



# PITA LAND

MIDEAST URBAN KITCHEN

FRANCHISE OPPORTUNITIES





## ABOUT PITA LAND

Pita Land proudly opened its doors for the first time in 2003 in Toronto, Ontario, bringing what we believe to this day to be the best Shawarma and Middle Eastern food the people of Toronto have ever tasted - all in the Halal tradition.

Our old-world spice blend is a family recipe passed down through the generations combining traditional Mediterranean and Middle Eastern spices.

It's that quality, authenticity and dedication to service that have brought us to over 30 locations and growing.



A large bowl of Pita Land fries topped with cheese, sauce, and pita bread, served with three dipping sauces on a wooden tray. The bowl is green with a white floral pattern. The fries are golden brown and topped with melted white cheese, red sauce, and pieces of pita bread. The dipping sauces are in small blue bowls with colorful patterns: one is white, one is red, and one is yellow. The entire meal is served on a wooden tray with a blue and gold patterned cloth underneath.

## THE CONCEPT

At Pita Land we pride ourselves on the uniqueness of our Middle Eastern Halal menu, which caters to the active lifestyle of our customers.

Pita Land caters to a growing market of discerning customers who do not wish to compromise quality and healthy food because of their busy schedule.

The Pita Land concept is simple: Fresh, Healthy and quick.





## THE VISION

Since the beginning, Pita Land's promise to our customers has always been to provide fresh, high quality, great tasting Middle Eastern street food. Our customers love Pita Land because they know we always keep our promise.

As a Pita Land franchise owner, you will make this promise your own and watch as the familiar faces of your customers come in excited and leave satisfied.





## THE PITA LAND OFFERING

Pita Land is all about unbelievably fresh products, great tasting food and fast service.

Our fresh, never frozen chicken shawarma and made-to-order kebabs separate us from our competition. Our spice mixes and sauces are developed from old world family recipes.

Our wraps, salads, plates and bowls are loaded with delicious fresh vegetables. We make sure our customers' food experience is worth every dollar spent and we don't cut corners when it comes to delivering great Middle Eastern food that's "So Good, So Fresh!"





## MORE WAYS TO MAKE MONEY

Pita Land has developed a catering order processing and sales system that not only makes it easy for you to produce, but makes it easy for your customers to order. Every step of the process has been developed to ensure customer satisfaction every time. And we all know what that means: your customers will keep coming back for more!





## OUR COMMITMENT

Our goal is to bring together a group of franchisee owners dedicated to the success of their investment. The Pita Land team will train and educate using a hands-on approach working side by side with every new Franchisee from conception to your very first opening day and beyond, to ensure your success.

We all must work together to ensure a strong brand.



## FREQUENTLY ASKED QUESTIONS

### How much does it cost to own a Pita Land Franchise?

The initial cost of opening a Pita Land franchise is between \$280,000 and \$490,000 (plus applicable taxes), depending on store size, location, etc. An initial franchise fee of \$25,000 is required before opening.

### What does it take to be a Pita Land Franchisee?

- Strong Business Sense
- Background in Foodservice
- Ambition
- Passion for Fresh, Healthy Food
- Customer Service and Managerial Experience
- Hands-On Approach
- Proven Track Record of Success

### What are the On-Going Fees?

Monthly fees : Royalty Fee: 5% Marketing Fee: 2%.

### What is included in the cost?

This initial cost estimate includes everything you need to get started, including:

- Initial Franchise Fee
- Security Deposit Plus First and Last Month's Rent
- Utility Deposits
- Store Design Fees and Plans
- Store Construction
- Store Equipment and Furniture
- Opening Inventory
- Training... and More!

For Further Franchise Information call: 416-990-9696





# PITA LAND

MIDEAST URBAN KITCHEN

**FOR FURTHER FRANCHISE INFORMATION CALL:**

416-990-9696

hello@pitaland.ca

pitaland.ca •

