



1. Where and when did the Shakey's® name originate?

In 1954, Sherwood "Shakey" Johnson opened the first Shakey's® restaurant in Sacramento, California.

2. Is Shakey's® the oldest pizza restaurant franchise company?

In 1957, Shakey's® was one of the first food service companies to begin franchising. Based on the success of the first Sacramento restaurant other locations were quickly snapped up and a standard building design was introduced. "Shakey" Johnson retired in 1967 his partner sold his interest in 1968.

3. What are the Shakey's® signature menu items?

The original thin crust pizza with a crisp, crunchy taste and the classic pan pizza are the mainstays of our pizza restaurants. The new Shakey's® Pizza Parlor restaurant continues tradition with our famous thin crust pizza, marinated deep-fried chicken, exclusive Mojo® potatoes plus a wide spectrum of delicious items.

4. Who is the typical Shakey' customer?

Our mission statement says it all:

For today's families who love great pizza and want something special for the kids, Shakey's is the gathering place where everyone has fun™.

Shakey's® hosts everyone that enjoys a fun family restaurant as a casual dining/entertainment destination. Shakey's® guests are involved in their communities through team sports and school activities, and generally, live near their neighborhood location or in a school district within close proximity of a Shakey's® restaurant location.

5. How many Shakey's® Pizza restaurants are there and where are they located?

There are 24 company operated Shakey's® Pizza Parlor's in Southern California. There are another 35 franchised pizza parlor restaurants throughout California, Washington, Florida, Alabama and Georgia. There are currently over 200 Shakey's® Pizza and Buffet restaurants worldwide!

6. What is the typical size and location for a new Shakey's® Pizza Parlor today?

Our prototype Shakey's® Pizza Parlor ranges from 5,500-6,500 square feet. The prototype, traditional sized restaurants are freestanding or end caps located in a neighborhood grocery anchored retail strip or "Power" shopping centers.

7. What is the investment range necessary for a Shakey's® Pizza Parlor?

The total investment for a Shakey's® Pizza Parlor varies depending upon many factors including the location, whether the building is new construction or existing, freestanding or inline, land owned or leased, landlord contributions, etc. The range of the total investment for the 2000-6500 sq. ft. concept restaurant will be approximately \$804,000 to \$2,204,500. To obtain local Bank financing, you generally need 20-30% of the total investment as your liquid equity contribution.

8. What are key characteristics for a new Shakey's® restaurant location?

As part of our ongoing marketing efforts and development strategy, we are currently undertaking a comprehensive consumer research study to further define our customer's demographic profile. Markets with minimums of 150,000 populations are preferred, together with a prevalence of middle-income families with median household incomes in the range of \$45,000 to \$75,000. Median Household sizes of 2.6 to 4 are desired. Shakey's USA, Inc. must approve your restaurant location.

9. What types of Shakey's® franchise development are available to qualified candidates?

We offer two types of franchise development opportunities: Single restaurants OR multiple Area Developments with protected territories tied to a specific Shakey's® restaurant development schedules.

10. What are the areas of targeted growth for Shakey's®?

We are currently focused on national expansion, areas where Shakey's® enjoyed a strong Brand recognition identity.

11. How profitable or how much money will I make as a Shakey's® franchise?

The Federal Trade Commission (FTC) restricts franchisors from answering this question; although we do disclose a financial performance representation in our FDD, it represents fifteen locations, which derive their revenue from Bunch of Lunch™ and pizza. We encourage you to contact existing franchisees to obtain the answers to these types of questions. A list of our franchisees is provided in our Franchise Disclosure Document (FDD), which will be presented to you following the initial meeting.

12. What is the next step if I'm interested and qualify for a Shakey's® franchise?

Complete the inquiry form, press submit and it will automatically be forwarded to a franchise representative, which will call you to discuss the next steps in becoming part of the Shakey's family!