



FRANCHISE OWNERS *Wanted*

SPB HOSPITALITY
SERVING PEOPLE BETTER



**IT'S TIME FOR
GREAT PIZZA
AND CRAFT BEER,**
Let's Do This!

**FOR OVER 45 YEARS, OLD CHICAGO
PIZZA & TAPROOM HAS BEEN A
LEADER IN THE CASUAL DINING
RESTAURANT SEGMENT WITH
EXCLUSIVE CRAFT BEER SELECTIONS
AND AWARD-WINNING PIZZAS.**

OLD CHICAGO
PIZZA + TAPROOM



OLD CHICAGO PIZZA & TAPROOM HAS EARNED ITS REPUTATION AS ONE OF AMERICA'S FAVORITE RESTAURANTS FOR A MULTITUDE OF REASONS THAT LEAVE CUSTOMERS COMING BACK FOR MORE.

From its delectable pizza to its extensive beer selection, this establishment caters to a diverse range of tastes and preferences.

First and foremost, the star of the show is Old Chicago's pizza. The dough is handcrafted daily, and the fresh ingredients are sourced to create a tantalizing array of pizza options. Whether you're a fan of classic Margherita or prefer something more adventurous like the Double Deckeroni, there's a pizza for every palate.

The taproom aspect of the restaurant sets it apart from the competition. Old Chicago boasts an impressive selection of craft beers, with regional and local brews showcased on their rotating tap list. The beer offerings are a testament to their commitment to quality and the support of the craft beer community.

Additionally, Old Chicago's warm and welcoming atmosphere makes it an ideal place for friends and families to gather. The friendly staff and comfortable surroundings create a sense of community that keeps patrons coming back. They offer special promotions and events, such as trivia nights, to further engage their loyal customers.

Old Chicago Pizza & Taproom has become an American favorite due to its mouthwatering pizza, craft beer selection, and the inviting environment it provides. It's the kind of place where great food, great drinks, and great times come together, making it a cherished destination for all.

**RAISING THE BAR ON
PIZZA + BEER**

Since 1976  **OLD CHICAGO**
PIZZA + TAPROOM

The Pizza and Beer Authority

ALTHOUGH HAVING A NATIONAL PRESENCE NEARING 100 RESTAURANTS, OLD CHICAGO STILL EXUDES THE WELCOMING APPEAL OF A LOCAL NEIGHBORHOOD RESTAURANT.

We're a leader in the traditional casual dining segment specializing in the best local & regional craft beers and hand crafted pizzas & distinctive taproom fare - all at affordable prices. Old Chicago is that local hang out where our guests are encouraged to "come as they are" to discover, share & connect with family & friends new & old.

From our redesigned interior and exterior to innovative kitchen and bar technologies, everything about the new Old Chicago has been revisited to enhance the customer experience. All of this comes together with our guest-tested menu and localized brew selection to create a one-of-a-kind guest experience. These thoughtful changes are showing positive results. Same-store sales increases in our prototypes have already exceeded our expectations. Old Chicago brings the feel of a well-established neighborhood restaurant to any retail setting.





**WE ARE
RE-INVENTING
THE PIZZA
& TAPROOM
EXPERIENCE.**

Our new exterior & interior designs offer a welcoming atmosphere for our guests. Our reinvention includes new kitchen designs to reduce service times and increase food quality. We are even incorporating new bar technology to improve quality & reduce waste. Our mission is to create an experience loved by our guests, proving Old Chicago is a well-established hometown favorite

WHY CHOOSE OLD CHICAGO PIZZA & TAPROOM FOR YOUR NEXT VENTURE?

New franchisees benefit from years of refinements to support our franchise partners with site selection, lease agreements, facility design, and operational training and marketing. The Old Chicago franchise model is a proven winner and delivers consistent financial performance. We provide an opportunity for single and multi-unit franchise opportunities. Contact us to learn more about this iconic brand.





OUR NEW RESTAURANT PROTOTYPE DESIGN IS OPENING EYES

Our new design re-invents this iconic brand with open spaces, great food and an awesome selection of beers from around the world, even incorporating selections from local craft breweries.

DISCOVER BEER YOU NEVER KNEW EXISTED.

If you're going to have "Taproom" in your name, you need to be serious about beer. With each restaurant offering an impressive variety of beers, Old Chicago is the destination for customers seeking both the familiar and the unusual in local craft brews, domestic or imported, some of which are exclusive to Old Chicago.

WE TAKE PRIDE IN BEING THE LOCAL BEER EXPERT.

Bottled or poured, we've perfected the beer experience. Here's how:

- » **EXPERTISE MATTERS:** We provide extensive beer knowledge training to both management and staff. Our managers, bartenders and servers undergo specialized certification training to refine their expertise on everything related to beer and brewing.
- » **QUALITY POURS:** Our restaurants use the best draft equipment in the country and we train our servers to get it right every time.
- » **PAIRED GLASSWARE:** We use glassware that is specifically designed to enhance each of the beers we serve. It's a subtle detail that makes a difference and elevates the guest experience.
- » **LOCAL & LEGENDARY:** We offer a large number of local and regional beers in each restaurant's lineup. It's a key to forming loyalty in the community.
- » **DIGITAL BEER MENU BOARDS:** Each restaurant communicates beer selection and availability with digital beer menu boards. It shows just how serious we are about our beer collections.
- » **WORLD BEER TOUR:** Earn with every sip! When customers join OC Rewards, they earn points on every purchase at Old Chicago and track their progress toward winning gear on the World Beer Tour.®



OLD CHICAGO IS FOR BOTH PIZZA AND BEER LOVERS.

The most appealing restaurants are more than the sum of their parts. Sometimes, the food, the drinks and the atmosphere unite in a way that's uniquely inviting. That's always been the vibe at Old Chicago and it's getting even better.

THIS IS A PLACE WHERE YOU'LL WANT TO SPEND TIME. An inviting environment and a friendly, engaging staff are key features that will keep the guests coming back again and again.

GUESTS CAN CHOOSE from large booths for packing in friends and family or unique community tables that encourage a sense of energy and new connections. Take a look around and you'll pick up on the details that set us apart. From purse and umbrella hooks conveniently located at the table, to the digital beer board at the bar, Old Chicago is taking that extra step to make each guest experience a great one.

MORE THAN ANYTHING, THIS IS A PLACE TO GATHER.

Come as you are; jeans and suits mingle comfortably here. Pizza and beer connoisseurs come in all types. Old Chicago is the perfect place for business lunches, family dinners and gathering with friends to watch the game.

PIZZA NIGHT

Done Right



WE PARTNER WITH LEADING CRAFT BREWERIES TO DEVELOP PROPRIETARY BEERS SOLD NOWHERE ELSE.

**ODELL BREWING COMPANY
BOULEVARD BREWING CO**



Old Chicago collaborated with 2 breweries to create an exclusive Imperial ESB in celebration of their anniversaries in November 2014.

ROGUE FARMS



In November 2015, Old Chicago and its in-house beer specialists worked with Rogue to craft a unique Doppelbock beer.

LEFT HAND BREWING



In 2015, De'Nile Coffee Ale was co-created by Left Hand Brewing & Old Chicago's craft beer specialists.

SUMMIT BREWING



In 2015, partnered with Summit Brewing to develop Cracking Wit, a Belgian White celebrating summer.

SAM ADAMS BREWERY



For New Years 2016, Old Chicago offered an exclusive tapping of Utopia extreme beer. Only 60 casks were produced.

ODELL BREWERY



In 2016, Old Chicago developed an exclusive Vanilla Brown Ale in partnership with Odell Brewing, branded Big Cookie A La Mode.



HANDMADE CRUST

Is a Must



WE WEAR OUR PRIDE ON OUR SLEEVES.

We take the idea of “hand-crafted & distinctive taproom fare” very seriously. Our culinary and marketing teams have created a compelling food menu offering focused on three key pillars: Handcrafted Pizza’s (& dough extensions), distinctive Taproom Fare and proprietary Taproom Starters which are refreshed twice a year with new offerings in key menu platforms to heighten guest interest driving frequency and seasonal updates to enhance menu relevance.

- » **IT STARTS WITH OUR SIGNATURE PIZZAS** such as Chicago 7, Thai Pie or Double Deckeroni built on one of our unique Chicago Thick, Tavern Thin and new Ale doughs. The guest can also choose to craft their own pizza masterpiece choosing from great sauces and 40+ different ingredients and toppings. Complementing our pizzas is our line of Specialty and Craft Your Own Calzones.
- » **OUR TAPROOM FARE MENU** features burgers & sandwiches, pastas and salads while our Taproom Starters line-up offers traditional and not so traditional appetizers and value focused Tavern Bites. Each of these menus focus on offering familiar dishes with broad appeal but with a unique twist that makes these old favorites new again.
- » **FOOD IS DELIVERED FASTER** thanks to re-engineered kitchen layouts and technologies designed to get each dish to the table more efficiently.
- » **A MENU FOR ALL.** Through months of extensive product testing and evaluation with nationally-renowned researchers, we have created a menu of crowd pleasing dishes that our guests are truly excited about!

YOU'RE GOING TO LOVE THE *NEW OLD* CHICAGO!

Fans of Old Chicago will love the updates to our classic look and feel, but we're most excited about the impact we'll make on newcomers. The food and service will delight them, but the atmosphere will encourage them to stay – and return with new friends.

There's a timeless, uniquely American vibe at Old Chicago, inside and out. It's the pride and enjoyment that comes from something well-thought out and hand-crafted. Our redesign adds fresh, modern touches to an already solid brand.

The stylish exterior complements any site. Light colored brick, modern design, metal accents and of course views of the televisions no matter where you sit. Large windows allow for lots of natural light during the day while warm stylish lights create a dynamic night atmosphere. We even have a new design that incorporates an enclosed patio space with roll-up doors and access to an inside-outside bar.



LOCATIONS

OPPORTUNITIES IN CURRENT AND EXPANSION MARKETS

ARKANSAS

Rogers

ARIZONA

Chandler
Goodyear

COLORADO

Aurora (2)
Brighton
Colorado Springs (3)
Fort Collins
Grand Junction
Greeley
Highlands Ranch
Lakewood (2)
Loveland
Pueblo
Thornton (2)
Westminster

GEORGIA

Columbus
Sharpsburg

IOWA

Ames
Dubuque
Sioux City

IDAHO

Boise

ILLINOIS

Rockford

INDIANA

Vincennes

KANSAS

Garden City
Hays
Lawrence
Liberal
Manhattan
Olathe
Salina
Wichita (3)

KENTUCKY

Lexington

MICHIGAN

Midland
Okemos

MINNESOTA

Duluth
Eden Prairie

MISSOURI

Independence
Joplin
Kansas City (3)

MONTANA

Billings
Bozeman
Missoula

NORTH CAROLINA

Fayetteville
Jacksonville

NEBRASKA

Lincoln
Omaha (2)

OREGON

Hillsboro

SOUTH CAROLINA

Columbia
Murrells Inlet

SOUTH DAKOTA

Rapid City

TENNESSEE

Chattanooga
Clarksville
Franklin

TEXAS

Fort Worth
Waco

WISCONSIN

Green Bay

WYOMING

Casper
Cheyenne
Gillette
Rock Springs

OLD CHICAGO
PIZZA + TAPROOM



-  CURRENT LOCATIONS
-  CURRENT MARKETS
-  EXPANSION AREAS

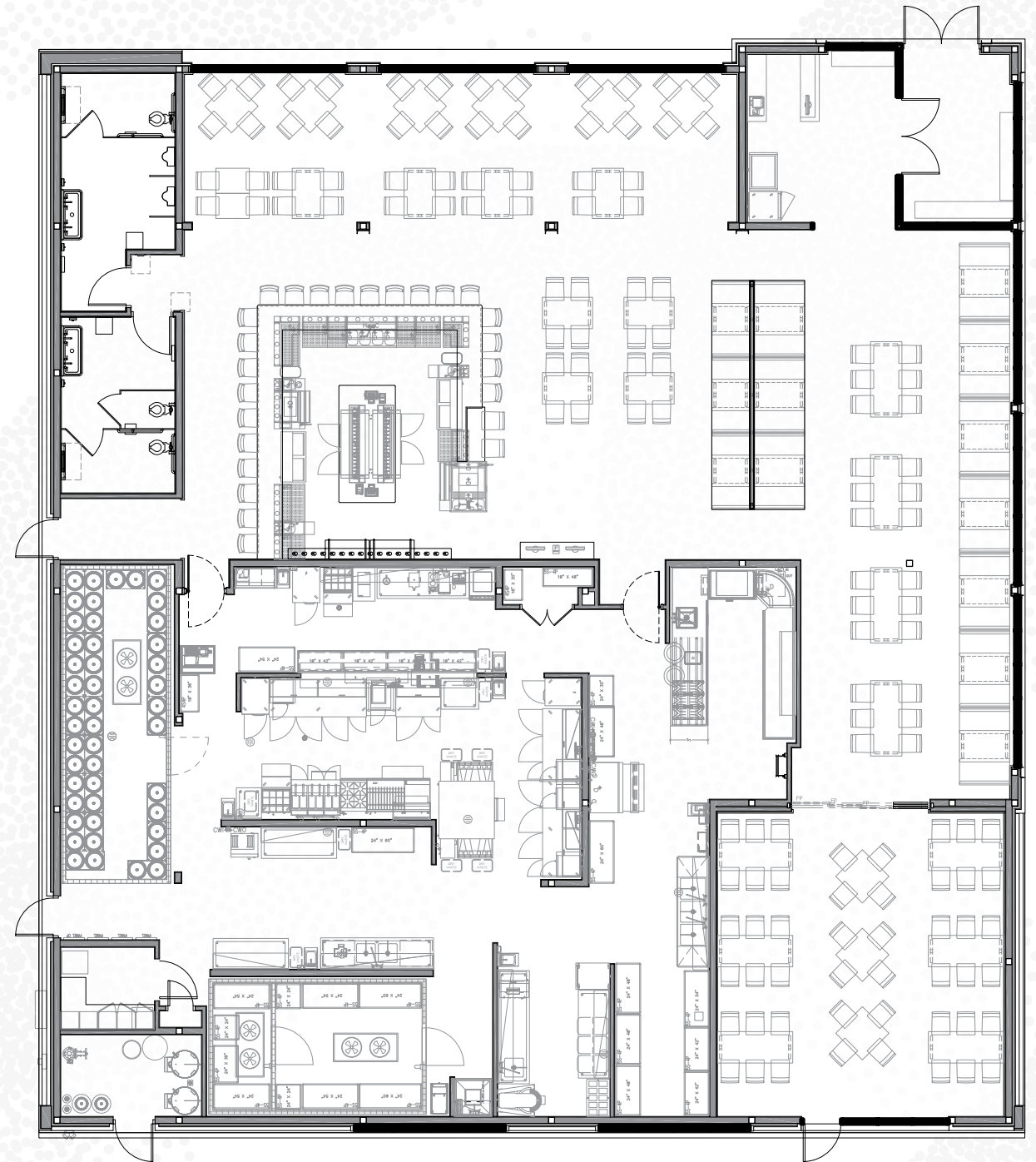
UNPARALLELED SUPPORT

OLD CHICAGO FRANCHISE PARTNERS thrive with this core belief. We want our restaurants to deliver the signature Old Chicago experience to every guest, every time. Therefore we offer a level of support that is unmatched by any other casual dining and taproom concept. Ongoing franchise support is not just a process with Old Chicago, it's a core value.

Over the past 47 years, we have cultivated some of the best relationships with our franchise partners, for their success is our success. It is a genuine team experience. Continual support comes in many forms, but the basic foundational elements will ensure brand consistency and a healthy bottom line for everyone. Here's how we do it:

- » **OPERATIONS** provides support at various levels of the organization, along with designated franchise business consultants who partner with new and existing franchisees.
- » **CONSTRUCTION** that works with franchise partners to ensure every aspect of their location is covered. From large elements down to the smallest details, they are there to help bring the Old Chicago brand to life.
- » **TRAINING** that extensively covers four critical areas: Management, Back of House, Front of House and Tavern. Our enthusiastic and dynamic training team drives home our core fundamentals with your in-house team and makes sure each Team Member understands their role in the brand equation.
- » **REAL ESTATE** with decades of experience in working with some of the biggest names in the industry on site selection and development.
- » **MARKETING** provides tactics and methods for reaching your core and aspirational guests and ensures every touchpoint and every brand message is consistent with Old Chicago's values. Most importantly, these tactics are proven to drive sales and traffic.

For more information, contact: Franchising@OldChicago.com



OLD CHICAGO
PIZZA + TAPROOM

Fast FRANCHISE FACTS

OLD CHICAGO
PIZZA + TAPROOM

AUV: \$2.45M* // \$3.84M** • **SALES MIX:** 74% food // 26% Beverage • **DAYPART:** Lunch, Dinner, Happy Hour and Late Night
CORE MENU ITEMS: Pizza, Calzone, Pasta, Burgers, Sandwiches, Salads, Appetizers, 110 varieties of Beer, Cocktails & Wine

MARKET: Hotel, Office, Residential and Entertainment is highly preferred
Prefer trade area that can support 3 or more Old Chicago locations

LOCATION: End Cap, Hotels and Convention Centers, Pad Site or Conversions considered

POPULATION: At least 65,000 residents within 10 minute drive time of proposed location

DAYTIME POPULATION: At least 50,000 within 5 minute drive

Single-Family Residence density preferred

AVG UNIT SIZE:
4,000 - 6,000 sq. ft. preferred

PATIO SIZE:
Minimum of 1,200 sq. ft. preferred

ROYALTY: 4% • **AD-FUND:** 2% • **ESTIMATED INVESTMENT:** Ranges Between \$2,067,500 to \$4,441,000

Want to learn more? Contact thomas.petska@spbhospitality.com for a personal introduction to Old Chicago.

*Average unit volume of all franchise locations from 12/27/21 to 1/1/23 **Average unit volume of franchise locations in the Top Quartile from 12/27/21 to 1/1/23 See our FDD for more information

CONTACT US!

Tom Petska, VP Franchise Sales & Development • Franchising@OldChicago.com • 770-616-9070

The information provided is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only. Any franchise offer made is by a Franchise Disclosure Document (FDD) registered in the applicable state. The FDD will include detailed information regarding the franchisor and the franchise opportunity.

Our brochure and the information contained herein do not constitute the offering of a franchise in any state or jurisdiction where such an offer or solicitation would be prohibited by law or regulation. The offer of a franchise can only be made through the delivery of a FDD in compliance with applicable laws and regulations.

Furthermore, the franchise opportunities described on this brochure are only available in certain states and countries. OLD CHICAGO FRANCHISING LLC will not offer or sell franchises in states or countries where registration or other requirements have not been fulfilled.

Prospective franchisees are advised to carefully review the FDD and consult with legal and financial advisors before making any decision to invest in a franchise opportunity. The decision to purchase a franchise should be made after careful consideration of all information and factors involved.

OLD CHICAGO FRANCHISING LLC does not guarantee the success of any franchisee or the profitability of any franchise. Individual success will depend on a variety of factors, including the franchisee's skill, effort, and dedication to operating the franchise business.

