



5 FLAGS PIZZA

**FRESH, LARGE,
PROFITABLE**

SAY GOODBYE TO FROZEN PIZZA.....



FRANCHISE MODEL FOR C-STORES & GAS STATIONS



MARKET OPPORTUNITY



Fresh Daily

All 5 Flags pizzas are large 14" pies made from scratch every day. C-Stores and gas stations gain a premium fresh food offering that drives foot traffic and repeat visits.



Slice or Whole

Maximize revenue by selling pizzas whole or by the slice. This flexible model captures impulse buyers and planned purchases alike, boosting daily sales volume.



5 Flags Pizza	14 inch	\$10.99
Blue Brand	14 inch	\$13.99
Red Brand	14 inch	\$14.99
Green Brizzd	14 inch	\$15.49

Competitive Pricing

Pricing aligned with major carryout brands. Strong margins enabled by cost-controlled ingredients and franchisor supply chain. Promotions available to drive volume.



BUSINESS MODEL

Every 5 Flags Pizza is a 14" pizza made from scratch daily using premium ingredients. Fresh pizzas are displayed for self-service — customers choose a whole pizza or individual slices, maximizing convenience and sales flexibility.

Our cost-per-pizza ranges from \$1.99 to \$3.99, enabling strong profit margins for franchisees. Website ordering supports call-in orders, reducing wait times and driving repeat business at your C-Store or gas station.



01

Scratch-Made 14" Pizzas, Fresh Every Day.

All pizzas are handmade from scratch daily using high-quality dough, signature sauce, and fresh toppings — never frozen. Every location maintains the same consistent, homemade quality customers love.

02

Self-Service Display — Whole Pizza or By the Slice.

Fresh pizzas are displayed prominently for easy self-service. Customers can grab a whole 14" pizza or purchase individual slices, giving franchisees maximum flexibility to drive impulse and planned purchases.



03

Strong Margins, Online Ordering & Call-In Service.

With a cost per pizza of just \$1.99–\$3.99, franchisees enjoy strong profit margins. Website ordering enables call-in service so customers can pre-order for quick pickup — perfect for the C-Store and gas station environment.



COMPETITIVE ADVANTAGES



01

Size & Quality Edge.

14" scratch-made fresh pizza vs. 12" or smaller frozen C-store pizzas. Bigger size, better taste, and homemade quality that customers can see and trust.

02

Higher Profit Margins.

Superior cost control and smart pricing deliver stronger margins than frozen alternatives. Sell whole or by the slice to maximize every pizza's revenue potential.

03

Customer Loyalty & Repeat Sales.

Handtossed, homemade-style pizza preferred by families. Repeat customers and call-in orders drive consistent sales growth over frozen competitors.





COST BREAKDOWN: 2026 PRICING

Dough Cost.

25 lbs All Trumps Flour at \$11–\$15 plus proprietary dough mix at \$5 per batch. Yields approximately 56–65 dough balls per batch, keeping per-pizza dough cost extremely low.

Cheese & Toppings.

Cheese: \$70–\$110 per case, yields 120–240 pizzas. Toppings average ~\$0.20 per pizza per topping. Pizza boxes run \$38–\$65 per case of 50 large boxes.

Signature Sauce.

Franchisor-supplied signature sauce at \$70–\$140 per bucket. Each bucket yields 180–360 pizzas, delivering consistent quality and outstanding cost efficiency per pie.

Key Stat.

Make a fresh scratch 14" pizza for roughly half the cost of a 12" frozen pizza — stronger margins, better quality, and a superior product for your customers.





PRICING STRATEGY & SUPPLY CHAIN

Competitive pricing from \$10.99 to \$18.99 ensures strong margins while remaining affordable. Our supply chain is built for consistency, quality, and franchisee profitability at every location.



06



Menu Pricing.

Large Cheese Pizza starts at \$10.99. Specialty pizzas priced up to \$18.99. Premium scratch-made quality at competitive price points that rival major carryout brands and drive repeat visits.



06



Promotional Pricing & Slices.

Promotional pricing available — e.g., Large 1-Topping at \$7.99. Each pizza yields 8 slices sold individually by the slice, maximizing revenue flexibility and impulse purchases at C-Stores.

06



Supply Chain Advantage.

Franchisees source toppings and cheese from franchisor-approved suppliers at market-best prices. Franchisor supplies signature sauce and proprietary dough mix to ensure consistent quality and strong margins across all locations.

5 FLAGS PIZZA

Why Choose Us?

Pizza is one of America's most beloved foods, and 5 Flags Pizza brings fresh, scratch-made quality to every location. All our pizzas are large 14" pies made from scratch in-store every single day — never frozen, never pre-made.

Our proprietary dough mix is combined with All Trumps Flour and mixed fresh daily, producing 56–65 large pizza dough balls per batch. Our signature sauce is supplied directly by the franchisor to ensure consistent, premium flavor across all locations.

Franchisees purchase toppings and cheese from our approved suppliers at market-best prices, maintaining quality while maximizing profit margins. Fresh produce and ingredients are prepped in-house daily — never pre-cut or pre-packaged.

Homemade handtossed pizzas are the first choice of American families, which means repeat customers, call-in orders, and consistent daily revenue that frozen pizza simply cannot deliver.

Candidate Qualifications & Financial Requirements

All franchise candidates must meet the following criteria to qualify for a 5 Flags Pizza franchise:

- Credit Score: Minimum 650
- Liquid Capital: \$50,000 – \$250,000
- Net Worth: No minimum net worth requirement
- Site Inspection: Store locations must pass a food safety and quality standard evaluation before approval





Startup Costs

Type of Expenditure	Estimated Amount	Method of Payment	When Due	To Whom Payment Is Made
Initial Franchise Fee	\$10,000	Lump sum	Signing of agreement	5 Flags Pizza
Leasehold Improvements	Contact for Details	As arranged	As requested	Contractors/Suppliers
Initial Rent Outlays	Contact for Details	Lump sum	Signing of lease	Landlord/5 Flags Pizza
Equipment	After Evaluating Location	As arranged	Before opening	Suppliers
Outside Fixtures & Furnishings	\$5,000 - \$10,000	As arranged	Before opening	Suppliers
Signage	\$7,000 - \$35,000	As arranged	Before opening	Suppliers
Initial Inventory	\$9,000 - \$13,000	As arranged	Before opening	Suppliers
Supplies	\$5,000 - \$35,000	As arranged	Before opening	Suppliers
Travel & Training Expenses	\$1,000 - \$10,000	As arranged	Before opening	Suppliers
Utility Deposits	\$0 - \$5,000	As arranged	Before opening	Suppliers
Prepaid Insurance Premiums	\$500 - \$5,000	As arranged	Before opening	Suppliers
Permits & Licenses	\$6,000 - \$12,000	As arranged	Before opening	Suppliers
Grand Opening Advertising	\$5,000	As incurred	Before opening	Suppliers
Additional Funds & Misc.	\$20,000 - \$60,000	As incurred	First 3 months	Employees/Suppliers
Royalty Fees	4% of Gross	Monthly	Every month	5 Flags Pizza
Marketing Fees	3% of Gross	Monthly	Every month	5 Flags Pizza



BRING FRESH, LARGE & PROFITABLE PIZZA TO YOUR LOCATION

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+12252232191

Email:

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Join the 5 Flags Pizza franchise and elevate your C-Store or gas station with fresh, scratch-made 14" pizzas. Strong margins, repeat customers, and full franchisor support make this the smart choice for growth.