



KING PIE Store



KING  PIE

Value for money meals that are
Mnandi-licious!

 www.kingpie.co.za

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Join our royal family

King Pie was established in 1993 and has been part of consumers' lives for over 20 years and is a Proudly South African company. King Pie products are known for its quality, taste, wholesomeness and value. King Pie is without a doubt the biggest and most successful pie franchise with over 280 outlets in South Africa and neighbouring countries like Mozambique, Swaziland and Zambia.

The King Pie brand has come a long way over the past 20 years. Part of the brand's success is having a clear vision of what the King Pie brand stands for and what values it embraces. In the King Pie Kingdom everyone is royalty. Through long term meaningful relationships with our suppliers and world class support services, it is our passion to deliver meals fit for a king. We delight in making every customer's day by treating them as if they all wear a crown.

Welcome to the best pie company in the world.

Our Root Strengths

- 👑 The strongest possible supplier relationships providing the best possible ingredients.
- 👑 Entrepreneurially spirited, committed and involved Franchisees who love the brand and are passionate about providing quality products, service and brand experience.
- 👑 A strong and professional support team that see their primary roles as that of 'making things happen' and providing awesome services and adding value.

- 👑 A growing national and international franchise network through various store formats.
- 👑 World class and state of the art manufacturing plants.
- 👑 Continuous product innovation and development to ensure that we remain the market leaders.
- 👑 'Customer-centric' meeting the needs of our customers.

Our Brand Benefits

- 👑 Our ingredients are designed to perform at the highest standards.
- 👑 Our pies are made with 84 layers of trans-fat free traditional flaky puff pastry which contains no rising agents such as baking powder or yeast.
- 👑 Our fillings contain 100% pure beef and chicken with no meat replacers.
- 👑 Products are tested on an on-going basis by an independent laboratory to confirm that there are no pathogens in our pies.

- 👑 We are Halaal certified, export approved and HACCP accredited.
- 👑 Regular DNA testing is done on all the meat we use.
- 👑 Through continuous development, we ensure that the brand remains vibrant, energetic, relevant, and on top of the game.

Specifications

- Bulkhead sign
- Vertical entrance signs with side wall curves
- Roller shutter door (if permitted)
- Salvadore hot display units
- Standing Azzuro chilled display unit
- POS Cabinet fitted with bumper rail and kickplate
- Gaap POS system
- Prep table with storage
- 2 X Piron convection ovens on stand
- FOH Beverage cooler
- Nescafe[®] Alegria 8/60 coffee machine
- Maggi mash potato dispenser mash & gravy machine
- Ola countertop 80 ice cream fridge
- Pot sink
- Hand wash basin
- Cleaning agents cupboard
- Staff locker with 4 separate compartments
- 1800mm x 2400mm Freezer room with shelves
- BOH Beverage cooler
- Stainless steel table
- Floor standing shelf
- Chip machine with freezer

Requirements

Recommended parameters:

- Minimum area of shop: 12m²
- Ideal area of shop: 25 - 35m²
- Ideal shop front width: 4 - 5m
- Ideal ceiling height: 3m

Position of shop:

- Preference will be given to corner shops, strategically positioned close to a specified anchor tenant.
- High foot traffic area is a determining factor.

Water & Power Requirements:

- Minimum 60 Amp, 3 Phase
- Water supply and plumbing connection



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* The Specifications and Requirements may change dependant on the site.

Reasons to join our royal family



- 👑 The King Pie system is one of the easiest and cleanest in the QSR industry as no production or assembly takes place in the outlet. The product arrives frozen and is then baked in the store on demand. Thus immediate, clean, simple and simply irresistible.
- 👑 The products sold by King Pie franchisees are manufactured at one centralized, state of the art facility. The products are distributed nationally (and internationally) by way of a dedicated distributor. All our products are baked from frozen, therefore ensuring excellent quality and freshness.
- 👑 Our professional team matches the potential franchisee, (which will have to undergo the necessary assessments in order to be considered as a franchisee) to a site. Once the outlet is open (which is a turn-key operation) our franchisee can immediately serve the best products available in our industry.
- 👑 Well established King Pie Training Academy. New franchisees undergo intensive training before opening the new franchise. This includes a 3-day theoretical course at King Pie's support office and a 2-day practical course in a regional training center.
- 👑 Professional, passionate and supportive franchisor.
- 👑 Expert support staff team to assist across all disciplines including; Operations, Legal, Marketing, Training, Finance and R & D.
- 👑 Excellent return on investment.
- 👑 An ever extending product range for all income groups and appetites.
- 👑 Relatively low set up cost compared to other QSR brands.
- 👑 A well promoted and established brand.
- 👑 Value for money offering.
- 👑 Market Leader in the pie category.

Who's ideal for our royal family?

- 👑 Passionate, loyal, hands-on energetic operators.
- 👑 Support and believe the values of our brand.
- 👑 Strive for customer service excellence.
- 👑 Team players.



For more information, email info@kingpie.co.za
or call **011 564 9701**.

