BE PART OF THE SUCCESS!

FRANCHISING INFO KIT



La Ruota

AUTHENTIC NEAPOLITAN PIZZA



OUR MISSION STATEMENT

To serve quality, artisan Neapolitan pizza, by utilizing the finest ingredients in our recipes, and incorporating a fully integrated & disciplined approach to attain unparalleled quality and taste.

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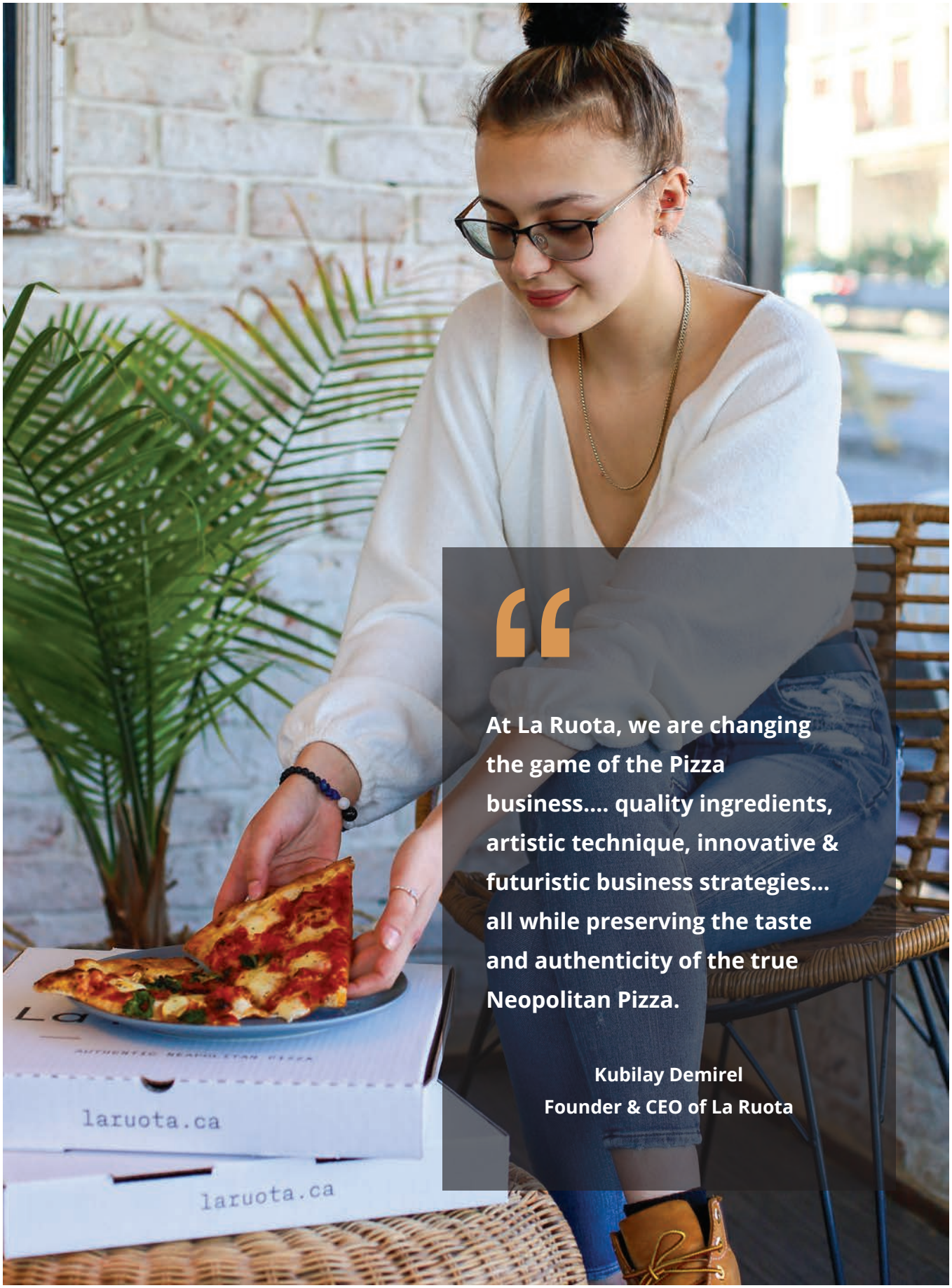
La Ruota has received many honors within the pizza industry from its' inception, and we hold this position dear to our heart. With 22 years of experience to pull from, La Ruota has easily dominated the Neapolitan pizza market in British Columbia.

La Ruota delights Vancouverites with authentic, distinct flavors and recipes brought to all at affordable prices. We pride ourselves on our hand-crafted, artisan, stone-oven baked, and unique take on the Neapolitan style pizza.

As a La Ruota franchisee, you can bring the much-loved Neapolitan pizza to your community. From the start of the application process to the day you open the doors to your new store - you will find our exceptional franchise support, highly trained managers, and expert marketing and design teams by your side every step of the way. We want you to succeed!



LaRuota.ca



At La Ruota, we are changing the game of the Pizza business.... quality ingredients, artistic technique, innovative & futuristic business strategies... all while preserving the taste and authenticity of the true Neopolitan Pizza.

Kubilay Demirel
Founder & CEO of La Ruota

OUR SUPPORT SYSTEMS

PRODUCT INNOVATION

La Ruotas' Research & Development team are continuously working on new creations to captivate and satisfy the pizza consumer and push the envelope in quality and innovation to excel in the pizza industry.

We strive to keep our menus unique by creating new artisan flavors and exciting our customers' taste buds to keep them coming back for more.

La Ruota's signature techniques and top-quality ingredients are essential to our continuous success. We use top quality flour imported from Italy, handmade tomato sauce using the freshest vine-ripened tomatoes, meats sourced from British Columbia's finest farms and Italian meat imports, and locally sourced market fresh vegetables.

La Ruota's expertise in the pizza industry and researched knowledge of what our customers needs and expectations are, have led us to create a diverse menu bursting with delicious hand-crafted, artisan, stone oven-baked, Neapolitan style pizzas.

BUILDING A STORE

Excellence in building and planning have been La Ruota's standard from the beginning.

With our high-quality food product, we provide our franchisees high-quality stores to match. This includes location, construction, design, and finishing.

We use our expertise to create a business for you from start to finish. By choosing the best location and demographic, high quality construction and design, complete with full inventory and equipment, and ready for the first day of opening. From the smallest detail, a turn-key operation, we set you up for success in owning your own business...your own La Ruota pizza franchise.

PURCHASING SUPPORT

La Ruota has strong, loyal relationships with local suppliers to provide you with regular fresh inventory and regular/timely deliveries to aid in keeping immediate store stock levels low, thereby keeping ingredients at their freshest when used.

Our relationships mean that you can create the best quality pizza, at its freshest, and at the most profitable rate for your business. From food service to store operations we keep things easy and affordable to maximize profitability for all franchisees.

TRAINING

We support you in every aspect of training in order to propel franchisees to success. Solid training is essential in the creation and operations of a successful La Ruota store, and we provide that. Our business and training programs are tailored by and administered via our expert business and training managers.

We offer our franchisees 8 weeks of comprehensive operational, turn-key business training prior to opening your store, this ensures

franchisee confidence and business success.

Full training schedule consists of:

5 weeks operations training

2 weeks financial training

1 week of community marketing training

We support you every step of the way when training to open your store, and every step of the way beyond that. Our dedication to your success is unrivaled and communications with our franchisees is the root of our successful business model.

MARKETING

La Ruota franchisees have the benefit of working with our dedicated in-house creative marketing and design team. Our team delivers strategic and integrated marketing and advertising campaigns via promotional print product, digital material, social media campaigns, and online advertising.

We tailor your marketing and advertising campaigns directly to your demographic to secure your market niche and to promote the overall success of the brand.





WHY LA RUOTA

At La Ruota, we are not just a successful, profitable, and proven business model, we are much more than that.

We pride ourselves on a culture of collaboration, unity, involvement, commitment, and clear communication. We value and respect our relationships and continuously seek unique and innovative ways to launch our franchisees to new heights of success. When we work together, we all succeed!

Our success has always been a true labor of love, friendships, and family. From our very first store opening to our newest stores. We have always maintained strong and long-lasting relationships with all of our franchise partners.

All members of the La Ruota brand are dedicated and integral to La Ruota's continued business success.

FRANCHISING FAQ'S

1. WHEN DID THE FIRST LA RUOTA FRANCHISE OPEN?

Our first store opened in 2015.

2. HOW MUCH DOES IT COST TO OPEN A LA RUOTA FRANCHISE?

Your total investment will depend on store location, size, and the extent of site renovations required. La Ruota requires a minimum of $400,000 of initial investment for leasehold improvement and equipment purchase. 67% of this investment can be financed via a variety of financial institutions, and we can aid you in attaining that financing.

3. HOW MUCH WILL I PAY IN ROYALTY, ADVERTISING, AND OTHER FEES?

- Initial Franchise Fee = $45,000
- Royalty = 5% of gross sales
- Advertising = 3% of gross sales

4. WHAT IS INCLUDED IN THE ROYALTY FEE?

- Trademark/brand usage
- Operating systems
- Comprehensive product guidance
- Consulting/Sharing of best practices
- Product innovation
- Locating demographically advantageous store locations
- Negotiation power on leases, cost of goods, etc.
- Exclusivity on a certain radius or density
- Store design, planning, construction
- Equipment purchases/maintenance
- Comprehensive training program. Initial & on-going
- Streamlined central supply source
- Business plan support for financing
- On-going business coaching
- On-going operational support

5. WHY DO YOU CHARGE ROYALTY AND ADVERTISING FEES WHEN SOME OTHERS DON'T?

In the cases where companies offer no royalty or advertising fees, they make up for this by inflating their franchise fees and other associated costs. In this scenario, the franchisee is left to pay much higher pricing for necessary food and supplies, training, and marketing the business, resulting in potential loss because of continuous inflated and unknown cost to the franchisee.

Whereas, at La Ruota, we provide you with a turn-key operation from A to Z, where everything has been planned and executed, time and time again, successfully, to create a business model where all associated costs and fees are fully transparent to the potential franchisee.

6. HOW DO I OBTAIN FINANCING?

Financing can be obtained through a variety of financial institutions. Depending on your financial position, you have the opportunity to finance up to 67% of your project start-up costs, this is including leasehold improvement and equipment. We are able to provide you with all of the necessary information and help to do so.

7. WHAT DOES LA RUOTA LOOK FOR IN A FRANCHISEE?

La Ruota is seeking passionate & motivated individuals, who are looking to own their own business, who are looking for a successful business model, and have adequate capital to Invest. Those who have a strong interest in being involved in the day to day operations of running their own business.

8. CAN OWNERS OF OTHER FRANCHISES QUALIFY FOR OWNING A LA RUOTA FRANCHISE?

Owners of other franchise operations can indeed qualify for a La Ruota franchise, provided that they are not in a competing food business like restaurants featuring quick service or similar menu items.

NEXT STEPS

1 Evaluate

Evaluate your capital funds for investment.

2 Meet with us

Meet with our Business Development Team to discuss details and your questions.

3 Fill out the application form

Email the completed & signed application to franchising@laruota.ca

Our Business Development Team will review your application and if you meet baseline criteria, we will contact you to further discuss the opportunity in your territory of interest.

Have further questions?

Please email franchising@laruota.ca







JOIN OUR FAMILY!

franchising@laruota.ca

www.LaRuota.ca

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