



PARLOUR

PEOPLE • PIZZA • PINTS

INVEST IN THE **BILLION**
DOLLAR PIZZA AND CRAFT
BEER MARKET

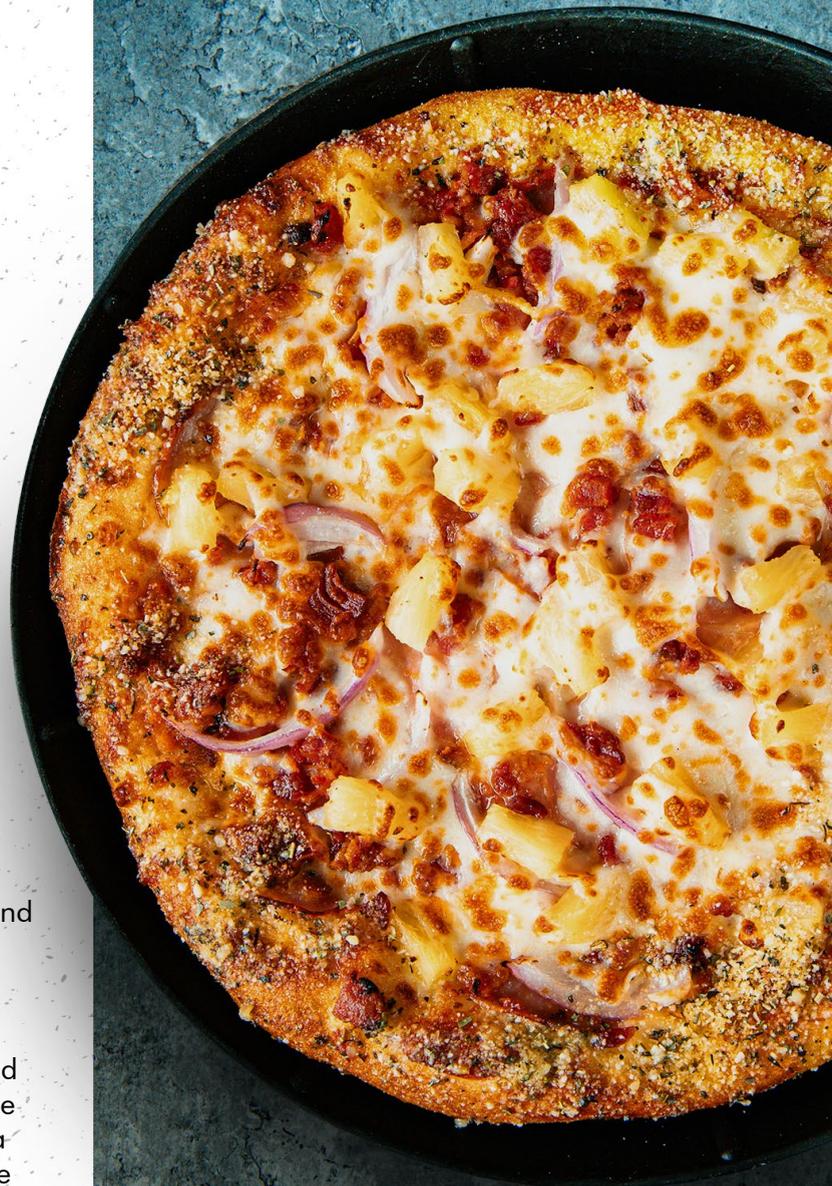


AN AWARD-WINNING BUSINESS BUILT ON PEOPLE · PIZZA · PINTS

PARLOUR offers a unique take on the traditional pizza concept. We not only harness the powerful combination of two popular industries — craft beer valued at \$681 billion and pizza valued at \$141.1 billion — we go well beyond traditional offerings to give our visitors a menu packed full of variety. Franchisees benefit from our proven business model and a validated concept that comes with an impressive track record of growth that blows past the industry standard!

We take pride in our exceptional pizzas and our extensive selection of craft beers, giving our franchise partners a full-service, multiple revenue stream business ready to make money, drive traffic, and be loved by your community. PARLOUR sets itself apart from our competitors thanks to our intentional attention to all of the details that matter! It's a place where guests can relax, socialize, and enjoy delicious food and drinks in a laid-back and stylish setting.

Gain comprehensive support, key resources, effective tools, and accessible guidance all designed with your success in mind. Join a brand that was recognized by Pizza Marketplace as one of the top emerging brands in the country and a full scale pizza experience that placed 2nd in the International Pizza Expo. Invest in your future with PARLOUR.



CREATE A HUB FOR YOUR COMMUNITY

Our team has built a solid foundation of expert knowledge, brand power, and customer service techniques that deliver a strong business model in a high-yielding industry! Here are more reasons PARLOUR may be right for you...

 **Our Menu:** From our top-tier pizzas to our in-house smoked wings, there's something for everyone. Fresh salads, hearty calzones, grinders, and appetizers are just the beginning. We also offer several signature craft cocktails – concocted with our various drink mixes and syrups all made in house - as well as a rotating selection of seasonal cocktails.

 **Growth Opportunities:** Whether through expansion into new territories or the introduction of new products, there are avenues for our franchisees to expand and increase profitability. Our strategic vision and plans for growth showcase a commitment to long-term success and present attractive opportunities for you to grow alongside us!

 **Impressive Sales Growth:** PARLOUR has achieved remarkable sales growth since our inception. Our successful track record demonstrates the demand and popularity of our offerings among customers. By joining our franchise, you tap into a proven business model with a strong revenue generation potential.



PARLOUR



ONGOING SUPPORT IS OUR SECRET SAUCE

From the moment you join PARLOUR as a franchise partner, our team will work hard to guide you towards success. We'll ensure your questions are answered and your business is set up for profitability. With us, your success is our top priority.



Site Assistance: The PARLOUR team will assist you in selecting the perfect location, providing our expert advice. You'll receive our standard building plans, recommended floor plans, and decor specifications.



Comprehensive Training: Our team is here to guide you through staffing, training, and operational procedures, offering comprehensive manuals and training programs.



Operational Support: Our extensive list of approved suppliers will ensure you have everything you need to open your business successfully. We'll continue to support you post-opening, refining products, offering hiring and training assistance, providing guidance for business growth, pricing, as well as operational challenges you may encounter.



Marketing Support: PARLOUR will administer the marketing fund, allocating it towards strategic marketing initiatives that generate greater brand awareness, drive customer traffic, and ultimately benefit the entire franchise network. These initiatives may include national or regional advertising campaigns, digital marketing efforts, social media promotions, public relations, website development and maintenance, as well as marketing materials.



THE PARLOUR STORY

The first PARLOUR location, which is now an integral part of the PARLOUR brand, is nestled in the charming downtown area of Jeffersonville, Indiana. The story of how this PARLOUR came into existence is intertwined with the personal experiences and passion of Don Robinson, the CEO and President of Craft Culture Concepts.

Don had developed a deep connection with the restaurant as it had become his go-to place for spending quality time with his friends and family. The inviting atmosphere, delectable food, and warm hospitality made it a cherished spot for Don, and he found himself drawn to its charm every weekend.

It was during one of these visits that an unexpected opportunity presented itself. The owner of the PARLOUR, recognizing Don's genuine appreciation for the establishment, approached him with a proposition to sell the business. Don's love for the PARLOUR and his desire to create a gathering space that brought people together led him to seize the opportunity without hesitation.

With the acquisition of the PARLOUR, Don transformed it into the first location of what would become the successful PARLOUR brand under Craft Culture Concepts. Guided by his vision and determination, Don set out to elevate the PARLOUR's offerings, retaining its cozy ambiance while infusing it with his own creative touch.

Despite the daunting challenges posed by the COVID-19 pandemic, PARLOUR not only survived but thrived under Don's leadership. This resilience and dedication to providing a memorable experience to every guest allowed PARLOUR to overcome the odds and flourish.

In just five short years, PARLOUR expanded from its humble beginnings as a single-unit restaurant to a remarkable five-store operation. This remarkable growth stands as a testament to Don's unwavering commitment to quality, community, and the shared joy of gathering together over delicious food and warm hospitality. Now it's your turn to join in on PARLOUR's success story.



FINANCIAL SNAPSHOT

**ESTIMATED INITIAL
INVESTMENT RANGE:
\$724,000 TO \$1,488,000
(INCLUDES FRANCHISE FEE)**

**ROYALTY FEE: 5% OF
GROSS SALES**

**FRANCHISE FEE:
\$40,000**



GRAB A SLICE OF A LUCRATIVE INDUSTRY



PARLOUR wants you to be a part of our franchise network. Invest in your future — visit www.PARLOURfranchising.com to get started.



PARLOUR

www.eatparlourpizza.com
www.parlourfranchising.com

parlourfranchising@craftcultureconcepts.com

502.861.1079

2325 Green Valley Rd., STE 107
New Albany, IN 47150

Legal Disclaimer: This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.