

# KING PIE

# Express

Only ±18m<sup>2</sup> - anywhere



# KING PIE

Value for money meals that are  
Mnandi-licious!



# Join our Royal Family

King Pie was established in 1993 and has been part of consumers' lives for over 22 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 270 outlets in South Africa and neighbouring countries like Mozambique, Namibia, Swaziland and Zambia.

The King Pie brand has come a long way over the past 22 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.**

## King Pie Express

The Express is a pre-manufactured unit with the throughput and capacity of a normal King Pie Store that can be deployed and commissioned anywhere within a day. This is a robust unit that can be exposed to all types of weather conditions.

- 🍷 They can be tailor-made for inside or outside locations and are perfect as growth mechanisms for both Franchisee and Franchisor.
- 🍷 The versatility and flexibility of the Express unit allows the franchisee to open a King Pie Express where it is not possible to open a normal King Pie Store.
- 🍷 For the Franchisor, it provides the opportunity to grow their brand footprint and brand awareness in new, unconventional places.

## New Locations, new opportunities

The Express takes the King Pie brand and products to areas where a brick and mortar cannot be placed. ***New opportunities include areas where there might not even be an existing building, shopping centre, or for remote or temporary areas as well.*** It's versatile design also allows for placement in unutilized areas in shopping centres such as parking areas.

### Possible locations:

- 🍷 **Taxi ranks**
- 🍷 **Small towns**
- 🍷 **Train Stations**
- 🍷 **Car parks in shopping centres**
- 🍷 **Townships**
- 🍷 **Universities and Technikons**
- 🍷 **Stadiums**

Should the need arise, the unit can be relocated to a new location at a relatively low costs.



# The Concept

**The ±18m<sup>2</sup> Express unit is designed in line with the King Pie Store concept.** It is manufactured from a heavy duty and reinforced material. The standard King Pie Store equipment is included in the unit. All that is required is a water and electricity connection, preferable 3-Phase 60 Amp.

## Equipment/Furniture

- Serving Counter
- Prep Counter with Chip Fryer and Dump
- Extraction above Chip Fryer
- Hot Pie Display Unit
- Domestic Pot Zink and Geysers
- Cleaning Agents Cupboard
- Single Door Beverage Cooler
- Under Bar Fridge
- Convection Ovens on Stand with pans
- Walk in Freezer Room with Shelves
- Water Waste Disposal Containers



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# Reasons to join our Royal Family



- We can open an Express comfortably in premises of  $\pm 18\text{m}^2$ . This is the ideal space filler for any landlord.
- The products sold by King Pie franchisees are manufactured at two state of the art facilities. 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 2 day theoretical course at King Pie's support office and a 3 day practical course in a regional training centre.
- Professional, passionate and supportive franchisor.
- 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.
- Expert support staff team to assist across all disciplines including; operations, Legal, Marketing, Procurement, Training, Finance and Research & Development.

## Who's ideal for our Royal Family?

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



For more information, email [info@kingpie.co.za](mailto:info@kingpie.co.za)  
or call **011 564 9701**.