



America's Next Hottest Brand



Pickleman's Franchising, LLC
Quality and Experience Driven by Proven Systems

What is Pickleman's?



Pickleman's is an upscale, fast, casual sandwich shop committed to quality food people crave. Featuring toasted sandwiches, fresh chopped salads, premium soups and specialty thin crust pizzas using only the finest ingredients.

Why Pickleman's?



Experience and success in restaurant industry.

Low start up cost from \$210,600 to \$316,000.

Proven cost control systems.

Operating system built for high volume.

Comprehensive training program, field support and ongoing personnel development.

Fresh, unique brand set to become a national franchise company.

Quality food driven by proven systems.

Owner & Founder

Doug Stritzel



Sixteen years of success in QSR* and Franchising Industry

Seven years with a large U.S. sandwich franchise.
Franchising Training Director, Director of Corporate Operations, COO
of Franchise and Corporate Operations and second in
command to owner and founder.

This company is a gourmet sandwich concept with hundreds of
locations and hundreds of millions of dollars in annual sales.

Director of Operations and COO of RFC, Franchising Inc., a frozen
custard concept with fifty units and approximately
\$45 to \$50 million dollars in sales.

Former owner of an Italian QSR* concept.

Former Operating Partner of a Wendy's and Tim Horton's Franchisee
company with annual sales of \$20 million dollars.

Former owner of a Jimmy John's Franchise company.

Owner and founder of Pickleman's Gourmet Café , Pickleman's
Franchising, LLC and Pickleman's Holding's, LLC.

*Quick Service Restaurant

Key Accomplishments



Increased profitability of corporate operations of past QSR* franchise company from \$400,000 to \$2,000,000 annually in four years.

Increased comparative same store sales for past QSR* franchise company by 20% for three consecutive years.

Developed and designed several key elements instrumental in attaining successful QSR* sales and profitability results that are currently used today.

*Quick Service Restaurant

What sets us apart?



Quality and value, no gimmicks necessary.

Operational efficiency.

We can achieve high volume.

We share rebates and have established national pricing contracts.

Earth friendly packaging.

Small footprint of 1,400 to 1,800 square feet to keep lease costs down and enhance your return on investment.

Our food!

Higher Quality Products, Freshly Prepared



We use the best tasting, highest quality products available.

Our meats, cheeses and produce are sliced daily
to ensure customer satisfaction.

Our bread has the right substance, holding up to the heat
required to melt our cheese. This allows the flavor of our
quality meats to peak as they come through the oven.

Pickleman's commitment to quality isn't just what sets us
apart from the competition- it's our promise to
our customers and franchisees!

Franchise Support



How it Will Work for You:

Business planning assistance.

Site review and approval.

Design and construction assistance.

Comprehensive training program.

Ten days of opening assistance and on-going field support.

Rebate income.

Optional Assistance



Basic bookkeeping and administrative service

When starting a restaurant business, most people find it difficult to complete the administrative functions required .

This service provides payroll execution, bill payment, deposit verification, sales entry, cash accountability and maintenance of your Profit and Loss statement, which is important to the success of your business.

This service is available for the first three years for a fee of \$600 a month per unit.

The Market Manager Program

We give you a market manager that will open, operate, hire, train, as well as develop your staff and management team for the first twelve months. This temporary employee will help you properly execute our systems and prepare you for success.

Why Buy a Pickleman's?



Our logo and brand are distinct and memorable.

Our food is created using only the highest quality products.

Our operating systems are among the best in the industry.

Our training is designed for your success.

Our model is expertly built to maximize your return on Investment.

Summary



Pickleman's is a ground floor opportunity that uses proven systems in the QSR* and franchising industries.

The timing could not be better; current lease rates and property values have in some cases hit ten to twenty year lows.

Owner and founder, Douglas R. Stritzel, has been on both sides of franchising and understands the complexities and diplomacy in developing healthy franchise relationships.

*Quick Service Restaurant

Our Menu

TOASTED SANDWICHES

All sandwiches are made to order on our toasted white or wheat club roll with fresh veggies and the best meats and cheeses sliced daily.

<p>1. Turkey 4.49 Hickory smoked honey turkey breast and provolone dressed with lettuce, tomato and mayo</p> <p>2. Ham 4.29 Smoked ham and provolone topped with lettuce, tomato and mayo</p> <p>3. Veggie 4.79 Double provolone topped with tons of cucumbers, avocado, lettuce, tomato and mayo</p> <p>4. The Pizza Guy 4.39 Marinara, pepperoni, and mozzarella cheese with a dash of Italian seasoning and parmesan</p> <p>5. Turkey Bacon Club 5.49 Hickory smoked honey turkey breast, smoked bacon, provolone cheese, lettuce, tomato and mayo</p> <p>6. Asiago Chicken Club 5.79 Grilled chicken strips, bacon and provolone, topped with asiago caesar dressing</p> <p>7. Hodge Podge (Three times the meat!) 6.49 Salami, capicola, turkey, and ham with provolone cheese, mayo, lettuce and tomato</p> <p>8. Pickleman's Café Club 5.49 Freshly sliced ham, turkey, and provolone topped with lettuce, tomato and mayo</p> <p>9. Italian Beef 5.49 Shaved Italian beef dipped in au jus served with or without peppers</p>	<p>10. Meatball with Marinara 4.99 The tastiest meatballs you'll find, basted with marinara and topped with melted mozzarella.</p> <p>11. Pickleman's Italian Club 5.49 Genoa salami, capicola, pepperoni, ham, provolone cheese, mayo, lettuce, tomato, onion, touch of BBQ and Italian seasoning</p> <p>12. Chicken Giardinara 5.69 Grilled chicken strips, marinara, giardinara peppers and provolone cheese (That's hot!)</p> <p>13. BLTC 5.49 The motherload of smoked bacon, provolone cheese, lettuce, tomato and mayo</p> <p>14. BBQ Chicken 5.69 Grilled chicken strips topped with provolone, lettuce and BBQ sauce</p> <p>15. Buffalo Chicken 5.89 Grilled chicken strips with crumbled bleu cheese, provolone, buffalo sauce, lettuce and ranch</p> <p>16. Grilled Cheese 3.29 Choice of melted mozzarella or provolone. We recommend dipping this in our tomato bisque</p> <p>17. Chipotle Chicken 5.69 Grilled chicken strips and provolone topped with lettuce and chipotle ranch</p>
--	--

12" THIN CRUST PIZZA

Topped with a gourmet blend of whole milk cheeses.

Cheese	7.99
Italian Sausage	8.99
Pepperoni	8.99
Asiago Chicken	11.99
Chicken, bacon, and asiago caesar dressing	
Chicken Giardinara	11.99
Chicken, giardinara peppers, and marinara	
BBQ Chicken	10.99
Chicken and BBQ sauce	
Buffalo Chicken	11.99
Chicken, crumbled bleu cheese, and buffalo sauce	
Veggie	8.99
Tomato, black olives, your choice of peppers, and marinara	
The Hog	13.99
Chicken, pepperoni, sausage, giardinara peppers, onion, and marinara	

FRESH CHOPPED SALADS

Blend of fresh hand chopped romaine and iceberg lettuce served with garlic croutons and your choice of dressing.

Dressings: Asiago Caesar, Buttermilk Ranch, Chipotle Ranch, Low Fat Honey Mustard, Mustard Vinaigrette, Italian Vinaigrette	
Italian Chop	6.69
Salami, capicola, smoked ham, shredded mozzarella, tomato, giardinara peppers, banana peppers, onion, and black olives	
Café Chop	6.69
Hickory smoked honey turkey breast, smoked ham, shredded cheddar, tomatoes, and sliced cucumbers	
Garden Chop	5.29
Shredded cheddar, tomatoes, cucumbers, banana peppers, and black olives	
Asiago Caesar With Chicken... 6.99	5.29
Shredded parmesan cheese served with creamy asiago caesar dressing	
Buffalo Chicken	6.99
Chicken tossed in buffalo sauce, with crumbled bleu cheese, shredded mozzarella, onion and tomatoes	
Side Caesar	3.29
Extra dressings 0.79 ea.	

REALLY GOOD SOUPS

	Little	Big
Tomato Basil Bisque	3.59	4.79
Broccoli Cheese	3.29	4.29
Baja Chicken	3.79	4.99
Chili	3.79	4.79
Add shredded cheddar or mozzarella	0.75	

EXTRAS

Pizza Heat	1.49
Del! Heat (ham, turkey, Italian combo)	1.49
Chicken or Italian Beef	1.99
Giardinara Peppers	0.59
Veggies (tomatoes, black olives, banana peppers, onion, cucumber)	0.99
Arocado/Dress (flavored provolone, mozzarella, crumbled bleu cheese or shredded cheddar)	0.79
Au Jus	0.29

BEVERAGES/SIDES

24 oz. Fountain Drinks	1.69
Coffee	0.99
Bottled Water	0.99
Bottled Drinks	1.99
Fresh Baked Homemade	
Cookies	0.99 each, Dozen for 9.99
Dips	1.09
Raviole Dill Pickle (sauce & mayo)	.75/1.39

order online at picklemans.com

Prices Do Not Include Tax or Delivery Charge. All Prices Subject to Change.



Franchise Packages



Single unit franchise locations.

Area Developments.

Minimum of three locations.
Receive exclusive territory rights to develop your market.

Master Franchise Territories.

Must sign four store development agreement.
Minimum 20 store territory development.

This is not an offering. An offering can only be made by prospectus, which will be provided to you in a timely manner as required by applicable law.



Contact Us



Mail

PO Box 1424
Columbia, MO 65205

Visit

www.picklemans.com

E-mail

doug@picklemans.com

For More Information Call:

Doug Stritzel
Pickleman's Franchising, LLC
(573) 442-8180 - Office
(573) 823- 9062 - Cell

This is not an offering. An offering can only be made by prospectus, which will be provided to you in a timely manner as required by applicable law.