Franchise Prospectus

Franchising Opportunities with Pepe’s Piri Piri

2025



Over 200 Stores

pepes.co.uk

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Introduction

Pepe's has established itself as a leader in the Piri Piri market with over 200 stores in the UK as at 1 January 2025.

Pepe's Brand Proposition

Pepe's is freshly prepared, freshly cooked, flamed grilled chicken with flavours marinated specifically for the Pepe's brand. Pepe's appeals to all demographics and can be eaten every day of the week.



- Tasty, **healthy** Grilled Chicken
- In **six tasty flavours**
- Our **unique** recipe
- **Varied menu** to meet all tastes
- Exciting **complimentary products**
- **High quality** and **affordable**

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Welcome to Pepe's

Pepe's is an exciting brand which offers great growth potential. We believe in our brand and want each and every customer to enjoy our food. It is our aim to develop our business by creating win-win relationships in a friendly, productive and supportive environment.

With Pepe's *its a Win-Win* **relationship**

What is Pepe's Piri Piri?

"Piri-Piri" means "pepper-pepper" in Swahili. In Portugal it specifically refers to a very small chili pepper known for its bold flavour.

The Portuguese combined the Piri Piri chili with a variety of spices and lemon juice to create the distinctive flavour of Piri Piri sauce.

All about the Sauce!

Our deliciously zesty unique combination of fresh herbs and spices, blended with the bright flavour of lemon juice and simmered in the natural heat of the fiery Piri Piri peppers is a perfect accompaniment for our delectable Pepe's chicken.

Rumoured to possess aphrodisiacal qualities, the Piri Piri pepper can start more fires than just the one on your tongue!

This wonderfully bold pepper, rich in vitamins A and C, adds a unique, unforgettable flavour to Pepe's must-have sauce.

Exciting Opportunities

We are now looking for companies or individuals who are enthusiastic about great food and value customer service. To become a Pepe's franchisee you will need to prove you have the ability to access the necessary funds.

What We Offer You

When you join Pepe's you can enjoy a strong support network to assist your business' growth:

- National recognised brand
- Strong belief in our brand
- High level of commitment to customer service
- Hands-on-support: your success is our success
- Proven management capabilities
- A team approach
- Strong marketing to help grow the business
- National marketing support
- Pepe's App
- Extensive supply chain network
- Exclusive Pepe's products
- Systems & processes for operational excellence

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An Established Brand

When you join the Pepe's family you join with the support of a very unique brand. Branding is an essential part of our overall business model and we have developed a wide range of branded items to help promote Pepe's.













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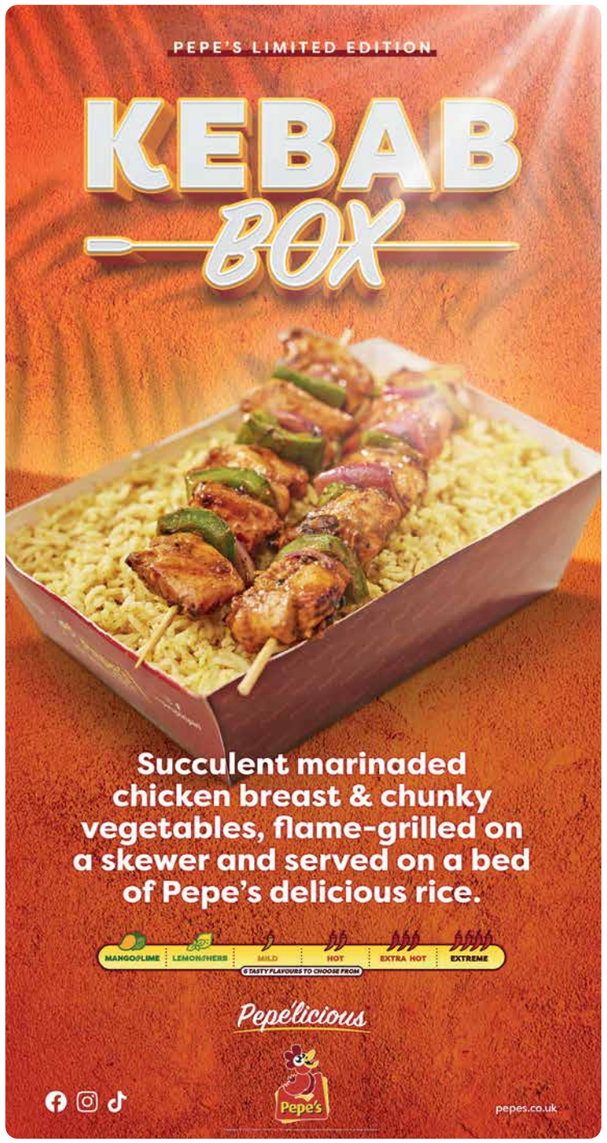
Pepe’s Fast Food Restaurants

Pepe’s Fast Food restaurants offer our delicious menu in a QSR environment.









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Branded Items

Pepe's has a wide range of branded products including branded packaging and sauce sachets.

























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Pepe's Brand Marketing

Local & National Advertising

Pepe's frequently enlist the services of local and national advertisers to promote Pepe's stores to ensure there is a real buzz around both the opening of a new store and established stores.

These items include:

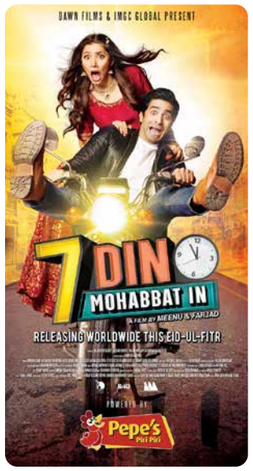
- National Press Adverts
- Billboard Advertising
- Telephone Booth Ads
- Bus-Stop Backlits
- Local Newspaper Adverts
- Television & Cinema Adverts
- Social Media Adverts
- Sports Advertising
- Google Adverts
- Influencer Campaigns
- Customer Newsletters
- Aggregator Platforms







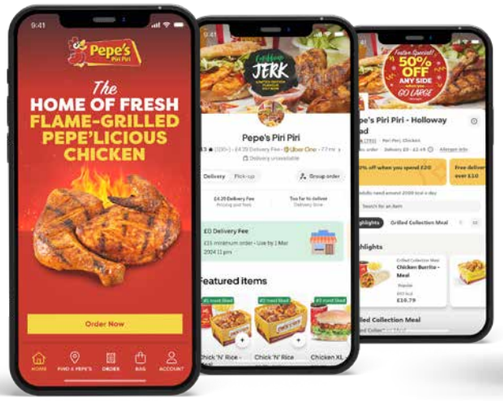


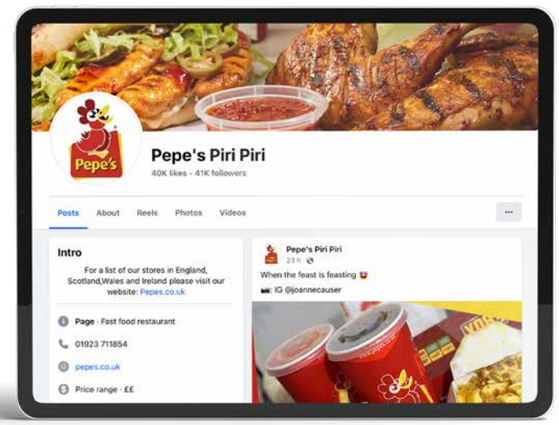




PEPE'S APP

JUST EAT deliveroo Uber Eats





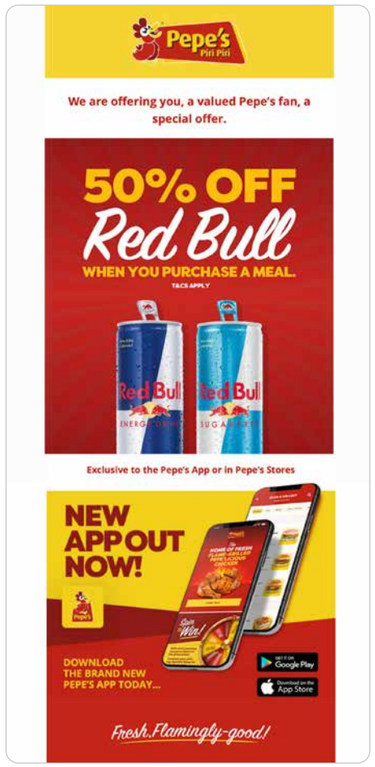
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National Brand Marketing













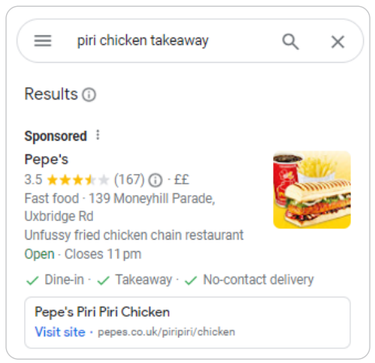












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Pepe's Stores 1 Jan 2025

Pepe's has established itself as a leader in the Piri Piri market with over 200 stores in the UK as at 1 January 2025.



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Pepélicious®

The Franchise Package

Pepe's Fast Food Restaurant Concept

Franchise Fit-Out Costs

The build and fit-out costs for a Pepe's fast food restaurant starts from **£260,000 + VAT** for a minimum size store of 1400 sq ft.

Minimum Investment

The minimum investment required starts at **£300,000**

Franchise Licence Fee

The Franchise Licence Fee is **£15,000 + VAT** and provides the franchisee with:

- **15 year renewable licence to operate as Pepe's Franchise**
- **A full franchisee training programme**
- **Pepe's intranet containing all manuals and documents requried to successfully run a Pepe's business**
- **Pepe's App**
- **Pepe's online training portal**
- **Pepe's online marketing portal**
- **Pepe's central ordering portal**
- **Pepe's mystery shop & store audit portal**

On-Going Fees

MONTHLY FRANCHISE FEE: This is based on the number of chairs in your store and starts from **£1,885.64 + VAT**

MONTHLY NATIONAL MARKETING FEE: This is a fixed fee of **£493.85 + VAT**



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Earning Potential & Franchisee Profile

The earning potential for Pepe's Franchisees will vary dependent on the size and location of your Pepe's store and the type of Pepe's concept you are operating.

Earning potential will be dependent on the way you operate and manage your business. Pepe's head office will discuss potential earnings and projections at the initial meeting, understanding performance of existing stores and the company's strategy going forward.

What we look for in our Franchisee's

Having the right franchisees is essential for our business and therefore will only offer franchises to those people that it believes are suitable for running a successful Pepe's franchise and can work with the management of Pepe's and the other franchisees within the network.

The most suitable people for becoming a Pepe's franchisee would meet the criteria listed below. The list is not exhaustive or intended to be disadvantageous to any applicant however it summarises the skills, competencies and requirements specific to running a Pepe's Franchise.

- **Experience operating within a retail environment (beneficial but not essential)**
- **Experience running and managing a team of staff**
- **Good with people**
- **Numerate**
- **English speaking (does not have to be your first language)**
- **Self motivated**
- **Hard working and ambitious**



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Frequently Asked Questions

Q **Do I need to have a background in catering?**

A Absolutely not. We will provide full training in how to run a Pepe's store.

Q **How involved in the running of a Pepe's franchise do I need to be?**

A We want franchisees who are actively involved in every aspect of running their Pepe's franchise and are going to be hands-on.

Q **Is it possible to finance part of the capital cost?**

A Yes. We have arranged franchise finance with all the leading UK franchise Banks: Lloyds; NatWest & HSBC.

Q **What are the ongoing fees and how are they calculated?**

A Monthly franchise fees are fixed and start from £1,885.64. For more information refer to the individual concept pages in this Franchise Prospectus.

Q **Can I find my own premises?**

A Yes. However all premises must be pre-approved by us. We work with a national property finding company where franchisees require help with finding a suitable premises.

Q **Can I use my own builders to fit-out my store?**

A Yes. Providing the supplier sourced has the relevant H&S documents and follows the Pepe's brand specs.

Q **What training is provided?**

A Initial training is carried out at our dedicated training centre based at our Head Office in London or instore. This initial training is supplemented by our online Training Portal which contains over 30 courses covering all aspects of running a Pepe's business. An experienced Pepe's Training Manager will also be on site in person at your store for the first week you are open.

Q **How much does training cost?**

A The cost of the initial training is included within the Franchise Licence Fee. The only items not covered are your own travel, accommodation, and food.

Q **When does training start?**

A Training will start 2 weeks after you sign the Franchise Agreement, regardless as to whether you have found a property

Q **Can I sell my business in the future?**

A 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 experience.

Q **What are the next steps?**

A If you are interested in owning and running any of our Pepe's franchise concepts please email **franchising@pepes.co.uk** and request a Franchise Application Form.

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Working Together

Once you have joined Pepe's you become a part of our family. We work together as a team and provide support at all stages to help you grow.

It is our vision to develop our business in an atmosphere based on teamwork, understanding, support and respect. We want our franchisees to enjoy their business and enjoy working with us.

Pepe's have a strategic growth plan in the United Kingdom. We wish to partner with those who share our outlook for the future.

Pepe's Piri Piri

The
HOME OF FRESH FLAME-GRILLED CHICKEN



PEPE'S MISSION

To become a leading brand through everything we do.

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We look forward to hearing from you!

The Pepe's Team



Pepe's Piri Piri
Unit 3
Olds Close
Watford
Hertfordshire
WD18 9RU

Telephone:
01923 711 854

Email:
franchising@pepes.co.uk

pepes.co.uk