

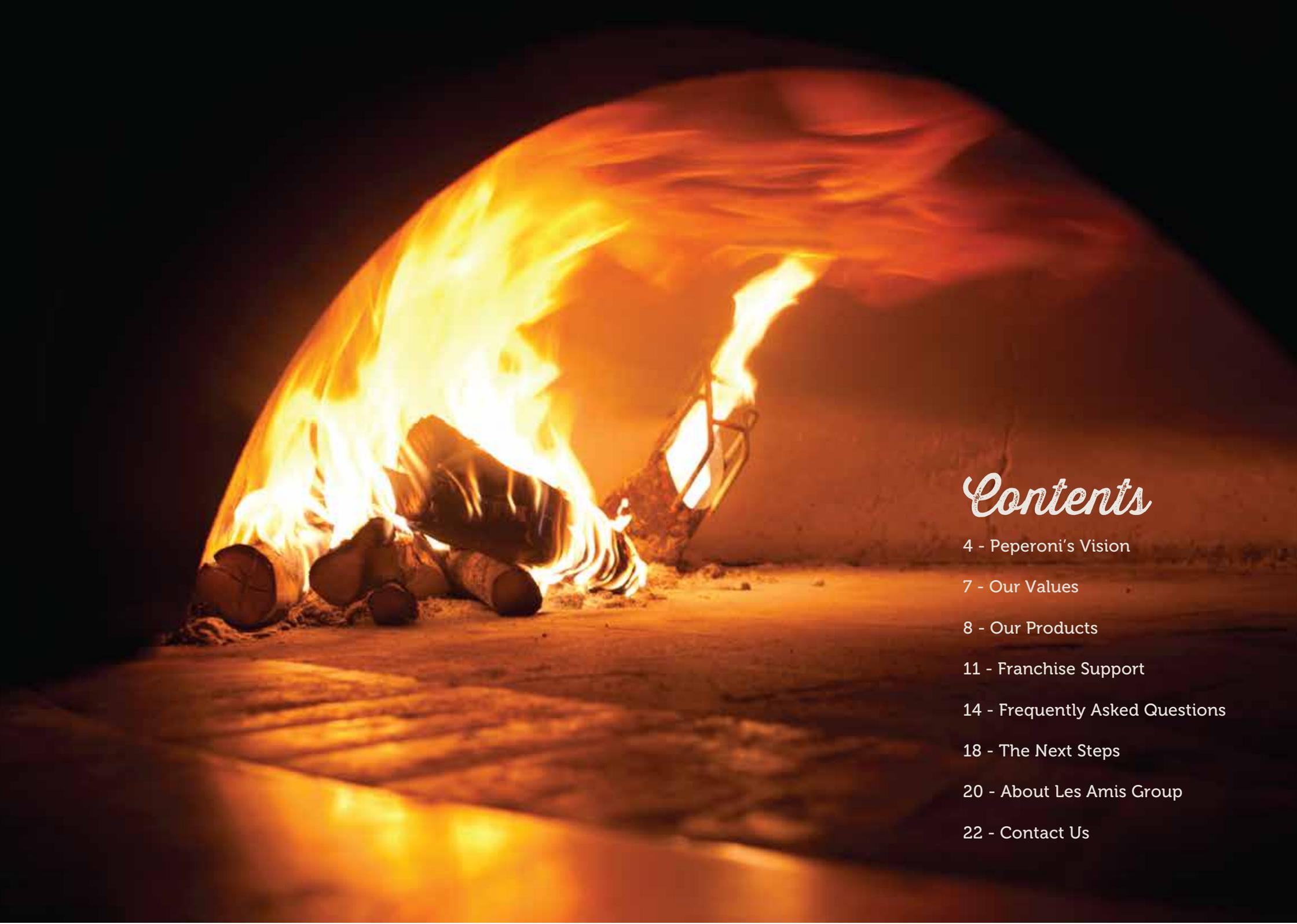


all we knead is love

OUR BRAND

recipe





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Year 2004.

The warmth and comfort of wood fired pizzas and traditional pastas over chilled drinks with friends and families were an everyday affair at the first Peperoni at Greenwood. Charming, vivacious and full of life, in the walls with their expressions of love and creativity.

Peperoni has since evolved into a much-loved destination with its 'Appetite for Life' philosophy. This philosophy makes Peperoni more than just a restaurant, it is a place that has a mission - to bring people together, to bind relationships, to savour life in all its delightful flavours.

Peperoni Pizzeria and its owners, the highly acclaimed Les Amis Group, are now inviting like-minded partners to join us in a franchise journey as we continue to spread the love and energy of Peperoni across the world!

At Peperoni

all we knead is love

VISION:

To be the most loved dining choice, a place that unites, entertains and brings hearts and minds together.

MISSION:

We are passionate about Italian food and what it stands for – living life to the full. We create lasting impressions from dining moments. Our teamwork brings happiness to us and to the families and friends we serve.





WHO WE ARE:

Peperoni is an all-day Italian casual dining restaurant offering wonderful comfort food and moments.

WHAT WE ARE:

We bring people together in a cheerful and easy ambience with delightful Italian food and service that is genuine and honest.





Peperoni Pizzeria - Appetite For Life

Peperoni brings people together in a cheerful and easy ambience with delightful Italian food and service that is genuine and honest. A reliable and good value fare offered in delightful yet unpretentious surroundings bring a completely pleasurable dining experience.

PASSION

for great service,
great work everyday.

CREATIVITY

in all that we do,
whatever we do.

INTEGRITY

in the quality of our
ingredients, services
and practices.

TEAMWORK

unites our hearts
and minds.

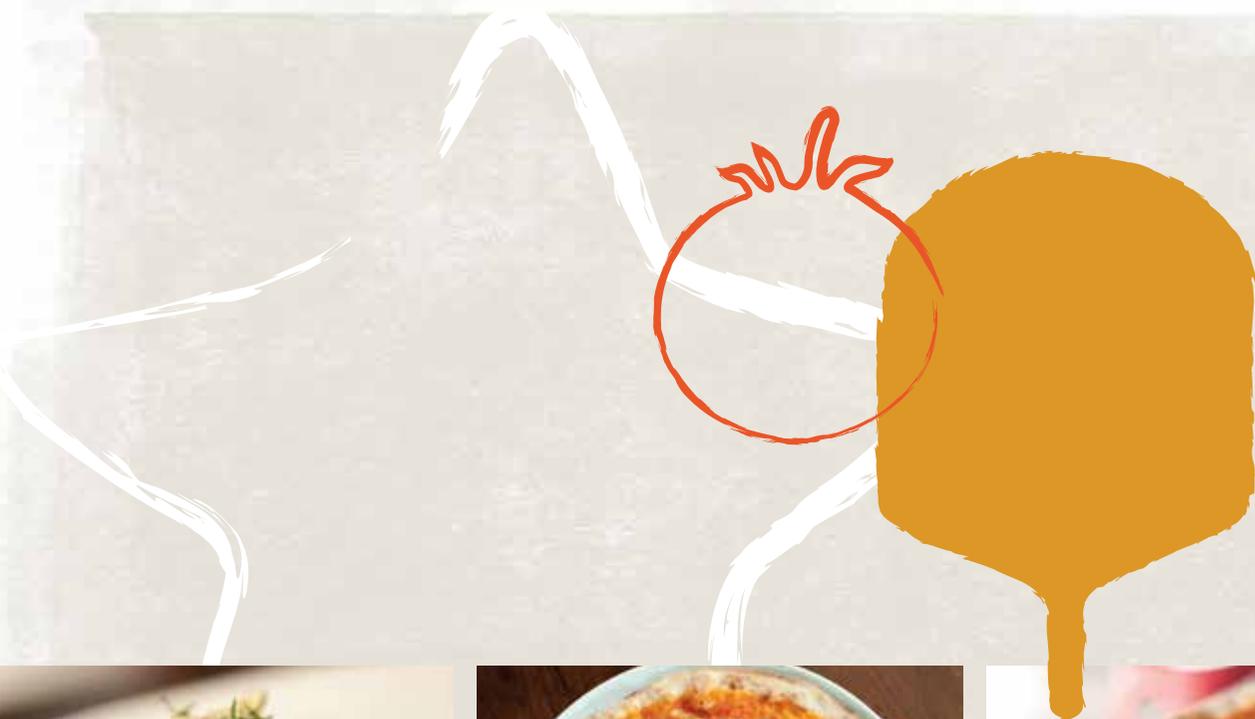


PEPERONI'S SIGNATURE THIN CRUST, WOOD FIRED PIZZA

The hallmark of Peperoni's Pizzeria's signature thin crust, wood fired pizza lies in its delectable dough, a secret recipe that has taken years to perfect through extensive refinements and experiments. A variety of fresh tasty toppings crown the handmade pizza base, which is baked to perfection in our traditional wood fired ovens, creating deliciously crisp pizzas for everyone to enjoy.

Without all the fancy pompous fuss, our pizza menu boasts Classic Italian favourites such as Diavola (Peperoni), Margherita, Prosciutto Crudo di Parma, Vegetarian, Hawaiian, Pancetta, Funghi and many more!





CLASSIC ITALIAN PASTAS AND MORE

Our menu of classic Italian pastas, main courses and appetisers complements our pizza selection. We offer diners a taste of Italy while evoking a sense of comfort and familiarity each time they tuck into their favourite dishes.





comprehensive franchise support

Your success is our success!

As a franchisee of Peperoni Pizzeria, you can be assured of our commitment and dedication in providing you comprehensive franchise support.

Start-Up Training and Support

We will provide comprehensive start-up training and support, including on-the-job training for your key personnel covering the various aspects of the franchise business. We will also provide guidelines and on-site advice in designing, setting up and launching your Peperoni Pizzeria outlet.

On-Going Training and Support

We will provide on-going training and support to you in managing and operating the restaurant outlets, including sourcing of raw materials and ingredients, recruitment of key staff such as chefs, annual on-site business review and strategy development.

Franchise Manuals

We will provide you detailed franchise manuals to guide you in managing and running your restaurants operations. The manuals include pre-opening manual, branding manual, operations manual and training manual. These manuals have been developed and written with you, the franchisee, in mind. It contains user-friendly and easy to understand guidelines, procedures and processes.





Our Proven Business System and Methods

We will provide you access to Peperoni Pizzeria's proven business system and methods with on-going transfer of know-how. Peperoni Pizzeria will shorten the learning curve for the Franchisee by providing advice on various areas of the franchise business.

Our Continuing Research & Development

Peperoni Pizzeria's wide selection of Italian cuisine is created and constantly innovated at the Franchise headquarters in Singapore. New menu items will be created and refined regularly in our own restaurant outlets before they are shared with the Franchisee. Thus as our Franchisee, you will benefit from Peperoni Pizzeria's commitment to developing new menu items to provide an exciting and memorable dining experience.





ideas ARE LIKE PIZZA DOUGH. MADE TO BE TOSSED AROUND.

ALL WE KNEAD IS
love



Everything you knead to know about being a Peperoni Pizzeria Franchisee

If you are considering being a Peperoni Pizzeria Franchisee, you are likely to have questions concerning the Peperoni Pizzeria Franchise. We have compiled a list of frequently asked questions (FAQs) and provided answers to these questions for your convenient reference.

You can also approach us directly if you need more information or if you have other questions about the Peperoni Pizzeria Franchise.

What are the criteria for being a Peperoni Pizzeria Franchisee?

To be a Peperoni Pizzeria Franchisee, it is highly preferable that:

- a. You have experience in food and beverage business. You should also have a sound and established business track record.
- b. You have a passion for providing quality cuisine and customer service.
- c. You have the resources to invest in multiple restaurant outlets and to manage the restaurant operations.

What are the Fees for a Peperoni Pizzeria Franchise?

There will be an Initial Franchise Fee (non-refundable) for a Peperoni Pizzeria Franchise. There will also be a monthly Royalty based on a certain percentage of the monthly Gross Sales Turnover of the franchise business, subject to a minimum monthly amount for each restaurant outlet. Other fees include a restaurant outlet opening fee.

What types of franchise opportunities are available?

As an Area Franchisee, you will be given the exclusive rights to operate multiple Peperoni Pizzeria restaurant outlets in a given territory. However, franchisees will not be given rights to sub-franchising.

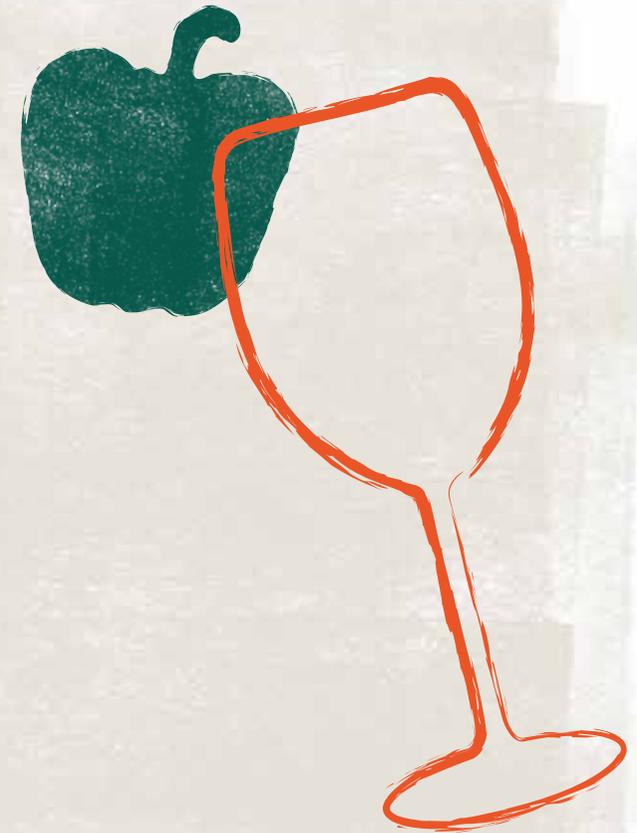


What is the term of a Peperoni Pizzeria Franchise?

The initial term of a Peperoni Pizzeria Franchise is typically 10 years from the date of the signing of the Franchise Agreement, and can be renewed for another 10 years thereafter. The renewal fee is based on the prevailing Franchise Fee at the time of the renewal.

What kind of training is provided to a Peperoni Pizzeria Franchisee to start the franchise business?

We will provide training to you and your key employees on the standards, procedures, processes, techniques and methods needed to run a Peperoni Pizzeria franchise business. We will also provide you a Franchise Manual to guide you in managing and running the Peperoni Pizzeria Franchise.



What is the size requirement for a Peperoni Pizzeria restaurant outlet?

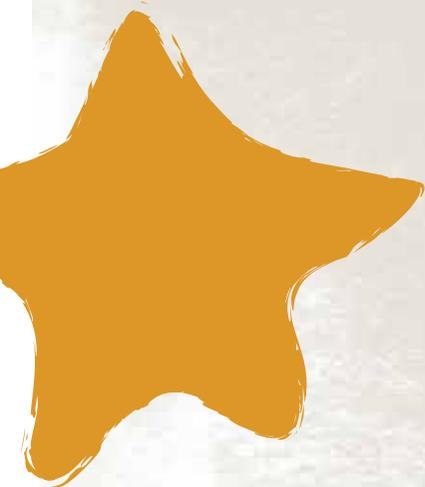
The typical size of a Peperoni Pizzeria restaurant ranges from 2,000 to 2,500 square feet and can seat between 80 to 120 persons.

What equipment and supplies will I be provided with?

Subject to local regulations, we will supply you with Peperoni's special flour mix and signature tomato sauce seasoning. Fresh produce should be sourced locally whenever possible. All other equipment and supplies may be purchased from the nominated/approved list of suppliers.

What type of returns can I be expected to make on my investment in a Peperoni Pizzeria franchise business?

While returns will not be provided, all franchisees are encouraged to conduct due diligence and research on their own. The amount of returns is dependent on a number of factors, including your ability to manage the franchise business, drive sales volumes and control costs of operations.





the next steps

(1)
Complete
Franchise Enquiry
Form

(2)
Discovery
Meeting

(3)
Signing of NDA &
Review Deal
Sheet

(4)
Submission of
(i) Franchise
Application Form
(ii) Business plan
(iii) Market Survey
Form

(5)
Franchise Offer

(6)
Execution of
Letter of Intent &
Deposit (20% of
Initial Franchise
Fee)

(7)
Review of
Standard Franchise
Agreement
(30-60 Days)

(8)
Execution of
Franchise
Agreement

(9)
Payment of Initial
Franchise Fee

(10)
Franchise Comissioning

This process will take approximately 3-6 months, depending on various factors, such as prompt application submission.



the Les Amis Group

Peperoni Pizzeria is part of the Les Amis Group of restaurants.

Established in 1994, the Les Amis Group began as a pioneer in Singapore's gastronomy scene, with its first modern French fine-dining restaurant, Les Amis, at Shaw Centre.

From this single eponymous restaurant, the Group has grown, with more than 20 restaurants in Singapore, Hong Kong, Myanmar, Vietnam and the Philippines.

Beginning with our award-winning flagship Les Amis Restaurant, we have since developed mass market concepts like Peperoni, NamNam Noodle Bar, and Bistro du Vin.

Today, the Group is undisputedly one of Singapore's more influential and well respected restaurant groups.

At Les Amis Group, which means "friends" in French, we firmly believe in the importance of building winning relationships.

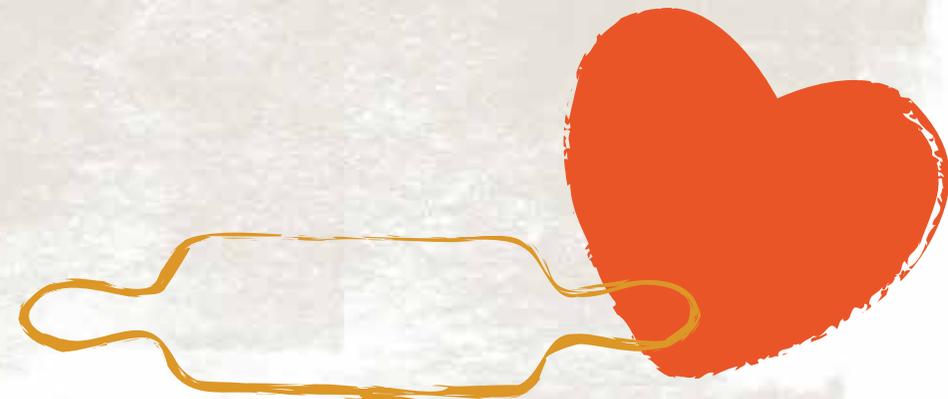
As such the success of our Franchisees are our priority. Leveraging on our extensive operating experience, the Les Amis Group's Franchise Program will present Franchisees a golden opportunity to embark on a winning partnership of culinary excellence and business success.

Our Vision

Fulfilling friendships through passionate people, innovative ideas and responsible business.

Our Purpose

Creating exceptional experiences and rewarding moments for our guests, partners, employees and the communities we serve.



Les amis group

by friends, for friends

Singapore

LES AMIS



PICCOLO
PIZZERIA & BAR



Casa Verde



Vietnam



三福楼
SAN FU LOU
CANTONESE KITCHEN



UNION SQUARE

LES AMIS
CATERING



all we knead is love

The information provided does not constitute an offer to award a franchise. An offer may only be made in compliance with the applicable franchise laws, if any, of a territory.

We welcome you to contact us and discover more about the Peperoni Pizzeria Franchise Program:

Group Franchise Manager
Les Amis Global Concepts Pte. Ltd.
(a wholly owned subsidiary of Les Amis Holdings Pte Ltd)

1 Scotts Road, #01-16/17/18, Shaw Centre
Singapore 228208

Email: franchise@lesamis.com.sg
Website: www.lesamisgroup.com.sg

Find out more about Peperoni Pizzeria at:

www.peperoni.com.sg
facebook.com/peperonipizzeria

Business Registration No. 200300719C

