

START THE CONVERSATION TODAY! [STONEYS-PIZZA.COM/FRANCHISE](http://STONEYS-PIZZA.COM/FRANCHISE)



**REAL SOURDOUGH PIZZA.**

**TAKEOUT. DELIVERY. CURBSIDE SERVICE. CASUAL SEATING.**

DO YOU CRAVE A BETTER WAY OF DOING

**PIZZA?**

DO YOU WANT TO BRING TO YOUR COMMUNITY SOMETHING THAT WILL SPARK THEIR

**CURIOSITY?**

DO YOU HAVE THE PASSION TO BE A PART OF AN EVER-GROWING TEAM THAT'S CHANGING

**THE INDUSTRY?**



## WHY INVEST IN A STONEY'S SOURDOUGH PIZZA CO. FRANCHISE?

### + LOW STARTUP COST

\*AS LOW AS \$203,600

### + 16% PROFIT MARGINS

\*ITEM 19 FDD SSPC FRANCHISING, LLC

### + OPERATE FROM A DISTANCE

\*DECREASE THE AMOUNT OF TIME YOU SPEND AT YOUR RESTAURANT WITH WELL-TRAINED STAFF AND MANAGERS.

### + SOURDOUGH'S POPULARITY

\*DID YOU KNOW THE TERM "SOURDOUGH" WAS THE MOST-SEARCHED RECIPE ON GOOGLE IN ALL OF 2020? THAT'S A TON OF SEARCHES!

### + HEALTHIER & TASTIER PIZZA

\*FROM REDUCED GLUTEN CONTENT FROM FERMENTATION, TO LOWERED BLOOD SUGAR SPIKES, THE BENEFITS OF SOURDOUGH ARE REAL. IT'S NO WONDER PEOPLE ARE JOINING THE "CULTURE" IN DROVES.



# OUR CORE CONCEPTS

## 40 MINUTE DELIVERY

We are leaders in pizza delivery and no one likes a late pizza. Deliveries often times can account for 20-30% of our total sales. By offer our customers a 40-Minute-Or-It's-Free Guarantee, we are promising their pizza will be delivered by a certain time, or it's on us. It's a win-win for all.

## SIMPLICITY

Simple is better. That's why we cut any unnecessary fluff in our business model. From our ingredients and limited menu to our operations and procedures, everything we do is centered around keeping things simple and streamlined for employees, customers and franchisees across the board.

## HEALTHIER PIZZA

Our real sourdough crust is enough of a reason to get Stoney's if you're looking for a dinner option that is satisfying - yet good for you. There's no added sugar, yeast, oils or preservatives. In fact, our crust is only 3 simple ingredients: Flour, Water & Salt. Tons of vegan options are part of our menu to be inclusive to those with certain dietary lifestyles.

## MINIMAL STAFF

By using a granite stone conveyor oven, you get all the texture and crispiness of a stone deck oven, with the consistency & speed of a conveyor oven. A single person can work the ovens on a single night, whereas a deck oven needs at least two employees at all times during a rush.

## CUSTOMER SERVICE OVER EVERYTHING

You know the old saying "The customer is always right?" Well at Stoney's Sourdough Pizza Co. the customer is always right, and the customer is always first. We have a love for people and genuinely enjoy all our interactions with unique customers every day. We go over and beyond to make sure customers are receiving the highest level of customer service.

## ATMOSPHERE! ATMOSPHERE! ATMOSPHERE!

We make sure no one's attention gets bored, even for a second. We keep things upbeat and lively around Stoney's Sourdough Pizza Co. with colorful murals, funky music and uniquely awesome employees. Every detail matter when it comes to ensuring customers walk out the door with the most-excellent pizza experience.



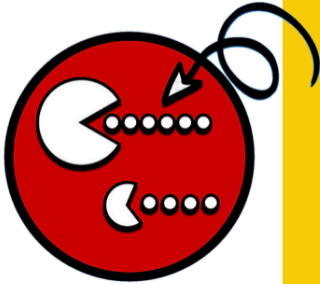
# WHY SOURDOUGH?

THERE'S A REASON WHY WE DECIDED TO MAKE SOURDOUGH PIZZAS. BESIDES THE FACT THAT IT'S INSANELY DELICIOUS, THERE ARE ALSO MANY BENEFITS OF SOURDOUGH. SO WHY NOT TURN YOUR FAVORITE COMFORT FOOD INTO SOMETHING GOOD FOR YOU? BUCKLE UP, IT'S ABOUT TO GET SCIENTIFIC.



## LOWERED BLOOD SUGAR SPIKES.

Sourdough is a fermented dough that rises naturally from carbon dioxide bubbles that form when the natural yeasts from the starter feed on the bread flour. The bubbles get trapped in the dough's stretchy gluten bands, forcing it to rise. So there is no need to use isolated Baker's Yeast. Natural yeast strains in the Sourdough Starter feed on the sugars in the bread flour, making its content lower (lowering blood sugar spikes). But when you use Instant Baker's Yeast, you must feed it with sugar to speed up the rising process. Since the yeast is happily feeding on the added sugar, it barely gets to the natural sugar supply in the bread flour, making the sugar content higher (hello blood sugar spikes). So: Sourdough has no added sugar AND reduced natural sugar content from fermentation while anything made with Instant Baker's Yeast (including traditional pizza dough) DOES have added sugars and a higher natural sugar content. PHEW!



## FERMENTATION BREAKS DOWN GLUTEN.

The fermentation process used to make Sourdough breaks down the Gluten in the bread flour, making it less work for your digestive system! This is not a substitution for Gluten-Free bread (if you are severely allergic). BUT, if you find yourself not feeling good after eating conventional White Bread (or normal pizza crust), you may want to try eating Sourdough instead.



## NO CHEMICAL PRESERVATIVES.

Sourdough fermentation creates such an acidic environment within the dough that it inhibits the growth of pathogenic microbes and mold species that cause the bread or dough to go bad. Because of this acidic environment, sourdough has the ability to naturally preserve itself without the use of added chemical preservatives.



## ONLY 3 INGREDIENTS.

Real Sourdough only needs 3 ingredients : Flour, Water & Salt. If you find Sourdough at the grocery store with other ingredients such as sugar, milk, eggs, yeast, vinegar or preservatives, you are certainly buying "Sour-faux". Other commercial breads (and pizza crust, depending on where you go) contain many ingredients that leave you questioning if it's safe to eat, let alone if it's healthy. Our Sourdough Bread and Pizzas are a very health-conscious choice because of the simplicity of our ingredients.



## IT'S THE WAY BREAD (OR PIZZA) SHOULD BE!

Did you know that Sourdough is thought to be the oldest form of leavening bread, dating back to the times of Ancient Egypt, THOUSANDS of years ago! This was the main form of bread making throughout ALL of human civilization up until about 150 years ago when instant baker's yeast became popular because of how fast it makes bread rise. So... The bread that you have most likely grown up eating is NOT the way bread was originally created. It is a culmination of instant ingredients, sugars and preservatives that were never intended to be there, but were added due to increased production, having longer shelf life and achieving a very soft and spongy texture. Our Sourdough Pizza Crust is something that you can feel at ease feeding your family. It's the simplest form of bread. It's The Way Bread Should Be! ®