

BOLD FLAVORS, ST. LOUIS TRADITION

The Future of
the Pizza Industry

A Franchise Opportunity

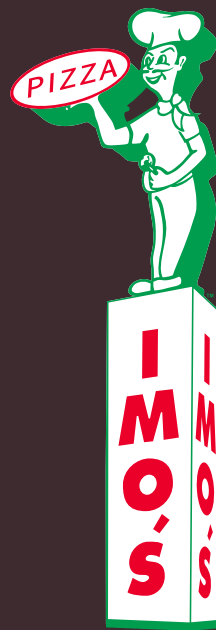


IMO'S[®]
P I Z Z A



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THE IMO'S PIZZA OPPORTUNITY

Pizza remains one of the most competitive categories in foodservice, yet customer expectations remain remarkably consistent. Customers return to brands that deliver recognizable flavor, dependable quality, and an experience designed around convenience.

We built Imo's Pizza with that reality in mind. Our St. Louis-style pizza reflects a nostalgic heritage in both flavor and preparation, with each pizza featuring edge-to-edge **fresh ingredients** and topped with **PROVEL® cheese**. This distinctive approach creates a taste profile customers recognize immediately and seek out intentionally.

Delivery and pickup are not secondary channels for us; they are foundational to how we operate. Our menu, preparation standards, and packaging are designed to travel well while preserving quality beyond the counter.

And alongside pizza, we offer customer-favorite salads, wings, house-made dressings, and sauces that complement our core menu without diluting its focus.

For franchise owners, this disciplined approach reflects a business model shaped by customer habits, product consistency, and a clearly defined position as industry leaders and innovators.



WHAT SETS IMO'S PIZZA APART

When you own an Imo's Pizza franchise, you operate within a system built on focus and restraint. In a category where many brands attempt to satisfy every preference, we have remained disciplined about what we offer and how we deliver quality.

That clarity informs our menu, our operating standards, and the customer experience across every location.

St. Louis-Style Pizza

We established St. Louis-style pizza as its own category and serve a thin, crispy, square-cut pizza topped edge-to-edge with fresh ingredients and flavors customers immediately recognize and expect.

Designed for Pickup & Delivery

Our menu and preparation standards prioritize quality that holds up consistently beyond the counter and during transport.

Proprietary Recipes & Ingredients

Serve pizzas, salads, wings, and sauces that customers love, with recipes and ingredients developed specifically for the Imo's Pizza system and menu standards.

Exclusive PROVEL® Cheese

Offer a distinctive cheese blend that defines our flavor profile, creates repeat customers, and sets us apart from other pizza brands.

Vertically Integrated Supply Chain

Imo's Foods, Inc. supplies proprietary products that support consistency, sourcing control, and systemwide alignment.

**CRISPY
CRUNCHY
CHEESY**

Since
1964



MARKET INSIGHTS: THE MODERN PIZZA INDUSTRY

\$179.5 Billion Market

- The global pizza franchise market is expected to expand to **\$248.6 billion** by 2034.¹
- The U.S. pizza market alone is projected to reach **\$50.7 billion** by 2034.²
- Food delivery represents a **\$34.88 billion** segment within the U.S. restaurant industry.³

30% of U.S. Consumers

- Roughly **one in three consumers** order pizza at least once weekly.⁴
- The average American consumes **approximately 156 slices of pizza** per year.⁴
- Customer preferences are shifting, with **delivery and carryout** dominating the market.⁵

Average Net Sales \$1.3+ Million

- Average annual net royalty sales across reporting Imo's Pizza locations totaled approximately **\$1.252 million.***
- Top-performing Imo's Pizza locations saw annual net royalty sales exceeding **\$1.75 million.***
- Almost 80% of reporting Imo's Pizza locations saw annual net sales exceeding **\$1 million.***

1. "Global Pizza Franchise Outlook," Data Intelo, 2024

2. "United States Pizza Market," Imarc, 2026

3. "United States Online Food Delivery Market," Imarc, 2026

4. "Pizza Consumption in U.S.," Gozney, 2025

5. "Off-Premises Restaurant Trends," National Restaurant Association, 2025

*See FDD Item 19 for full details



THE GROWTH POTENTIAL OF AN IMO'S PIZZA FRANCHISEE

Imo's Pizza franchise ownership connects you to structured support designed to protect product quality, operational consistency, and long-term brand alignment.

Initial Training & Onboarding

Receive structured preparation designed to establish consistent operations before opening.

- In-person training covering food preparation, operations, and brand standards
- Pre-opening guidance during site readiness and staffing preparation
- Introduction to approved processes, tools, and reporting expectations

Site Selection & Development

Get expert guidance through site evaluation and development, using established criteria to help align location decisions with the Imo's Pizza operating

model, footprint requirements, and delivery-and pickup-focused service design.

Systems, Tools & Operational Resources

Operate with confidence and access to approved systems, operational resources, and documented procedures that support consistency, communication, and day-to-day execution across every aspect of the Imo's Pizza business.

Marketing & Local Outreach

Receive marketing guidance and brand resources that support local visibility, community engagement, and consistent messaging while allowing flexibility for market-specific outreach and promotions.

Ongoing Operational Support

Grow your Imo's Pizza franchise with access to continued guidance and a roadmap for expansion as your business matures within the system.

- **Field Support:** Regular communication and operational check-ins
- **Performance Review:** Ongoing review of operational standards and compliance
- **System Updates:** Ongoing communication regarding menu, process, and system updates



WHAT DOES IT TAKE TO BE AN IMO'S PIZZA FRANCHISEE?



Franchisee Background

- Ability to operate a restaurant built around delivery and pickup
- Initial investment range of **\$628,500 to \$932,000**
- Willingness to follow defined product, preparation, and brand standards
- Commitment to hands-on ownership and local market leadership

Ideal Candidate Profiles

Single-Unit Community Operator

A hands-on owner focused on daily operations, local visibility, and consistent execution, with an interest in serving their community and delivering a dependable customer experience.

Experienced Small-Business Owner

Brings prior business management experience and value structured systems, clear expectations, and disciplined

execution within a franchise model designed for consistency.

Multi-Unit Operator

Experience managing multiple locations and teams, with the ability to scale responsibly while maintaining product standards, operational alignment, and leadership across markets.

What We're Looking For

- Strong team leadership
- Service-culture mindset
- Attention to operational detail
- Interest in responsible expansion



STEPS TO BECOMING AN IMO'S PIZZA FRANCHISE OWNER

Step 1

Get in Touch

Reach out and tell us a bit about yourself, your goals, and why you're interested in owning an Imo's Pizza franchise.

Step 2

Share Your Profile

Complete a quick form so we can confirm qualifications and start a meaningful conversation about next steps.

Step 3

Review the FDD

Take time to review our Franchise Disclosure Document and gain a deeper understanding of the opportunity ahead.

Step 4

Talk to Franchise Owners

Get the inside scoop directly from those who've already joined the Imo's Pizza family.

Step 5

Attend Discovery Day

Visit our team in St. Louis to explore the systems, culture, and flavors that set us apart.

Step 6

Sign and Secure Your Market

Once approved, sign your franchise agreement and lock in your territory.

Step 7

Site Selection & Buildout

We'll help guide location selection, buildout plans, and everything in between to prepare for launch.

Step 8

Training & Grand Opening

Receive hands-on training and full pre-opening support so you can launch your pizza franchise with confidence.



JOIN IMO'S PIZZA

Join the Future of Pizza

If you're exploring franchise ownership with a brand centered on nostalgic heritage and aligned with customer demand, Imo's Pizza offers a focused path forward. Our model reflects decades of product discipline, delivery- and pickup-driven demand, and a commitment to consistency that defines every location.

Ready to Learn More?

Contact our franchise team today to request additional information about the Imo's Pizza franchise opportunity.

Own The Square Beyond Compare.

Contact Us Today

Imo's Franchising, LLC

800 N. 17th Street
St. Louis, MO 63106

Email

info@frangrow.com

Website

<https://imospizzafranchise.com/>

Next Steps

Contact us today to receive our complete franchise information package and begin your journey toward franchise ownership with Imo's Pizza.



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