



BRICK OVEN

Veronica's

PIZZERIA

Franchise
BROCHURE

About Veronica's Brick Oven Pizzeria

In January 2022, Danny and Justin embarked on an entrepreneurial journey together, drawing on over two decades of shared vision and experience, to establish Veronica's Brick Oven Pizzeria in Dover, DE. The restaurant, named in honor of a beloved family member, Veronica, who instilled the importance of cherishing family and creating lasting memories, embodies these values through its unique dining experience. The 2024 First State Favorites winner for best pizza is a dining concept serving authentic, creative, and fresh brick oven pizzas made with love.

Popular Menu Items

- Create Your Own
- The Bart
- The Margy
- The Carmen
- The Crab
- Garlic Nots
- Cannoli
- The Salsiccia
- Chicken Parma
- Wings



4 Great Reasons to Join Us

1

Low-Investment, High Returns

While other franchises require a million-dollar investment, we offer a lucrative opportunity without spending a fortune.

2

Small, Easy to Manage Staff

You only need a small crew to be successful.

3

Small Footprint Big Impact

Minimum 1,500 to 2,500 square feet.

4

Endless Opportunities

An unlimited potential client base with huge demand for our services.



Training

Approximately 85 Hours of Training

We're devoted to putting our time and resources into the highly regarded training for new franchisees. You will learn about the systems and routines and be trained to perform in your role as a successful operator in our proven business model.

Industry

Statistics

The global pizza industry is worth \$160 billion in annual sales.

-Source: Aaron Allen & Associates

Customer

Base

The customer base for a pizza restaurant business is diverse, appealing to families, young professionals, and college students who seek convenient and delicious meal options. Pizza's wide-ranging appeal attracts both dine-in guests and takeout or delivery customers looking for a quick and satisfying meal. The versatility of pizza, with its variety of toppings and customization options, makes it a popular choice for social gatherings, casual dining, and special occasions. Additionally, pizza restaurants often cater to a broad demographic, including individuals with dietary preferences such as vegetarian, vegan, and gluten-free options.

Vermica's



Support

Pre-Opening :

- Site selection
- Contractor negotiations
- Purchasing equipment
- Hiring and retention
- Community marketing
- Go to market advertising
- Bookkeeping

Post-opening:

- Profitability coaching
- Business development
- Advertising
- Operations
- Expansion



***Your Success is
Our Success!***

Investment

\$325,000 - \$514,000

Franchisees can finance their dreams in a number of ways.

- SBA 7A Loan
- ROBS (401K Rollover)
- Home equity line of credit (HELOC)

To qualify for an SBA loan third-party financing, franchise candidates should have at least \$65,000 in liquid assets or in a qualified 401k account.

In addition, candidates should have 700 credit or better, no bankruptcy over the last 10 years, and no criminal convictions.

What are the Qualifications

Below are some of the strengths we look for in a potential franchisee:

- Strong communications skills
- Team builder
- Business & management experience
- Open to learning and attending company seminars
- Growth-minded
- No prior experience required

Next Steps

Thank you for choosing to franchise with Veronica's Brick Oven Pizza! We are thrilled to have you join our family and bring our beloved brand to new communities.

You should be excited about this opportunity because, with our commitment to quality, creativity, and customer satisfaction, you'll be part of a thriving pizza restaurant that values excellence and community engagement.

If you have already spoken with one of our consultants your next step is to schedule your webinar presentation and receive our franchise disclosure document.

If you haven't spoken with a consultant already, what are you waiting for?

Give us a call today 305-592-9229

