

Franchise Times
TOP 400

THE TOP
500
Restaurants
by *Entrepreneur*



FRANCHISING
OPPORTUNITIES!



WHO IS HAPPY JOE'S?

"Happy Joe's Pizza & Ice Cream Parlors are the Midwest's gift from "Happy Joe" Whitty, a trained baker from Minot, North Dakota, who founded the iconic Happy Place concept. Happy Joe opened the first location on November 16, 1972. The combination of innovative products, friendly service, and a family-friendly, fun atmosphere proved to be a huge success for Joe and our Happy Joe's franchisees. Mr. Whitty passed away years ago, and Happy Joe's is now under new ownership and leadership with Tom Sacco as CEO.

Happy Joe's still continually researches and develops new and innovative menu items that provide uniquely delicious, family-friendly food offerings, particularly pizza and pasta. Happy Joe's goal today is to ensure that we always have "Best-in-Class" menu items available to successfully satisfy our ever-inquisitive guests with their always evolving taste profiles which provides our business-minded franchise owners a competitive advantage that leads the pizza industry.

WHY FRANCHISE WITH US?

1. Unique Eatertainment venue
2. Yummy menu options appealing to everyone
3. Supports all day parts (breakfast, lunch, dinner, special events)
4. Proven business model for 50 years
5. Multiple revenue streams
6. Loads of available territory in both U.S. and abroad
7. Supportive corporate resources
8. A system of happy, profitable franchisees
9. Full Size Dine-In Average Unit Volume \$1.50MM* and Delco Delivery Carryout Average Unit Volume \$1.51MM*
10. Sales up 15%+ in 2021 over 2020 and up every quarter during pandemic

STATES WHERE WE ARE ESTABLISHED

Illinois, Iowa, Minnesota, Missouri, North Dakota & Wisconsin



COMMUNITY-BASED PROGRAMS

Scholarships, reading programs, fundraising, special-needs children's parties and business-to-business programs



DISTRIBUTION

Dine-In, Carryout, Pick-up Window and Delivery. Nationwide, overnight, one-day shipping



SERVICES

Birthday Parties, Catering, and Special Events



ATTRACTIONS

Family Fun Centers (for full-size units only)

RESTAURANT CONCEPTS



FULL-SIZE RESTAURANT

Our full-size concept combines the best Happy Joe's has to offer, a true dining experience, fun center, with convenient delivery and carryout services, all under one roof.

Full size Happy Joe's locations are a prime destination for birthday parties and special events. There are also accessories that can be added to raise entertainment and fun to a whole new level.

- ✓ Stand-alone facility
- ✓ 2,000 and 4,500 square feet
- ✓ Seats between 150 and 250 people
- ✓ Full menu
- ✓ Party facilities
- ✓ Ice cream parlor
- ✓ Fun centers
- ✓ Delivery, drive through, carryout and dine-in services
- ✓ Breakfast, lunch and dinner
- ✓ Training: three people, six weeks

DELIVERY / CARRYOUT*

Many markets respond well to a delivery or carryout concept. Our DELCO concept allows you to provide delivery and carryout services with limited seating.

There is an increasing demand for delivery services, and a Happy Joe's DELCO enables you to focus on this growing niche.

- ✓ Limited or shared common seating
- ✓ Size ranges vary from 1500 to 2000 square feet
- ✓ Full-size core menu
- ✓ Breakfast, lunch and dinner
- ✓ Delivery, drive through, carryout and limited dine-in service
- ✓ Training: two people, six weeks

*DELCO units may serve as satellite locations after initial full-service restaurant has been opened.

RESTAURANT CORE MENU

Happy Joe's has built success around a core menu of quality products and his specialty signature pizzas. New products are constantly being tested. Based on our guests' preferences, trends and Joe's past experience in the baking industry, Happy Joe's has perfected many types of pizza dough and other creative food items which of course includes our famous Taco Pizza!

- ✓ Pizza
- ✓ Specialty Pizzas
- ✓ Pasta & Spaghetti
- ✓ Omelet Pizza
- ✓ Cinnamon Rolls
- ✓ Gourmet Coffee
- ✓ Ice Cream
- ✓ Calzones
- ✓ Appetizers
- ✓ Soup
- ✓ Salads
- ✓ Sandwiches
- ✓ Birthday Party Packages
- ✓ Soft Drinks
- ✓ Beer



COST & FEE STRUCTURE

THE INITIAL FRANCHISE FEE

Full Size Franchise
\$25,000

Delivery-Carryout Franchise
\$25,000

ROYALTIES

Full-Size Franchise
6% of sales

Delivery-Carryout Franchise
6% of sales



HAPPY JOE

A conversion franchise will not pay an initial franchise fee. (If FDD signed before [date])

ADVERTISING FEES

Local advertising is required to be a minimum of 2% of sales. In addition, all franchisees are obligated to be members of the Happy Joe's National Franchise Board (HJNFB). The HJNFB serves as an advisory committee to the chain and assists in directing advertising funds as well as other funded programs. HJNFB dues are currently 1.5% of sales.

AREA DEVELOPMENT AGREEMENT

We also offer area development opportunities whereby Happy Joe's grants an exclusive territory to franchisees, allowing them to develop a number of franchise facilities and become a multi-unit owner with their own exclusive territory!



GOOD TIMES TO BE TOGETHER!™

EXPENDITURE	FULL SIZE	DELIVERY/ CARRYOUT ONLY
Initial Franchise Fee	\$25,000	\$25,000
Rent	\$5,000 - \$25,875	\$3,750 - \$5,625
Lease, Utility & Security Deposits	\$2,500 - \$7,500	\$1,250 - \$1,875
Leasehold Improvements	\$130,000 - \$295,000	\$97,500 - \$175,000
Initial Inventory	\$11,800 - \$28,000	\$4,000 - \$7,500
Furniture, Fixtures & Equipment	\$85,500 - \$450,000	\$30,000 - \$150,000
Insurance	\$8,000 - \$18,000	\$8,000 - \$18,000
Training	\$7,500 - \$18,000	\$5,250 - \$10,500
Grand-Opening Advertising	\$3,000 - \$10,000	\$3,000 - \$6,000
Signage	\$5,250 - \$45,000	\$5,250 - \$21,000
Additional Funds	\$14,700 - \$68,250	\$6,500 - \$12,500
Liquor License	\$0 - \$50,000	
Totals	\$273,250 - \$1,040,625	\$164,500 - \$423,000

This chart is designed to give you a range of what costs may be for the options of franchising with Happy Joe's. Within these estimates are included some costs for three months operation while other costs are one-time-only costs.

BECOME A FRANCHISE PARTNER!

Now that you've had a chance to review some of the Happy Joe's franchise information, we invite you to take the next steps in becoming our franchise partner.

If you are seriously interested in exploring franchise ownership with Happy Joe's Pizza and feel your qualifications meet our standards, now is the time to begin!

**For questions, please contact
Kat Davidson: (678) 485-8413
or KatD@drhnow.com**

Growing up, Happy Joe's was always a staple in my life and my families' lives for every occasion and event. I did not need to be sold on the brand. However, what I did need to be sold on was the people now behind the brand. The CEO Tom Sacco could not be more passionate about growing the brand, meeting new franchisees, and seeing it succeed moving into new markets. The entire team that makes up Happy Joe's each play a role in getting your store up and running. Kat Davidson and the entire Happy Joe's team truly make you feel like a franchise family and I could not be more grateful.



CHRISTINA TENNANT
Multi-unit Franchisee, Southwest Florida

MINIMUM FINANCIAL REQUIREMENTS:

Single Unit

\$150K liquidity and \$450K net worth

Multi-Unit

\$700K liquidity and \$1.2M net worth

Step 1

Complete the Happy Joe's Franchise Application at happyjoes.com.

Step 2

Let's schedule a telephone call and get to know each other!

Step 3

Review our FDD and your Business Plan

Step 4

Further DISCOVER the brand with a visit and meet some of the team.

Step 5

Sign your Agreements and schedule training and other Happy Joe's resources.





THANKS!



THERE IS NO **hello pizza!**
"WE"[👋]IN **goodbye**
"PIZZA" **problems!**
have a 🌿 pizza fixes
everything

slice day! **SWEET DREAMS ARE MADE OF CHEESE** 🍕 the answer is "pizza"
👄 slice, slice baby!

CONES ALL DAY 🍏
I'm into fitness. Fitness pizza in my mouth

WE ALL SCREAM FOR ICECREAM 🍷
HAPPY, HAPPY, HAPPY
you feta brie-lieve it!

EVEN PIZZA HAS A POINT

*2020 Average Unit Volume Top Quartile Full Size Dine-In and Delco Carryout