



FIREAWAY

FRANCHISE PROSPECTUS 2020





ABOUT FIREAWAY

We will keep it quick, like our food. The first FIREAWAY PIZZA was opened in 2016 by Mario Aleppo with the aim of bringing better pizza to the UK. With fresh toppings, hand made dough and a 400 degree fire oven not only is it authentic but its fast – around 180 seconds!

When my Nonna came over from the Amalfi Coast of Italy in the 1950s she brought a pizza recipe that FIREAWAY PIZZA has been spreading through the streets of London since 2016. We have tweaked our menu to include Oreo milkshakes, Nutella pizzas and Vegan options so we have something for everyone.

3 years later and we have gone from 1 London shop to 50 sites covering London, Surrey, Kent, Hampshire and Scotland.

And after 3 years of trading FIREAWAY PIZZA entered their first competition at the Pizza & Pasta Awards and took home first place!

The key to success is very simple: keep the food tasty, fresh and fast.





KEEP IT REAL

Customers can design their own pizza using top quality ingredients from Italy and locally UK sourced vegetables.

PROVEN RECIPE

Food: Our food is freshly prepared by our chefs at each branch and we offer our handpicked signature menu that is widely loved by our customers coupled with our quick & efficient service.

Support System: Once our franchisees open their stores, we will be there to hold their hands until their businesses stabilise.

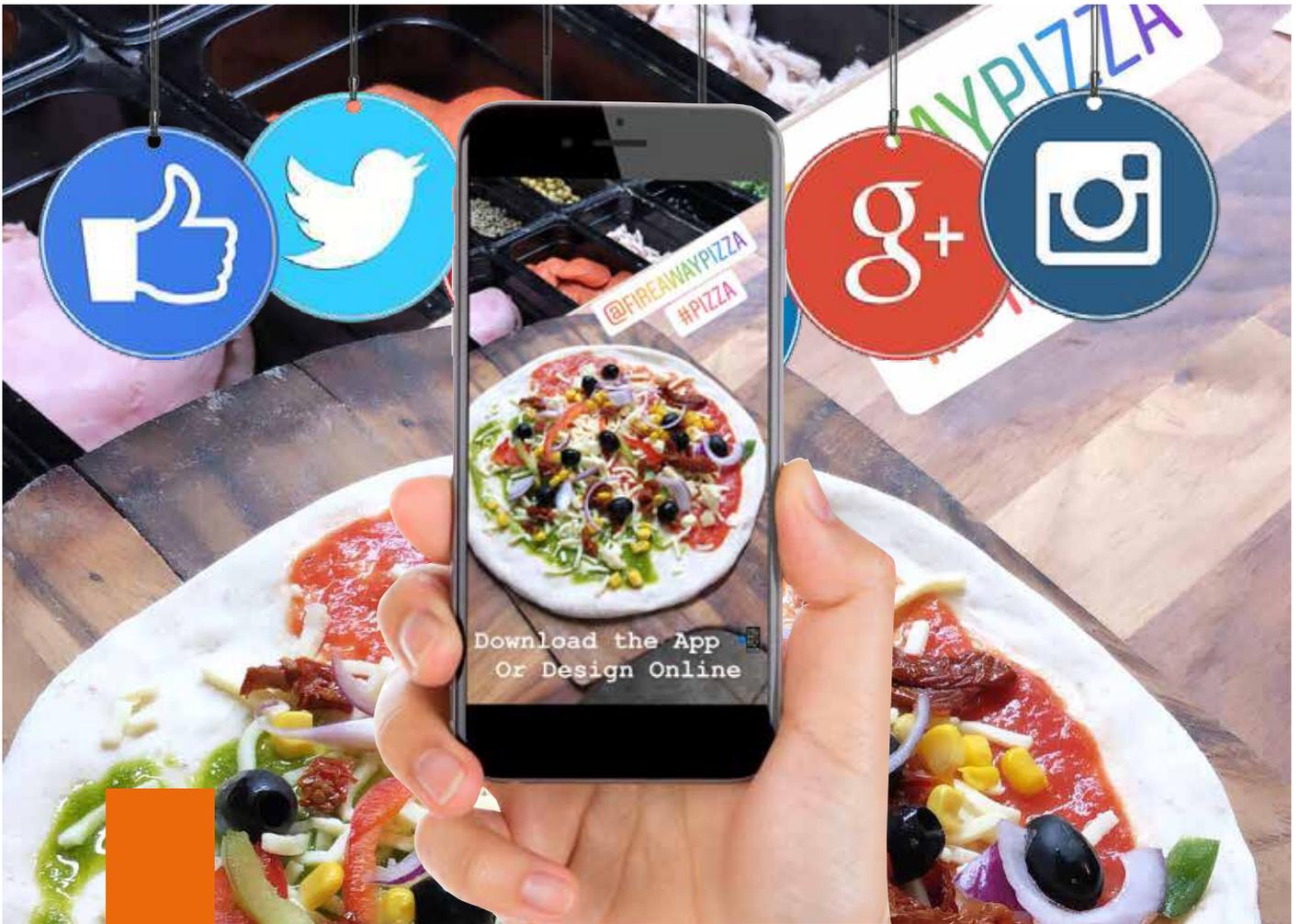


THE FIRE IS SPREADING

We have grown from 2 stores within our first year to 6 stores in our second year and we now have 50 stores open with more in the making.

As of 2019 each store turns over between £5,000 - £14,000.





MARKETING



At FIREAWAY, a large amount of our advertising is done online. We target food lovers of all ages. In our first year of business we spent a considerable amount on digital media advertising. This consists of Google, Instagram and Facebook promotion.

We have built a large interactive customer audience since opening and we currently encourage our 12,000 online followers to post photos of their pizza designs online for all to see. We have recently brought an in house digital marketing company who take care of email, SMS and SEO marketing. We ask all franchise operators to organise the local marketing in their territories such as leafleting and events.

We also sponsor three children's football teams that have the FIREAWAY logo and name printed on all their training kits and jackets.



FRANCHISE COST



FRANCHISE LICENCE FEE

- 10 Year renewable
- Franchise training

From **£495 + VAT per month**

INITIAL FRANCHISE FEE

- 5 days on site support
- 7 day marketing boost pre-opening
- Chef training
- Recipe and operation guide

From **£9,950 + VAT**

SHOP EQUIPMENT & SIGNAGE

- Equipment, materials and signage

£44,750 + VAT

BUILDING & DESIGN

- Building, design, renovation

£15,000 - £25,000
(based on a 500 sq ft store)

WORKING CAPITAL REQUIRED

- Day to day operational funds in your account **£9,000**

*Please note that all the figures can vary depending on the options, size and location of a shop.

Each shop covers a delivery radius of approximately 2 miles.





OUR LOCATIONS



SUTTON

59 THE MARKET, ROSEHILL, SM1 3HE,

0208 644 4669

OPENED: APRIL 2016

Opened in April 2016 this was our first FIREAWAY store. Seating for up to 6 people and located on the Rosehill roundabout. We deliver into Sutton and Mitcham town Centre. Head chef Allesandro is waiting to welcome you.



OUR LOCATIONS



STREATHAM

104 MITCHAM LANE, STREATHAM, SW16 6NR

0208 769 3555

OPENED: AUGUST 2016

This was our second FIREAWAY store. Seating for up to 7 people and delivering as far as Streatham and Tooting town centres. Head chef Moshin who has worked as a pizza chef in Italy for 12 years is waiting to welcome you.



THORNTON HEATH

37 BRIGSTOCK ROAD, THORNTON HEATH, CR7 7JH

OPENED: MAY 2018

Our 3rd location is our first sit down FIREAWAY store. With a seating capacity of 26 we can cater for parties of a larger size. We are 100 metres from Thornton Heath train station and we deliver as far as Croydon and Norbury town centre. Head chef Mehdi is waiting to welcome you.



OUR LOCATIONS



ISLINGTON

47-49 PACKINGTON STREET, ISLINGTON, N1 7FZ

OPENED: NOVEMBER 2018

Only a short walk from Angel tube station, our Islington branch opened in November 2018. Located inside the Welcome CO OP store, head Chef Amo is waiting to fire up some artisan pizzas for you.



WOOD GREEN

463 LORDSHIP LANE, N22 5DJ

OPENED: MARCH 2019

Located 10 minutes walk from Wood Green underground station this site has received a great welcome from the locals and is our first North London site. Seating for 10 people and delivering to Muswell Hill, Harringay and Alexandra Palace. Head Chef and part owner Aldo is ready and waiting to fire up a pizza for you.



OUR LOCATIONS



BERMONDSEY

168 JAMAICA ROAD, SE16 4RT

OPENED: JUNE 2019

Being a few doors down from Bermondsey underground station this is one of our higher footfall locations. Opened to a very high standard the decor catches the eye of those passing. In the hustle and bustle of London this site can deliver to the masses as far as Tower bridge, Elephant & Castle and Southwark. Seats 8 people with head chef Andrea on the oven.



WATFORD

47 THE PARADE, WD17 1LJ

OPENED: AUGUST 2019

Our second main High Street store opened recently in Watford opposite Nandos. Slightly bigger than our other takeaway stores it can set up to 16 people and can deliver to Croxley Green and Bushey. Head Chef Mario is bringing the Italian flavour to the locals!



OUR LOCATIONS



KINGSTON

63 RICHMOND ROAD KT2 5EH

020 8549 3422

OPENED: SEPTEMBER 2019

Our small but significant Kingston branch is located just behind the train station. Head chef Jay is ready and waiting!



STOKE ON TRENT

88 HIGH STREET, ST5 1QQ

017 8266 1171

OPENED: SEPTEMBER 2019

Located next to McDonald's on the High Street, this is one of our biggest stores. Seating for 26 and covering most of Newcastle Under Lyme on deliveries. Head chef and store owner Nima has made a big noise in the town .



OUR LOCATIONS



LEICESTER

1 BELVOIR STREET, LE1 6SL

011 6255 3009

OPENED: OCTOBER 2019

Our 3rd shop to open in October 2019. Located smack bang in the centre of Leicester town this store covers most of Leicester and has seating for 6 if you want to eat in. Chefs Nareesh and Peter make a damn good pizza.



FALKIRK, SCOTLAND

7 CALLENDAR ROAD, FK1 1XS

013 2463 3444

OPENED: OCTOBER 2019

Opened by the well known Anwar brothers of Sanaam Tandoori. This branch broke record sales in its first 2 weeks and is our first Scotland branch. Head chef Daniel awaits your visit.



OUR LOCATIONS



ORPINGTON

21 CARLTON PARADE, BR6 0JB

0168 989 8138

OPENED: OCTOBER 2019

This store seats 8 people and is located not far from the High Street. Head chef Luca from Sardinia is waiting for you.



BOURNEMOUTH

23 SEAMOOR ROAD, BH4 9AA

OPENED: NOVEMBER 2019

This is our most south western branch located in Westbourne, a short walk from Bournemouth town centre. Seating for 24 and delivering in a 4 mile radius, head chef Bruno from Sardinia has the fire under control.



OUR LOCATIONS



WORCESTER PARK

190 CENTRAL ROAD, KT4 8HG

OPENED: NOVEMBER 2019

Our Worcester Park store is located right next to the train station and serves Italian coffee from 6am. Hamid is the Head chef.



WORTHING

3-4 QUEENSWAY, BN15 9AY

OPENED: DECEMBER 2019

Opening a few days before Christmas Eve, this store although quite small and hidden from the high street has proved a hit with the locals. Grab a pizza from head chef John and head to the beach a few minutes walk away!



OUR LOCATIONS



LOUGHTON

120 RODING ROAD, IG10 3EJ

OPENED: DECEMBER 2019

Our first Essex branch opened selling a record 768 pizzas in their first 3 days. Head chef Malik can be found here.



GRAYS

9 BRENTWOOD ROAD, RM16 4JD

OPENED: JANUARY 2020

This double fronted store has seating for up to 18 people. Head chef Shamim is controlling the fire.



OUR LOCATIONS



HORNCHURCH

46 STATION LANE , RM16 4NB

OPENED: FEBRUARY 2020

Opened near the main High Street, this store can seat 14 people. Head chef Vinnie is on the oven.



SITTINGBOURNE

30 HIGH STREET, ME10 2AD

OPENED: MARCH 2020

Opened at the bottom of High Street, we have space for around 30 people. Head chef Mehdi welcomes you.



OUR LOCATIONS



ROCHDALE

4 MILNROW, OL16 4JD

OPENED: APRIL 2020

This store is located around 15 minutes from Manchester City centre this store smashed all records in their first week. Head chef Richard awaits.



LEYTON

372 HIGH ROAD, E10 6QE

OPENED: APRIL 2020

Our spacious store got off to a busy start with head chef Vinicio on the oven.



OUR LOCATIONS

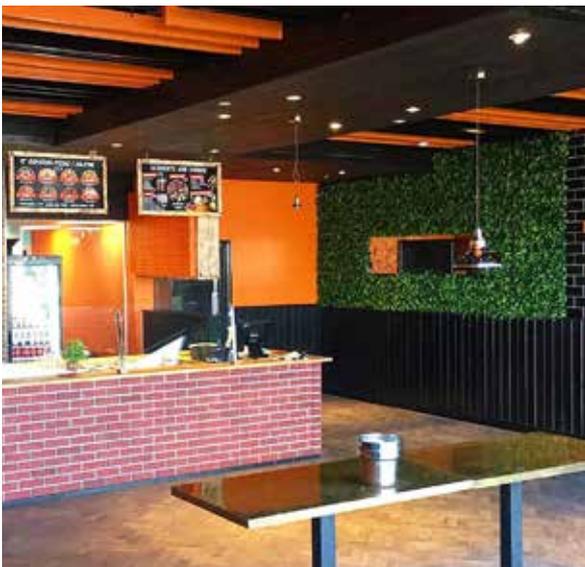


EALING

2 THE MALL, W5 2PJ

OPENED: MAY 2020

Located on the busy Ealing High Street in West London, head chef Carlo is serving some spectacular pizzas!



CHATHAM

DOCK HEAD ROAD, ME4 4ZJ

OPENED: MAY 2020

Located on the pier in Chatham historic dockyard, the views are as beautiful as the pizza. We have seating for 30 people!



OUR LOCATIONS



COVENTRY

81 FAR GOSFORD STREET, CV1 5DZ

OPENED: MAY 2020

Close to the city centre this store caters for 8 customers to sit down. Head chef Piotrek is firing up.



OADBY

63 THE PARADE, LE2 5BB

OPENED: JUNE 2020

This store is 4 miles away from our city centre store and can sit up to 8 people.



OUR LOCATIONS



EPSOM

45 UPPER HIGH STREET, KT17 4RA

OPENED: JUNE 2020

Opened at the upper side of the High Street opposite the Odeon Cinema. This store fires out deliveries in all directions but does not cater for sit down.



ILFORD

331 LEY STREET, IG1 4AA

OPENED: JULY 2020

Our third shop to open in July, located on the busy Ley Street, opposite the Shell Petrol Station. Head chef Dolphi is on fire!



OUR LOCATIONS



BROADSTONE

181 LOWER BLANDFORD ROAD, BH18 8DH

OPENED: JULY 2020

6 miles from our Bournemouth site
this store seats 5 people and fires out
deliveries all day long.



SELSDON

164 ADDINGTON RD, CR2 8LB

OPENED: AUGUST 2020

This store is located on the Addington
Road. Seating for 20 people. Head chef
Sasha is on the oven.



OUR LOCATIONS



CHISLEHURST

53 CHISLEHURST ROAD, BR7 5NP

OPENED: AUGUST 2020

This store is located a short walk from the train station and has seating for 8 people.



DALSTON

489 KINGSLAND RD, E8 4AU

OPENED: SEPTEMBER 2020

In the heart of Dalston this store delivers as far as Shoreditch. Head chef Sasha is serving up Pizzas... fast!



OUR LOCATIONS



STOCKPORT

42 ST. PETERSGATE, SK11HL

OPENED: SEPTEMBER 2020

This store has seating for 12 people and delivers to the whole town. Head chef Mehdi is ready and waiting.



MILTON KEYNES

16B GARRICK WALK, 12TH STREET, MK9 3PT

OPENED: SEPTEMBER 2020

Our largest store to date with a quarter of a million pound investment, this flagship store is situated in the town centre and seats up to 40 people!



OUR LOCATIONS



BARNSTAPLE

5 THE STRAND, EX31 1EU

OPENED: SEPTEMBER 2020

Our furthest south west store is situated in Devon, no seating but deliveries all over the town. Head chef Jaz is on the oven.



BURY

27 BOLTON RD, BL8 2AB

OPENED: OCTOBER 2020

Our expansion in the north continues with our Bury shop owned by the Rochdale team, they continue to break records.



OUR LOCATIONS



BASINGSTOKE

1B, CROWN HEIGHTS, RG21 7TN

OPENED: OCTOBER 2020

Opened by the local MP, a beautifully crafted dine in experience for up to 30 people. Located right opposite the main train station. Head chef Mariusz is ready and waiting!



GLASGOW

32 ST ANDREWS RD, G41 1PF

OPENED: OCTOBER 2020

In the south of Glasgow this store is the first of 4 stores planned for the city. Head chef Eddy is spinning the pizzas.



OUR LOCATIONS



WOKING

2 ST JOHNS RD, ST JOHN'S, WOKING GU21 7SE
OPENED: NOVEMBER 2020

In the small town of St Johns in Woking. The store hit a record of 340 pizzas on their first Saturday. They opened during lockdown which means no seating available at the moment. Head chef Nikolai is firing up some amazing creations.



CARDIFF

211A CITY ROAD, CF24 3JD
OPENED: NOVEMBER 2020

Our first store in Wales is based in the heart of the city. Head chef Morri is handling the fire.



OUR LOCATIONS



BIDEFORD

25 MILL STREET, EX39 2JW

OPENED: NOVEMBER 2020

In a beautiful Devon Town. This store has its own garden to enjoy your food in. Head chef Jazz is ready and waiting.



BATHGATE

8 KING STREET, EH48 1AX

OPENED: NOVEMBER 2020

This is our 3rd store in Scotland that has opened. Sending out deliveries all over the town.



OUR LOCATIONS



WESTHOUGHTON

67 MARKET STREET, BOLTON BL5 3AG

OPENED: NOVEMBER 2020

Located on the High Street, upstairs seating for 20 people and private parties will soon be ready.



BEDFORD

70 TAVISTOCK STREET, MK40 2RG

OPENED: DECEMBER 2020

On the main food street of Bedford, this store has seating for up to 20 people. An amazing shop and an amazing Head Chef Fabio.



OUR LOCATIONS



ASHFORD

UNIT F, 18-20 ELWICK RD, TN23 1PF

OPENED: DECEMBER 2020

At the end of the High Street, this store can seat up to 4 people but covers the whole town with their team of delivery drivers.



LUTON

5 GORDON ST, LU1 2QP

OPENED: DECEMBER 2020

This store is located just off of the main High Street, a small shop with no seating but covers the whole town with deliveries, Head Chef Avars is ready to serve you.



OUR LOCATIONS



EXETER

128 FORE STREET, EX4 3JQ

OPENED: DECEMBER 2020

In this historic Devon town, this store does not have any seating but can deliver up to 3 miles. Head chef Varinder is firing up the pizzas.



SOUTHEND-ON-SEA

OPENED: DECEMBER 2020

This double fronted shop has a beautiful seating area for 20 people. Head chef Jack is firing up some fabulous pizzas.



OUR LOCATIONS



MAIDSTONE

56 EARL STREET, ME14 1PS

OPENED: JANUARY 2021

This store is located on the main High Street opposite Nandos, seating for up to 10 people. Deliveries cover up to a 2 mile radius.



OUR LOCATIONS

COMING SOON!

NORTHAMPTON



ADDLESTONE



CRAWLEY



DAGENHAM





OUR LOCATIONS

COMING SOON!

BEXLEYHEATH



CAMBRIDGE



BARKINGSIDE





FOOD THOUGHTS

QUALITY INGREDIENTS

FRESH ONSITE

MADE DAILY



AVOCADO SALAD



OLIVE POT



BUFFALO CAPRESE



HALLOUMI SALAD



SOUTHERN FRIED
CHICKEN WINGS



CRISPY CHICKEN
STRIPS



POTATO WEDGES



NUTELLA COVERED
FRUIT



FAQ

1. Do I need a hospitality background?

No, we provide full training for you to become a FIREAWAY owner and entrepreneur to run a successful FIREAWAY business.

2. Can I get a bank loan to finance the capital?

Yes, most of the high street banks have a franchise department and are very supportive of franchising.

3. What is the franchise management service fee?

It is a fixed monthly fee of £495+VAT to provide ongoing technical, training and management support.

4. Do you have any other ongoing fees?

Apart from the single fixed monthly fee there is no other fees, royalties or commissions payable, our aim is to grow the brand as fast and successfully as possible.

5. Are the projected earnings guaranteed?

No, the projected earnings are realistic estimates that franchisees are expected to earn based on our accumulated track record.

6. Can I sell my business in the future?

Yes, although we would always insist on 'vetting' any new franchisee to ensure they are right for the business and have the required skills and experiences.

7. What training is provided and at what costs?

Initial training is for the setup and the running of your franchise business including hands-on experience in one of our existing FIREAWAY stores. The training cost is included in the initial franchise license fee.

8. How much does each store turnover?

Approximately £5,000 - £14,000 per week.

9. How much profit does each store make?

Profit margin is approximately 25%.

10. Where do most of the sales come from?

60-70% of our sales are delivery through our app, website, deliveroo, ubereats.

11. What is the next step?

If you are interested in owning and running your own FIREAWAY store, please contact us and request a franchise application form.

*Please contact us if you have any inquiries on FIREAWAY franchise business:
www.fireaway.co.uk

