



SERVING

Creativity



PIEOLOGY STORY

The first Pieology Pizzeria opened in March 2011 in Fullerton, CA. Since then, we have been **serving creativity through personalization** in communities around the world. Our design-your-own pizzas have been made fresh with real ingredients in a fun, casual environment that lets our guests explore the best of health and best of indulgence with unlimited possibilities.

WHAT WE DO

SERVE
Creativity

WHAT WE SERVE

Best of HEALTH

- Plant Proteins
- Cauliflower Crust
- Gluten Free Crust
- Fresh Veggies

Best of INDULGENCE

- Deep Dish
- Wings & Fries
- Ooey Gooley Cheese Bread

BUSINESS MODEL

FLEX CASUAL



WE WILL BE *unbelievable* WHEN WE
SERVE CREATIVITY THAT
EMOTIONALLY CONNECTS US
THROUGH
ENGAGEMENT
and GREAT
FOOD.

DESTINATION UNBELIEVABLE

RULES *of* ENGAGEMENT

- ▶ Be Courageous
- ▶ Show Grit
- ▶ Take Initiative
- ▶ Demonstrate Servant Leadership
- ▶ Act Strategically
- ▶ Stay Engaged



janis.cohen.35 The best pizza 🍕

9w Reply

OUR CORE VALUES

LOCAL IMPACT

We aim to become a permanent fixture in the community by providing localized, authentic involvement within the neighborhoods we operate.

EXCEPTIONAL QUALITY

We are proud to offer a variety of fresh ingredients, provide food that is expertly crafted, and deliver nothing less than the best.

GRATITUDE

We are grateful for the opportunity to serve our Guests and one another. We are never satisfied and constantly search for ways to better ourselves through service.

UNRIVALED EXPERIENCE


Every guest at Pieology should feel valued and inspired to engage their creativity, without limits.

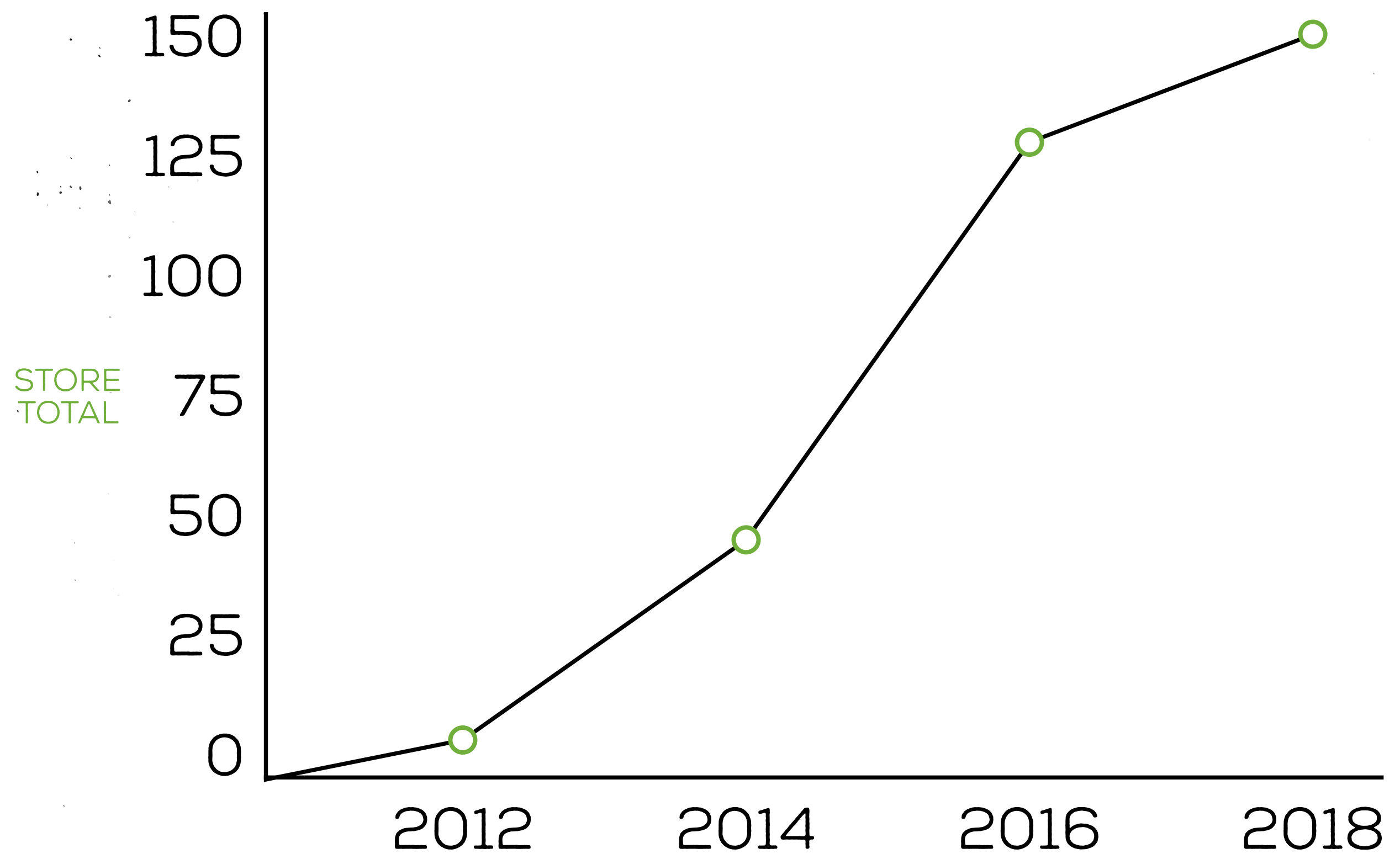
PASSIONATE PEOPLE

We actively invest in our employees to create a path for success in both their personal and professional lives.





 arl808 My fav pizza. Please come to Kapolei, Hawaii.
7w 1 like Reply



Our IMPRESSIVE GROWTH

Pieology LEADERSHIP TEAM

GREGG IMAMOTO
CEO



DOUG DJORDJEVIC
VP, OPERATIONS & TRAINING



CARL CHANG
CHAIRMAN & FOUNDER

RYAN FESSLER
CFO



STEVE KISHI
VP, FRANCHISE DEVELOPMENT



P A C S U N



CHAD BAILEY
VP, MARKETING



RICHARD PINEDA
VP, SUPPLY CHAIN

WILLIAM LYMAN
VP, STRATEGIC INITIATIVES

STRATEGIC Owners

PANDA RESTAURANT GROUP



KEVIN DURANT



MULTI-BRAND *Franchisees*



DALJIT Forty-two-year industry veteran with a portfolio of restaurants across three banners, including Carl's Jr, Jamba Juice, and Pieology. President for twelve years of the Franchise Association for Carl's Jr and current sitting eighth year Franchise Advisor Committee board member at Jamba Juice.



AMIR Former President of La Salsa turned franchisee with large multi-brand diversity including 175+ locations across Arby's, KFC, Carl's Jr and Pieology. Founders Award winner for exemplary success in brand execution.



COTTI Founded in 1967 with the purchase of a Taco Bell store by Peter Capriotti Sr. has grown to a family-owned enterprise of close to 200 restaurants across three brands that include Taco Bell, Wendy's and Pieology.

STRATEGIC VENDOR *Partners*



Our deliciousness **IS GROWING**

**CURRENTLY 140 STORES
IN 20+ STATES, GUAM,
MEXICO AND SPAIN**



Looking to open traditional and
non-traditional restaurants both
nationally and internationally

- Pieology is growing rapidly across the nation
- Average 25 employees per location





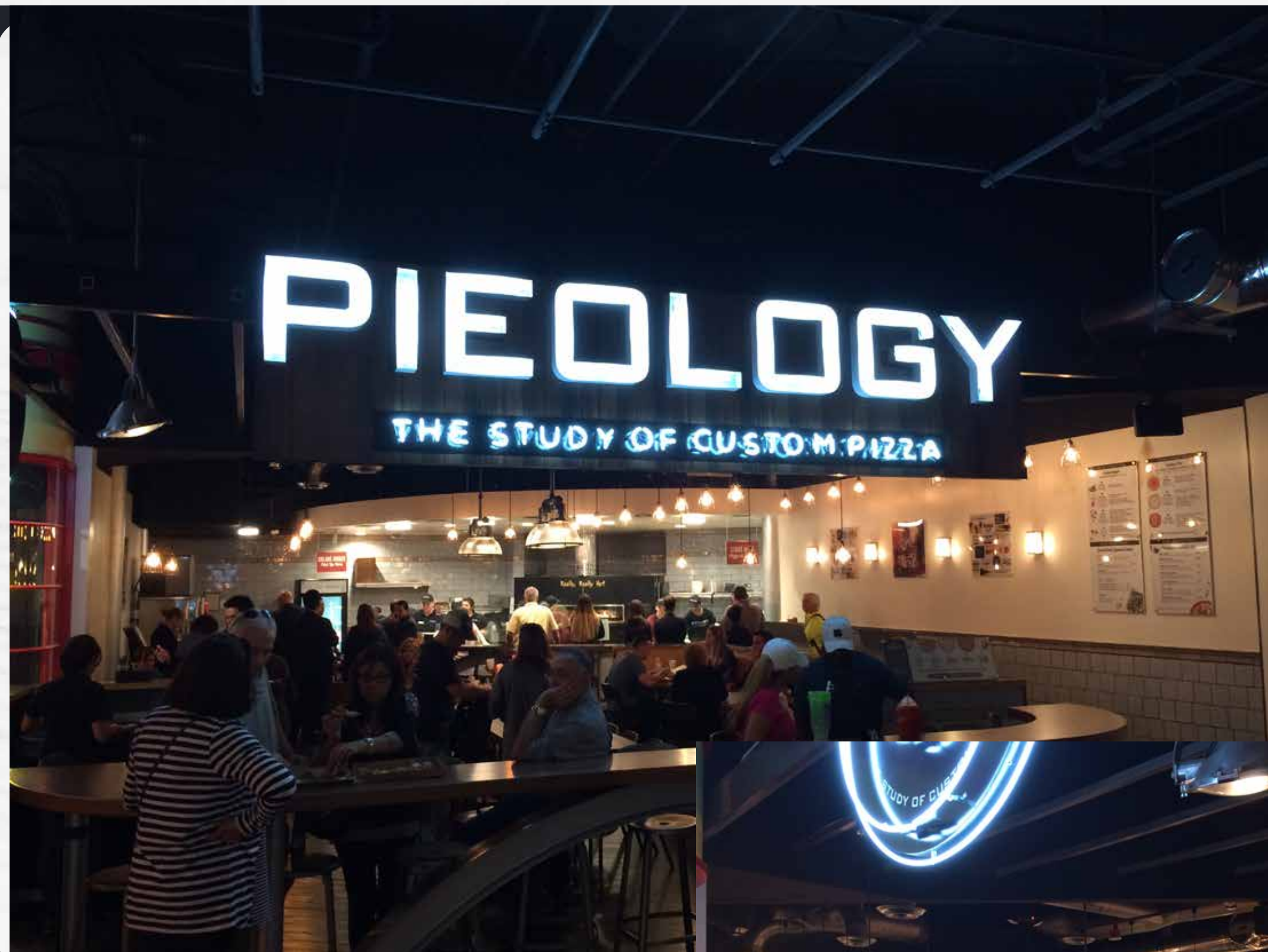
INTERNATIONAL TARGETED / IN-PROCESS GROWTH

- **CHINA**
- **TAIWAN**

- **KOREA**
- **JAPAN**

- **G.C.C.**
- **U.K.**

NON-TRADITIONAL Restaurants



CALIFORNIA STATE UNIVERSITY
FULLERTON





HIGHLY CUSTOMIZABLE, LOCALLY RELEVANT DESIGN OPTIONS



STRATEGIC BRAND PILLARS

FOOD

SERVICE

ENGAGEMENT

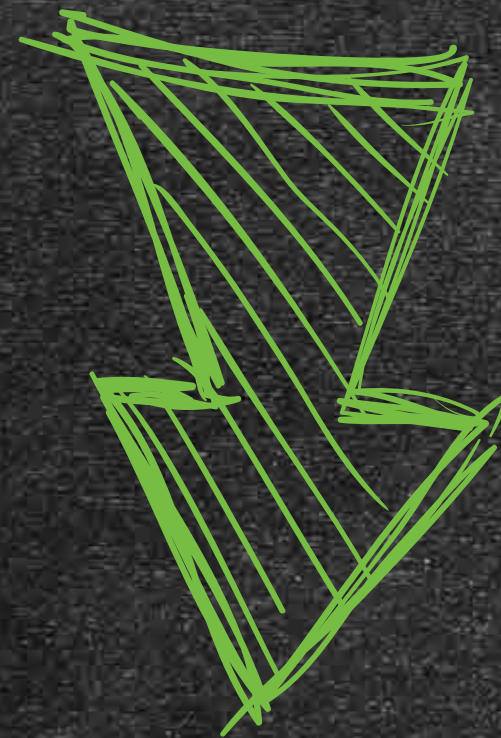
PEOPLE



sof_goals Btw I'm like your guys biggest fan

15w 1 like Reply

THE PIEOLOGY SOLUTION



$$x + y = z$$

The **PIEOLOGY** Equation

Customers Want

FRESH INGREDIENTS

SATISFY CRAVING - WIDE SELECTION

QUALITY

BEST OVERALL TASTE

BEST CRUSTS - VARIETY

USE OF WORDS: FRESH, PREMIUM

Our Solution

FRESH INGREDIENTS - MADE FRESH DAILY

BEST OF HEALTH & BEST OF INDULGENCE FOR ANY CRAVING

PREMIUM CRUST - ONGOING CRUST VARIETY

REAL FLAMES FROM OUR STONE HEARTH OVENS

SEASONAL INGREDIENTS & FRESHNESS ON DISPLAY

AMPLIFIED USE OF WORDS TO EMPHASIZE POSITION

Industry Provides

CHEAP INGREDIENTS

NOT FRESH

**HEAVILY PROCESSED, MACHINES
& REHEATED INGREDIENTS**

LARGE COMMERCIALIZED BATCHES

Our Message

MADE FRESH DAILY - FRESH

BEST OF HEALTH & INDULGENCE - BEST

REAL FLAMES MAKE A DIFFERENCE - FIRE

BEST OVERALL TASTE - PREMIUM

QUALITY

TASTE

The **PIEOLOGY** Equation

Customers Want

PERSONALIZATION
CUSTOMIZATION
TRANSPARENCY OF INGREDIENTS
HAVE IT MY WAY

Our Solution

ULTIMATE BUILD YOUR OWN EXPERIENCE
FREEDOM TO CREATE AMAZING
COMBINATIONS AS UNIQUE AS YOU ARE
YOU TELL US - NOT WE TELL YOU

Industry Provides

SEA OF BLANDNESS
LIMITED ABILITIES (1/2 & 1/2)
MYSTERIOUS BOH INGREDIENTS

Our Message

OPEN KITCHEN - TRUST
UNLIMITED POSSIBILITIES - PERSONALIZED

TRANSPARENCY

CUSTOM

The **PIEOLOGY** Equation

Customers Want

RELIABLE SPEED
GOOD VALUE
CONCEPT EVOLUTION
MENU EVOLUTION
CONVENIENCE

Our Solution

AUTHENTICALLY OWN 10 MINUTES OR LESS
FLEX CASUAL
AMPLIFY APP/ONLINE/3RD PARTY FOR CONVENIENCE
DELIVER ON UNBELIEVABLE: FOOD + EXPERIENCE (4D)
HIGH ENGAGEMENT / EMOTIONAL CONNECTION

Industry Provides

LACKLUSTER SPEED	EXPECTED BLAND EXPERIENCE
MOM & POPS & BIG FEEDERS – AVG. 30 MINUTES OR MORE	1D ATMOSPHERE
QUESTIONABLE VALUE	COMMODITIZATION OF PIZZA

Our Message

10 MINUTES OR LESS - TRUST
UNIQUE EXPERIENCE & FOOD COMBINATION – MORE
DESTINATION YOU LOVE – INTERACTIVE EXPERIENCE
BE A PART OF A COMMUNITY – MEANINGFUL CONNECTION

SPEED

VALUE

ENGAGEMENT



The PIEOLOGY *Equation*

Come visit Pieology for the BEST food, made FRESH, right in front of you. Create a totally PERSONALIZED pizza with the most amazing Healthy or Indulgent ingredients. Do MORE with our PREMIUM variety of ingredients offered in an open kitchen you can TRUST. Watch the FIRE sear in the deliciousness in less than 10 FAST minutes. Be a part of an INTERACTIVE EXPERIENCE, unlike anything else, with the best food, games, and fun ways to CONNECT and build MEANINGFUL COMMUNITY, together.

PIEOLOGY – *Serving* CREATIVITY



PRODUCT OFFERINGS

Unbelievable

INDULGENCE

HEALTH



CONSUMERS / SWIM LANES

VEGETARIAN // VEGAN // FLEX // PROTEIN

CREATIVE BRAND ELEMENTS

CREATE
your  own
PIZZA
EXPERIENCE

CHOOSE *your* **CRUST** 360-1040 cal

CHOOSE *your* **SAUCE** 10-500 cal

SIGNATURE



ARTISAN THIN
560 cal



ARTISAN THIN HEARTY WHEAT
540 cal



PIERISE™ THICK
1040 cal

KIDS' BAMBINO (Ages 12 & Under) Artisan Thin Crust Cheese or Pepperoni
\$4.99 280-760 cal

SIDES & SWEETS

OOEY GOOEY CHEESE BREAD
\$4.69 1673 cal

CINNAMON CHURRO PIZZA
\$2.99 1010-1290 cal




PIEOLOGY PIZZERIA

\$8⁵⁹ | **ANY TOPPINGS YOU WANT**


CHOOSE *your* **CHEESE** 50-180 cal

CHOOSE *your* **TOPPINGS** 0-130 cal


CRUSTS



Hand-Crafted DEEP DISH
950 cal



CAULIFLOWER CRUST
500 cal



GLUTEN FREE
360 cal

SINGLE-TOPPING One-Topping of Your Choice
\$6.89 430-1850 cal

Create YOUR OWN SALAD

\$8⁹⁹

ANY TOPPINGS YOU WANT

SIGNATURE SALADS

CHOOSE YOUR SIZE

☐ **ENTRÉE** \$7.99 WITH CHICKEN +10 cal

☐ **SIDE** \$3.99

Entrée: 130-1350 cal
Side: 70-780 cal

PIEOLOGY PIZZERIA

WE'VE GOT WINGS!

Bone-in or boneless. With or without fries. BE YOUR OWN SAUCE BOSS at the **Sauce Station** with six amazing flavors to choose from. No matter how you like it, **IT'S A WING-WING.**



PIEOLOGY PIZZERIA

IT'S OOEY. IT'S GOOEY. IT'S BRAND NOOEY.

Our new Ooey Gooey Cheesebread is soooooo good. It pairs perfectly with pizzas, salads and hungry friends.



Download the Pieology Pie Life Rewards app today and get a **FREE Ooey Gooey Cheese Bread!**

PIEOLOGY PIZZERIA

When in Pieology, eat as the Romans do.

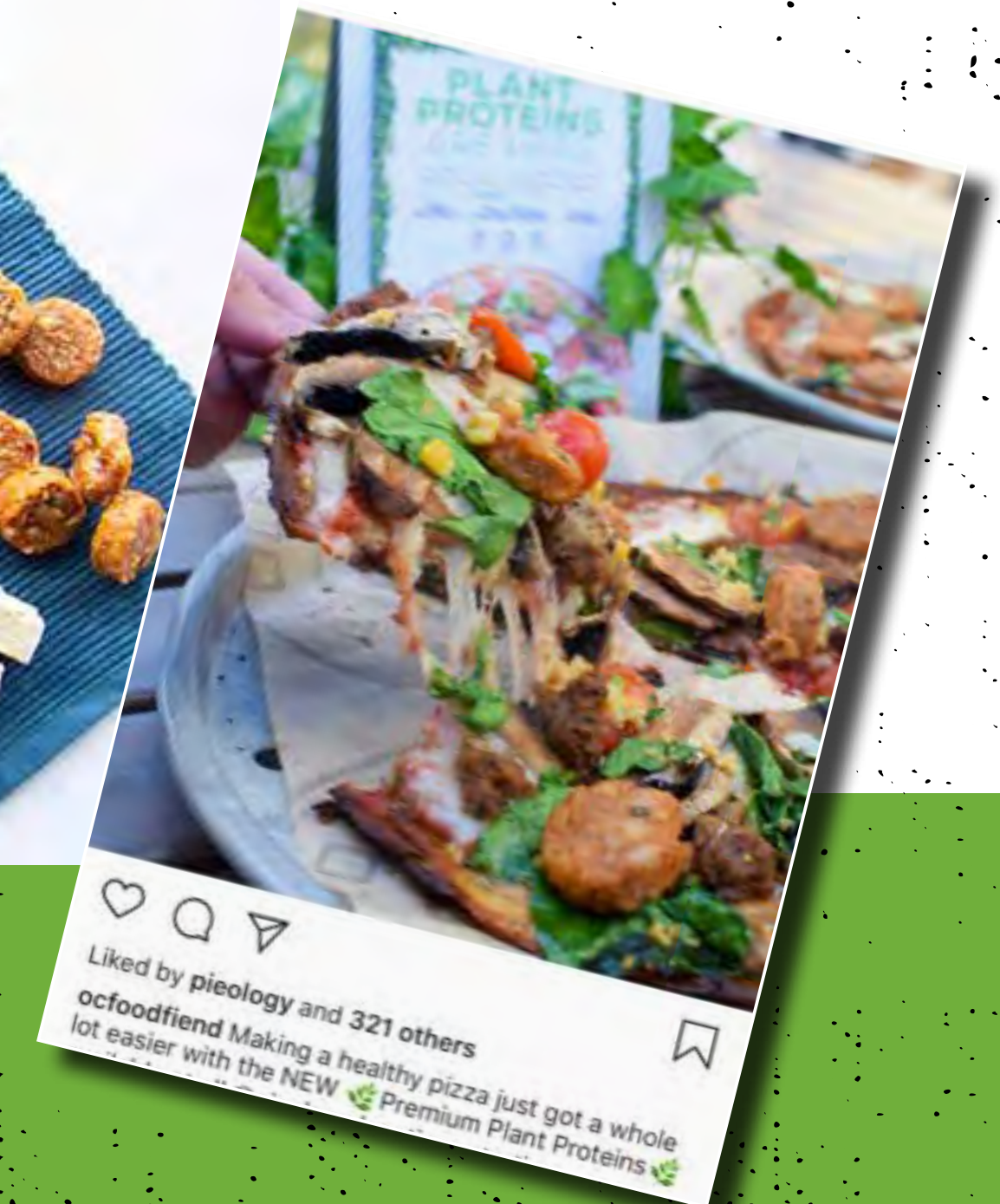
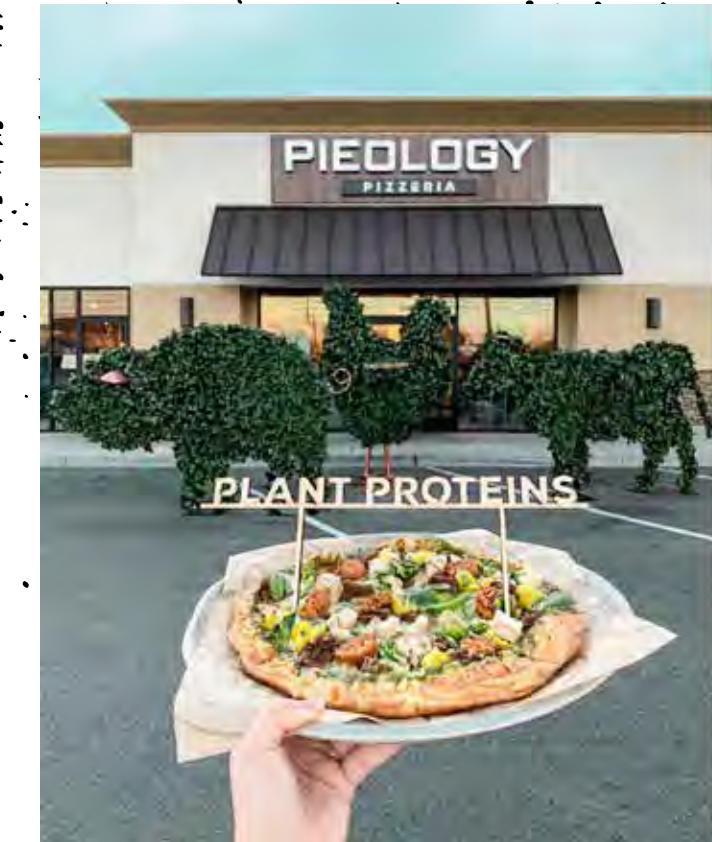
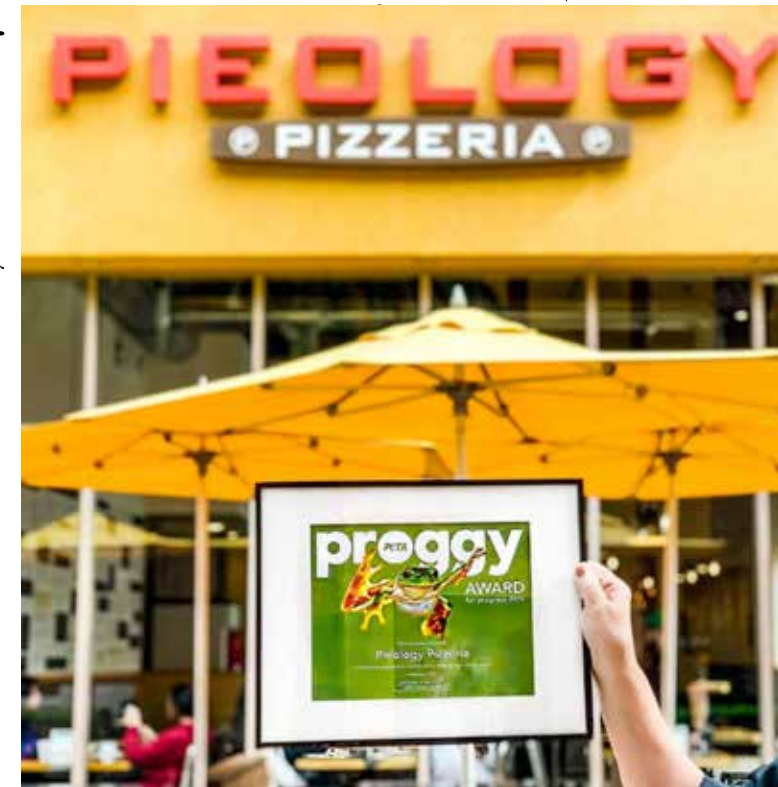
ROMAN-STYLE CRUST

Rome may not have been built in a day, but our new hand-stretched crispy, fluffy crust is ready in under 10 minutes.

ONLY \$1.50 MORE



A bold step toward expanding pizza further into the healthy category by becoming the **first fast-casual pizza brand to offer customers three new “meat” toppings** made of high-quality plant proteins that taste and look just like the real deal.



EXPANDED OUR REACH
TO VEGANS, VEGETARIANS
AND FLEXITARIANS.



A photograph of two men sitting on a couch, playing video games. The man on the left is wearing a camouflage shirt and holding a black controller. The man on the right is wearing a dark shirt with red and white patterns and holding a white controller. The room is dimly lit with a strong red light source, creating a moody atmosphere. The text "ENTERTAINMENT (TV/CHIVE/GAMING)" is overlaid in the center in a white, sans-serif font.

ENTERTAINMENT

(TV/CHIVE/GAMING)

12 SELF-SERVE Beer & Wine TAPS



1 Set your card in slot under the screen

2 Angle glass 45 degrees

3 Open tap the ENTIRE way

4 Pour what you want and enjoy!

You *call* it.
You *pour* it.
You *enjoy* it.

Hand-Crafted DEEP DISH

We HAND-PRESS OUR DOUGH into deep dish pans and it rises overnight. Customize it and dive into those **CHEESY, CRUNCHY, CARAMELIZED EDGES.**



SELF-SERVE TAP SELECTION

	ABV	IBU		ABV	IBU
MODELO ESPECIAL Mexican Pilsner	4.8%	3	MIKE HESS GRAPEFRUIT SOLIS IPA	7.5%	80
SAINT ARCHER PALE ALE Pale Ale	5.5%	40	GREEN FLASH WEST COAST DOUBLE IPA	8.1%	95
FIRESTONE WALKER 805 Blonde Ale	4.7%	20	NEW BELGIUM FAT TIRE Saison Ale	5.2%	22
BELCHING BEAVER ME SO HONEY BLONDE Honey Wheat Ale	5.5%	25	BELCHING BEAVER PEANUT BUTTER STOUT	5.3%	30
CORONADO ORANGE AVENUE WIT Orange Wheat	5.2%	15	FRANCISCAN Chardonnay (15% ABV)		
BALLAST POINT SCULPIN IPA IPA	7.0%	70	CHLOE Rosé (11% ABV)		

"Be Kind. WHENEVER POSSIBLE. IT IS ALWAYS Possible."

- Dalai Lama



DYNAMIC QUOTE WALL - PROJECTORS



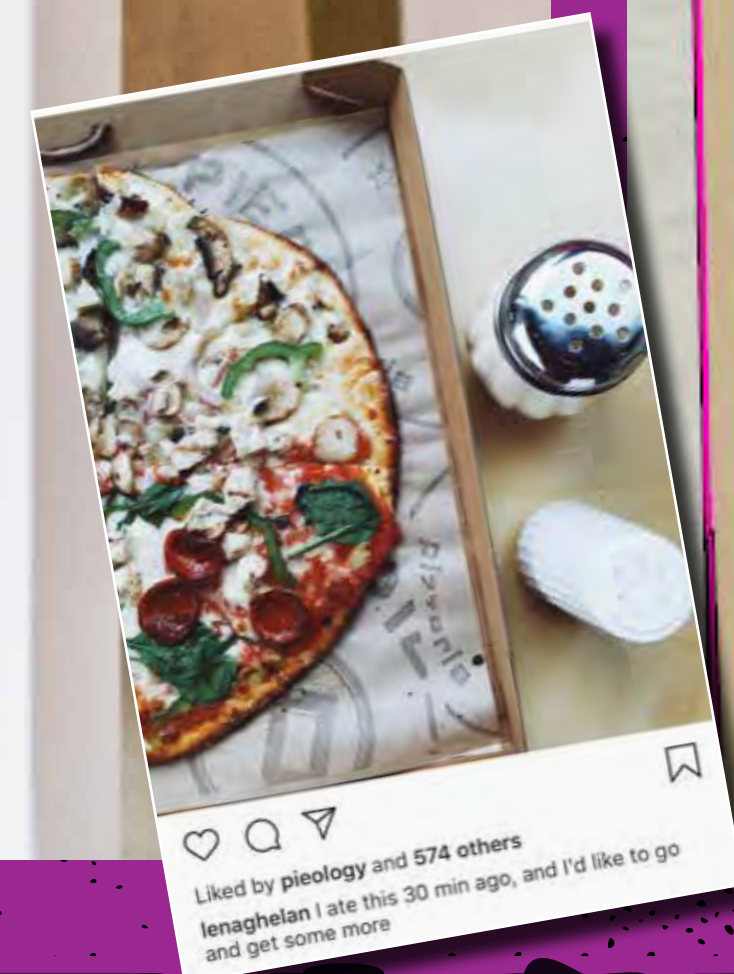
18 likes

darkxxknight13 Day 2: #FWIS. Pizza date with my favorite little lady and sister. 🍕🍷. #pizza #deepdishpizza #pieology #pineappleonpizza #baby #niece #allyna #amv #lunch #sunday #sundayfunday #sister #padcardganjezebel #30dayphotochallenge #september #day2

View 1 comment

SEPTEMBER 2, 2018

PHILANTHROPY - GAMIFIED





PIEOLOGY PIZZERIA

RACE FOR THE DOUGH

You're Invited To Join The Race For The Dough at Pieology Clovis! Students, staff and family members can compete against other participating schools as you Race For The Dough!

HOW IT WORKS!

For every \$10 your supporters spend, the student is awarded a sticker to place on their school's race track, moving them closer to the finish line.*

The winning school that reaches the farthest first by the end of the contest will receive:

1. A Cash Prize
2. A Pizza Named After The School To Be On Display at the Store
3. Bragging Rights!

*Student, teacher or school staff must be present.
Does not apply to the purchase of gift cards.

RACE for the DOUGH

PIEOLOGY PIZZERIA

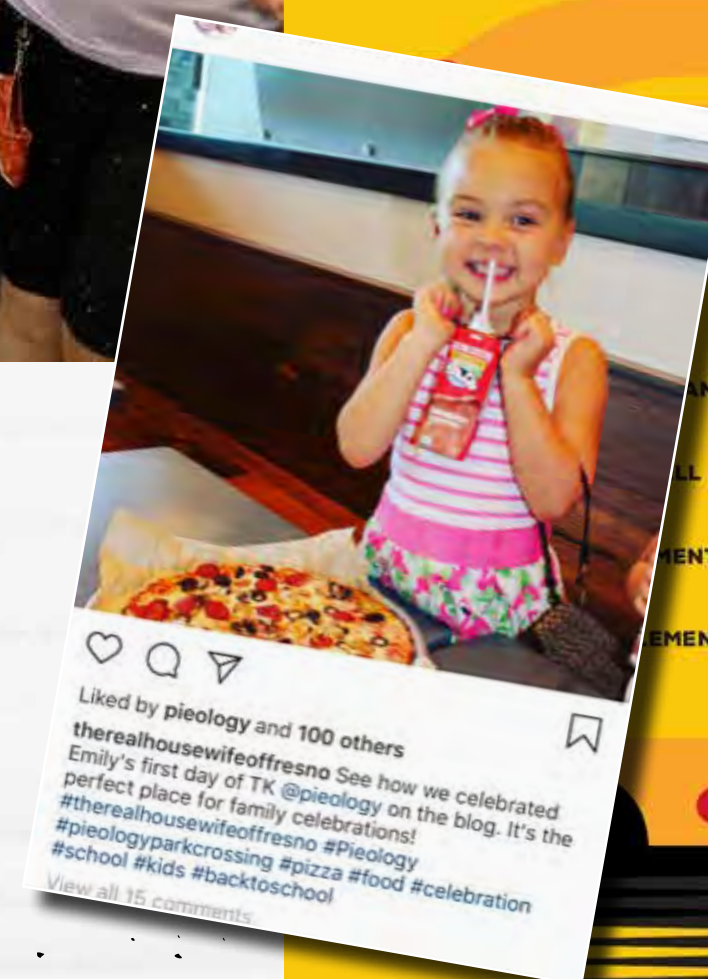
RACE FOR THE DOUGH

MOVE A SPOT FOR EVERY \$10 SPENT. FIRST SCHOOL TO REACH THE FINISH LINE RECEIVES A PRIZE!

ROBINSON ELEMENTARY	
HARVEST ELEMENTARY	
FORKNER ELEMENTARY	
TEAGUE ELEMENTARY	
JOHN STEINBECK ELEMENTARY	

FINISH!

PHILANTHROPY



OPERATIONAL SUPPORT:

- Leadership Training
- NRO Trainers
- Operations Manuals
- Videos
- ROOT
- EDGE
- Monthly Bulletin
- Intranet
- Safety Audits
 - Mystery Shop
 - Everclean
 - FBC audits





PieLife™
REWARDS APP

TECH

• APP • CRM • UNOAPP

THIRD PARTY INTEGRATIONS

DINE-IN

ONLINE/
TAKEOUT

DELIVERY



- Toast ToGo Tablets
 - EMV Readers
 - Toast Payroll
 - Digital Receipts



- Dispatch
- Switchboard



- App, Email, Text Loyalty
- Modifier based promos



- Digital Gift Cards
- Commercial Purchase



serve
THE WORLD AT YOUR SERVICE

- Delivery Partner
Leveraging
Blockchain Data

PIEOLOGY SPOTLIGHT

ACCOLADES

Fast Casual Fuels Technomic Top 500 Growth Once Again

Pieology ends year as fastest-growing chain, becomes first build-your-own pizza concept to crack ranks of largest brands

NATION'S
Restaurant News



The
Next
20

Excellence in
ENTREPRENEURSHIP Awards

MEDIA COVERAGE

Los Angeles Times

 **CNBC.com**

THE WALL STREET JOURNAL
WSJ

THE
HUFFINGTON
POST

BuzzFeed

**Bloomberg
Business**

 **THRILLIST**

BUSINESS
INSIDER

RESTAURANT
BUSINESS

NATION'S
Restaurant News

Forbes

QSR
Limited-Service, Unlimited Possibilities