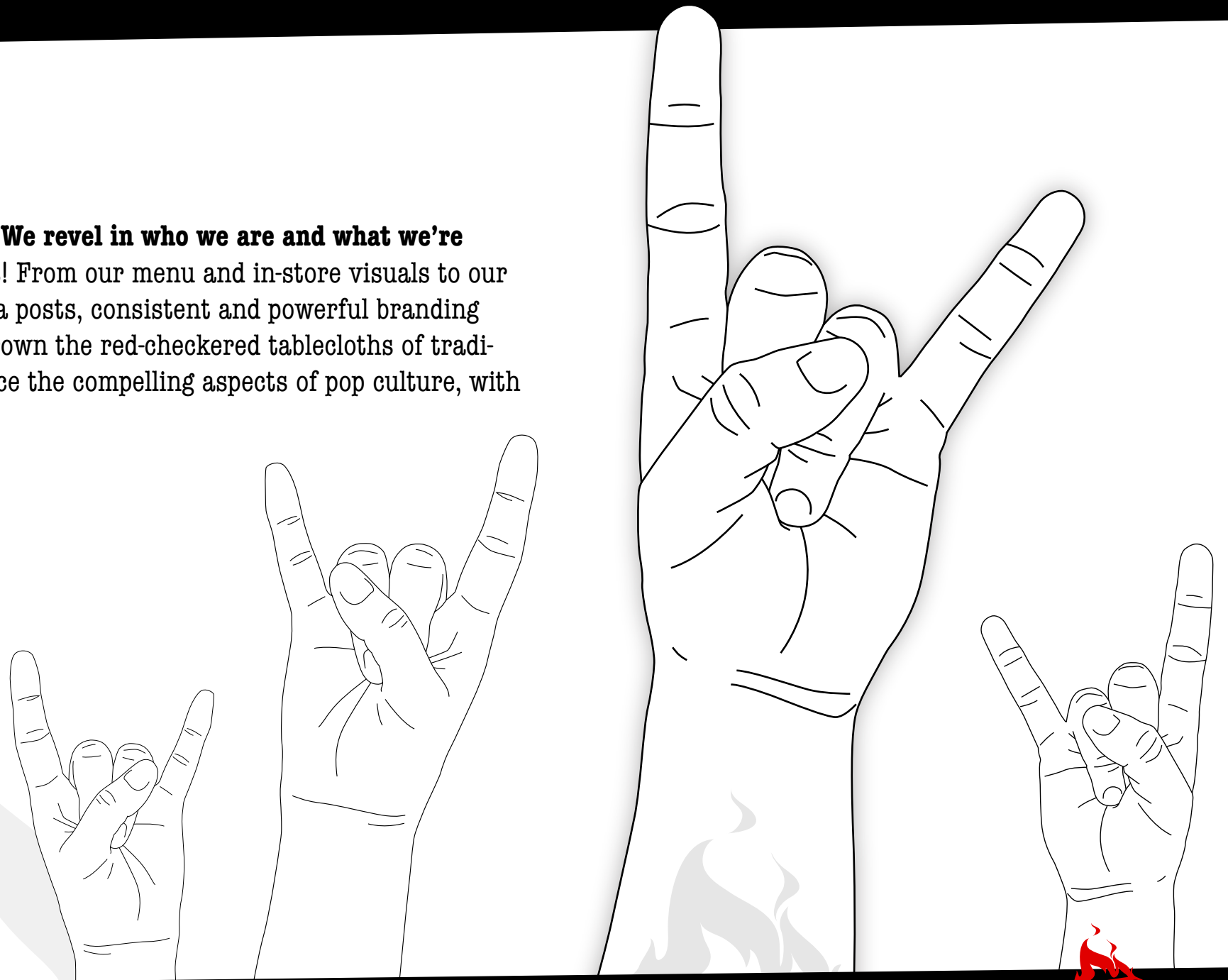
HotBox patrons relish our occasional irreverent humor and always excellent food. Whether they realize it or not, both customers and franchisees benefit from the **built-in efficiencies of our business system**. Franchisees operate their franchise using our well-established system, which we continually update to keep HotBox Pizza timely, relevant, and cost effective.





# We've Got Attitude-Appeal

There's nothing shy about HotBox Pizza. **We revel in who we are and what we're doing...** and the enthusiasm is contagious! From our menu and in-store visuals to our exceptional website, app, and social media posts, consistent and powerful branding runs throughout our operation. We've thrown the red-checkered tablecloths of traditional pizzerias out the window to embrace the compelling aspects of pop culture, with just a hint of rebellion!





## Brand-Building

Clever, quirky promotions are designed to enhance customer perceptions of HotBox Pizza to build brand loyalty.

# Awesome Website & App

- Powerful promotional and brand-building tool
- Spot-on with the **latest trends and cool visuals**
- **Readily accessible** sections with information all about HotBox
- Liberally sprinkled with HotBox's customary wit
- Encourages interaction and **creates a sense of community**





# Social Media

- **HotBox Pizza Approach:** To engage our customers in a non-traditional way by having conversations rather than talking at them as traditional media is only able to do.
- **What we use:** Facebook, Twitter, Instagram, Urban Spoon, Yelp, Google+, & Snapchat
- **ExactTarget:** A leader in the consumer communication industry that provides a top-notch platform for HotBox Pizza to engage our customers through text and email





# Excellent Service

All HotBox Pizza franchise owners and managers share our dedication to providing a high level of customer service. We hire **fun-loving employees** and train them to be courteous and natural towards customers.

Their relaxed, yet professional, approach embodies the efficiency behind our operation - after all, who said good service has to be stuffy?

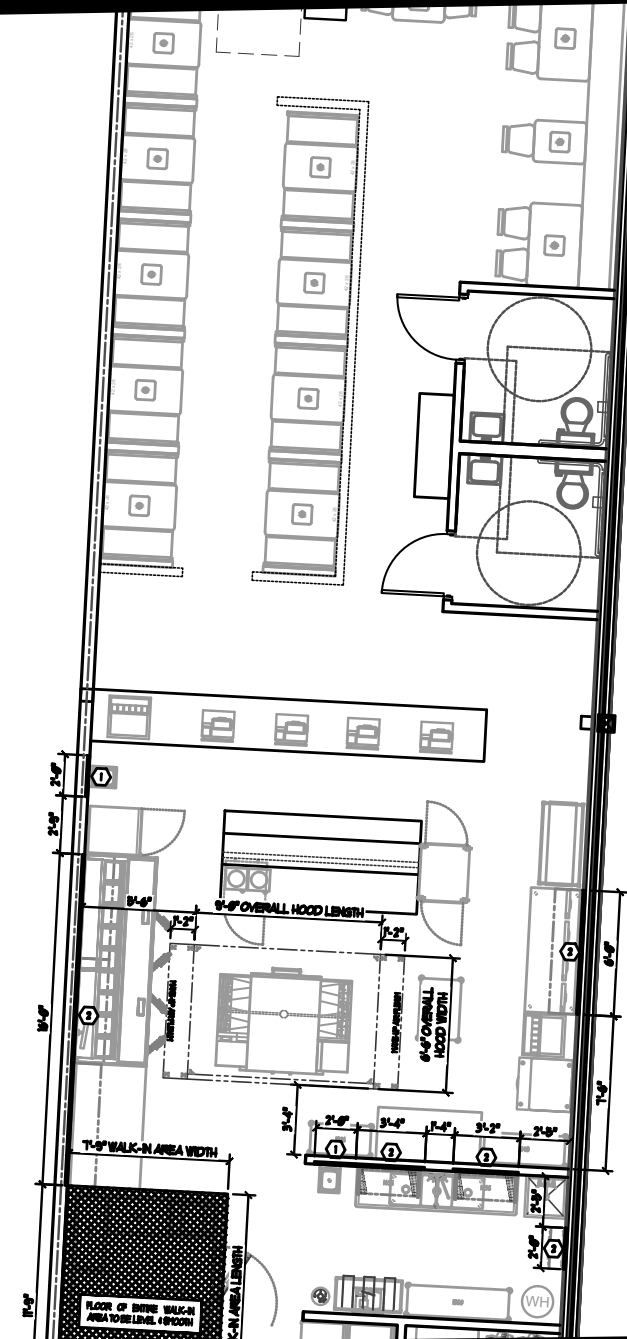




# Efficient by Design

Both our menu and kitchen are **designed to facilitate speed and efficiency**. The kitchen layout includes a large area designated for food preparation and pizza-baking. A monitor displaying the point-of-sale system will show all orders for delivery, dine-in or takeout at a counter which affords a full view of food being prepared in the kitchen. Along the counter, multiple point-of-sale systems accommodate the ebb and flow of customers throughout the day. Customers also have the option of calling in their order for pick up or delivery, or ordering online through our website or through their mobile devices.


Dine-in patrons choose seating at tables and chairs located in the center of the restaurant and along the windows. Mounted televisions broadcast sports, news, and shows for customers to enjoy, along with their delicious pizza and breadstix.



# Fast Delivery

The **HotBox Pizza delivery system** works in conjunction with the strategic kitchen and menu design, which provide quick execution and delivery of orders. Delivery staff are trained to honor our commitment to speedy service. On the receiving end, customers appreciate steaming hot pizzas delivered ASAP.





Great branding... a superb website... a simple but crowd-pleasing menu... built-in efficiencies... FUN... and more are woven into the fabric of the HotBox Pizza business system. Individuals who are awarded a HotBox Pizza franchise rely on this system to operate a restaurant that's well on its way to achieving icon status! Plus, franchisees have our support and guidance to help them.

# HotBox Support.

When a franchisee joins the HotBox team, they benefit from the experience and advice of seasoned restaurateurs. Our support services include:



## Training

We teach our recipes, food preparation techniques, customer-service policies, effective administrative, operational and sales/marketing procedures. Also, an experienced trainer will be on hand as stores open.



## Site Selection

Considerations include a 1,600 - 2,400 sq ft location near a heavily populated thoroughfare and proximity to a city food district in a dense residential area. After all, a great store deserves a great location!



## Marketing

Franchisees receive consumer marketing plans and professionally conceived advertising materials for use in their area. HotBox Pizza is the rising star in the pizza arena, and we show franchisees how to plot its trajectory.



## Operations Manual

Think of it as a franchisee's personal encyclopedia of everything needed to successfully operate a HotBox location. Franchisees use this "go-to" resource to find recipes, food preparation and daily preparation procedures, customer service techniques, and much more.



## Ongoing Service & Support

We're always just a phone call or an email away to provide advice and assistance. Our goal is to help make every HotBox Pizza franchise a success.



# FAQ

**Q: What states is HotBox Pizza awarding franchises in?**

**A:** Indiana, Illinois, Michigan, Wisconsin, Ohio and Kentucky

**Q: Do I need prior restaurant experience to be awarded a franchise?**

**A:** Not necessarily. The restaurant industry can require long hours, on your feet, at a fast pace. It's helpful for someone to have experienced this type of work prior to deciding to become a restaurant owner

**Q: How much should I expect a new store to cost to open?**

**A:** \$217,000 - \$462,000

**Q: How much liquid cash do I need?**

**A:** \$50,000 - \$75,000

**Q: How much is the ongoing royalty payment?**

**A:** 4.5% royalty + 1.5% marketing fund contribution

**Q: How much is a franchise fee?**

**A:** \$35,000

**For More Information Contact:**

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HotBoxPizza.com