



Franchising Opportunities

A General Overview

Welcome to the foodservice franchising opportunities of Noble Roman's, Inc.! We have over 32 years of experience designing and operating foodservice systems, which gives us very unique advantages when it comes to your selection of a foodservice partner. Since 1997, when we shifted our full focus to franchise services, we have awarded over 1,250 non-traditional and co-branded franchises in 44 states plus Washington, DC, Puerto Rico, Guam, Italy and Canada.

In selecting us for your foodservice franchising needs, you have the opportunity to operate a Noble Roman's Pizza franchise, a Tuscano's Italian Style Subs franchise or both. The Noble Roman's franchise consists of various sizes of pizza, breadsticks with dip, baked sandwiches, baked pasta, Buffalo wings, breakfast sandwiches, cinnamon rounds and other related products. The Tuscano's franchise consists of soup, salad bowls and various combinations of deli sub sandwiches served on either white or wheat bread or a tortilla sandwich wrap, all are served either cold or grilled.

Either franchise is designed to fit in existing facilities such as universities, hospitals, recreational facilities, convenience stores, hotels, travel plazas, military bases, other types of locations with pre-existing customer traffic and as co-brands with other traditional restaurant chains, plus traditional stand-alone pizza and sub restaurants. We specialize in adapting our franchises to your locations to meet your individual needs and circumstances!

Because we are a franchisor rather than a manufacturing company, and because of our hands-on experience operating foodservice for so many years, we offer an unusually extensive number of corporate services for our franchisees. These range from computer-assisted space planning, to full assistance in procuring everything you need to operate, to comprehensive on-site assistance setting up, training, and supervising grand opening operations - - - and much more. Plus, our research and development team has continually kept our product and systems on the competitive forefront, and our other corporate staff help maintain system-wide distribution, marketing services, on-going operational support, and oversight of system standards. In addition to the myriad of services we provide, our massive buying power results in considerably lower product costs. Compare our margins, including product cost and royalty, to other alternatives and you will see the effectiveness of our system!

In addition to the myriad of services we provide, through our purchasing power as a large chain we are able to obtain very low product costs. Compare our margins to other alternatives and you will see the effectiveness of our system! At our recommended menu prices, your margin, with product cost and royalty included, will range from 71% to 74% for breadsticks and pizza, and 60% to 66% for other product extensions like wings and pasta. These numbers are extraordinary - compared to other alternatives our system provides more benefits, greater service and better food quality plus it is backed by purchasing power that more than pays for the royalty.

The franchise fee for a Noble Roman's franchise is only \$6,000 for domestic units, except for hospital units which is \$10,000, and \$10,000 for international units. The franchise fee for a Tuscano's franchise is only \$6,000, except for hospital units which is \$10,000. As an additional value, the franchise fee for both franchises combined by the same franchisee in the same facility is only \$10,000, and \$18,000 for hospital units - a \$2,000 savings. Once a franchise is up and running, we receive a royalty of only 7% of sales for all locations except hospitals, where the rate is 9%. And unlike others, we have no additional marketing charge collected as a percentage of your sales. The estimated initial investment, including the franchise fee, for a Noble Roman's franchise is \$27,176 to \$132,944, for a Tuscano's franchise is \$23,500 to \$115,200, and for both franchises in the same facility is \$44,976 to \$191,444, depending on your existing equipment, the type of facility and the extent of any desired remodeling.