



Join our Pepelicious Family

FRANCHISE PROSPECTUS 2026

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INTRODUCTION

Thank you for your interest in joining the Pepe's Piri Piri family. Since opening our first restaurant, we've been driven by a clear vision – to share bold, unforgettable flavours and build a brand that customers return to time and again.

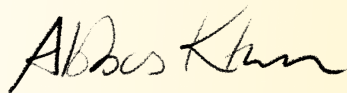
From our beginnings perfecting the flame-grilled Piri Piri chicken that started it all, Pepe's has grown through expertise, discipline and a passion for doing things properly. We take pride in being a brand that delivers quality, speed and consistency – every time, in every restaurant.

Today, Pepe's stands as one of the UK's fastest-growing QSR brands, supported by a strong system and an exceptional network of franchisees. They are the

heart of our success – ambitious, hands-on business owners who bring our food and our brand to life in their local communities.

As a franchisee, you'll benefit from the full strength of the Pepe's system – from comprehensive training and operational support to marketing and business development expertise. Everything we do is designed to help our partners build sustainable, successful businesses under a brand with proven appeal.

Running a Pepe's franchise demands focus, commitment, hands-on involvement in the restaurant, and a love of what we do. For those who share our ambition, it offers the opportunity to grow with a brand built for the future.



Abbas Khan
Operations Director

**OUR MISSION
TO SERVE THE
PEPE'LICIOUS FOOD
THAT OUR CUSTOMERS
LOVE – NOW AND FOR
GENERATIONS TO COME**



THE HOME OF FRESH FLAME-GRILLED CHICKEN

Pepe's has grown from a single site in 2006 into the UK's largest 100% Halal quick service restaurant chain, with over 250 locations nationwide.

WHAT SETS US APART:

- **Quality chicken:** Grade A, fresh (not frozen), scored, pre-marinated for 24 hours, then brushed again on the grill for bold, caramelised flavour.
- **Iconic dishes:** Our Chick'N'Rice box, Chicken XL and Original Piri Piri Chicken – our fan faves – are loved and consistently re-ordered.
- **Our dips:** Made fresh in-restaurant every day, with our garlic dip earning legendary status.
- **Innovation:** Regular Limited Time Offers, unique to Pepe's.
- **Our promise:** 100% Halal, and always freshly cooked.
- **The people:** Local franchise partners who know and love their communities.

Every day we wow our customers with bold flavours, great value and freshly cooked food.

Pepe's is a QSR brand with a proven formula: fresh food, consistent quality, and strong community roots. For franchise partners, that means joining a brand that's trusted, growing, and built to last.



OUR FLAVOURS

Flavour is the reason people choose us – and the reason they keep coming back. Every dish is built around bold taste, fresh preparation, and the unmistakable kick of our Piri Piri sauces.

WHY PEOPLE LOVE PEPE'S:

- **24-hour marinades:** Chicken that's scored, marinated with our secret recipe, and then flame-grilled for depth of flavour.
- **Caramelised finish:** Brushed again on the grill to lock in taste and deliver that chargrilled, satisfying bite.
- **Grilled, not fried:** A healthier fast-food choice that leaves customers feeling good, not guilty.
- **Always fresh, always real:** Cooked in open kitchens, prepared from fresh, and served with pride – an authentic alternative to the big chains.
- **Six flavour options:** From fruity and mild to fiery, customers can choose the taste that matches their mood.
- **Innovation that excites:** Regular Limited Time Offers weeks keep the menu fresh and social-media-worthy. It also lets us explore the latest food trends and keep our customers excited.

WHAT IT MEANS FOR CUSTOMERS:

- Food that's never bland – always bold, **always satisfying**.
- A **healthier** grilled option that **feels good** to eat.
- Fast food that is worth the wait and that they're **proud to share** with friends and on social.
- A choice that **feels authentic, fresh, and real** – cooked in open kitchens, right in front of them.



LOVED ACROSS THE UK

Across England, Scotland, Wales and Northern Ireland, Pepe's Piri Piri has become a familiar name in communities nationwide.

With over 250 restaurants and more opening every year, our growth shows just how widely our flame-grilled flavour is enjoyed. Each restaurant is run by local franchise partners who know their communities, creating welcoming spaces that feel friendly and accessible. And our reach doesn't stop at the UK – Pepe's has also taken its unique taste overseas, with restaurants now open in the UAE.



OUR FAST FOOD RESTAURANTS

Every Pepe's restaurant is designed to feel warm and inviting, with a modern look that's fresh and friendly – the perfect place to relax and enjoy flame-grilled flavour.



ICONIC DISHES

Pepe's is known for flavour, but some menu items have gone further to become true fan favourites.

Chick'N'Rice, has become famous and loved nationwide. Alongside it, other icons have earned their place too: our **Original** flame-grilled Piri Piri Chicken and the mighty **Chicken XL** are both huge sellers. Each one is prepared with the same care, freshness, and flame-grilled flavour that define Pepe's. These are the dishes people return to again and again – the products

that have built loyalty, driven growth, and made Pepe's a recognised name for flavour.

Add in our crave-worthy **Wings** and **Loaded Fries**, and it's easy to see why customers can order from Pepe's many times a week.



360° MARKETING

Our dedicated marketing team delivers a full 360° approach that keeps the brand front of mind for customers nationwide.

From high-impact TV, radio, and outdoor campaigns to dynamic social content, influencer partnerships, and sponsorship activity, we make sure Pepe's is seen, heard, and shared across every channel. Just as importantly, we help support our franchise partners with their own tailored local activity – helping them connect directly with their communities. It's a joined-up strategy that builds awareness, drives footfall, and ensures every restaurant benefits from the strength of the Pepe's brand.



FRANCHISE PROSPECTUS 2026



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THE FRANCHISE PACKAGE

The minimum investment required to open a Pepe's Franchise is £350,000

FRANCHISE FIT-OUT COSTS

The build and fit-out costs for a Pepe's fast food restaurant starts from **£300,000** + VAT for a minimum size restaurant of 1,500sq ft.

FRANCHISE LICENCE FEE

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

- A 15 year licence to operate as Pepe's Franchise
- A full franchisee training programme
- Access to all manuals and documents required 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
- Online due diligence, brand standards and hygiene & safety management software

ONGOING FEES

- **Monthly Franchise Fee:** This is based on the number of chairs in your restaurant and starts from **£1,979.92** + VAT in 2026
- **Monthly National Marketing Fee:** This is a fixed fee of **£518.54** + VAT in 2026.



EARNING POTENTIAL

At your first meeting at Head Office, we'll sit down with you to talk through potential earnings, share projections, and look at how existing restaurants are performing. We'll also explain our growth strategy, so you have a clear picture of what's possible with Pepe's. While results vary depending on the size and location of your restaurant, much will come down to how you operate and manage your business day to day.

WHAT WE LOOK FOR IN OUR FRANCHISEES

We award franchises to people we believe can run a successful restaurant and work well with both Pepe's Head Office and fellow franchisees. To be considered, you must live locally to your chosen restaurant (so you can be hands-on at all times) and ideally bring the following qualities:

- Experience managing a team (retail or hospitality experience is beneficial)
- Strong people skills and the ability to lead by example
- Numeracy and business awareness

- English speaking not required as a first language, but a franchisee must be proficient enough to be able to read and understand all Pepe's operating manuals, policies and procedures, which are in English
- Self-motivated, hardworking, and ambitious

We're looking for partners who share our drive, discipline, and passion for delivering great food and great service.



FREQUENTLY ASKED QUESTIONS

Do I need to have a background in catering?

Absolutely not. We will provide full training in how to run a Pepe's restaurant, but you must have a passion for great food.

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

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

Is it possible to finance part of the capital cost?

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

What are the ongoing fees and how are they calculated?

Monthly franchise fees are fixed and start from £1,979.92 + VAT in 2026. For more information refer to the individual concept pages in this Franchise Prospectus.

Can I find my own premises?

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.

Can I choose how many seats my restaurant has?

Pepe's Head Office will decide on the seating numbers in each Pepe's restaurant due to be opened.

Can I use my own builders to fit-out my restaurant?

Yes, providing the shopfitter you appoint has the relevant H&S documents and building insurance. A Pepe's Brand Project Manager will be appointed to your build project to ensure that your site is safe and legal, follows all of Pepe's brand specifications in full and to Pepe's high standards of finished quality.

What training is provided?

Once you sign your franchise agreement, you will be enrolled into the Pepe's Training Academy and you will be required to complete our online training courses within 2 weeks, before attending Induction Training at Pepe's Head Office. Following this you will be expected to take and pass the Pepe's Franchisee Accreditation Exam, to check your knowledge.

You will be expected to spend a significant amount of time in an existing Pepe's restaurant while yours is being built, to get hands-on experience of what is expected of the teams and to ensure that you know how things need to be done in order to follow all of Pepe's policies and procedures. When you open your restaurant, an experienced Pepe's Training Manager will be with you in person to provide coaching and guidance for the first five days you are open.

How much does training cost?

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.

When does training start?

Your training starts straight away after you sign the Franchise Agreement, regardless as to whether you have found a property.

Can I sell my business in the future?

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.

What are the next steps?

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.



NEXT STEPS



The full process typically takes 2 – 3 months. Due to high demand, not all applicants will be successfully awarded a Pepe's franchise.



**3 OLD'S CLOSE,
WATFORD
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If you're interested in becoming a franchisee please email franchising@pepes.co.uk and request a franchise application form

We're looking forward to hearing from you