Get Your Piece of the International Pie!
Michael and Marian Ilitch, the founders of Little Caesars® Pizza, dreamed big, took risks, and grew one pizza shop in a Detroit suburb into an international pizza chain.

It started with a little-known snack food called “pizza” brought home by World War II soldiers returning from Italy. Mike and Marian saw promise in this new food and were passionate about starting their own pizza business. They invested their $10,000 life savings toward opening a single Little Caesars shop in 1959. To grow the chain, Mike and Marian franchised their stores, ultimately giving thousands of individuals the opportunity to own their own business. Mike and Marian took personal pride in helping franchisees grow their businesses and providing employment opportunities for young crew members.

More than 50 years later, Little Caesars is the fastest-growing carryout pizza chain in the U.S. and an internationally known brand.

**A BRIGHT FUTURE**

Little Caesars continues to innovate to provide more value to more people in more places. This means business opportunities for entrepreneurs, new stores across the world, tasty and convenient new products, and marketing innovations that delight customers. Most important, Little Caesars remains focused on what it does best: providing pizza made with the finest ingredients at a great price around the world!
UNIVERSAL APPEAL
Pizza is one of the world’s favorite foods, and Little Caesars® represents the highest quality products with great taste! Customers appreciate our quick, convenient, and friendly service, and we remain a value leader in the industry.

VALUE
Little Caesars Pizza is recognized among the value leaders in the foodservice industry. We pride ourselves on our winning concept and products that uniquely meet our customers’ needs, plus create a strong value proposition for our franchisees.

QUALITY PRODUCTS
Little Caesars products are made with quality ingredients, such as 100% mozzarella and Muenster cheese, dough made daily in every store and sauce made from California crushed tomatoes.

GROWTH
Little Caesars is the fastest-growing pizza chain in the U.S.** New market expansion and continued development within existing markets will continue to be drivers of Little Caesars global strategy. Little Caesars International franchisees are multi-unit developers, with most franchisees developing the full market or territories in which they operate. Only multi-unit franchise development opportunities are available in International markets at this time.

INDUSTRY INNOVATION
We continue to improve our brand strength and our cooperation system through innovation. We were among the first to use a conveyor pizza oven in our Pizza Pride Production System. In 1979, Little Caesars® coined the phrase Pizza!Pizza!® and changed the industry forever by introducing the two-for-one pizza. In 2014, our DEEP!DEEP!™ Dish Lunch Combo changed the lunch market. Today, Little Caesars offers HOT-N-READY® pizza that provides customers with a great-tasting pizza that’s hot out of the oven and ready when they are!

STRONG BRAND RECOGNITION
Our “Little Caesar” character is loved around the world. His whimsical personality evokes thoughts of family fun and good times with friends. His signature phrase, “Pizza!Pizza!” is repeated whenever he appears, and customers love having their picture taken with the beloved icon.

TRAINING & ON-GOING SUPPORT
In addition to a strong U.S.-based corporate team, we have regional teams throughout the world who provide support to marketing, operations, training, and supply chain functions. The support they provide includes grand opening, local advertising programs and promotions, point-of-purchase materials, and more. Little Caesars provides a comprehensive training program that consists of both classroom education and on-the-job learning. Our supply chain team will assist you in identifying efficient and safe suppliers who can consistently deliver high quality products to your stores. We work together to optimize costs and identify suitable local suppliers and sources for ingredients as your menu evolves.

RESEARCH & DEVELOPMENT
Our team researches industry trends domestically and internationally to enable us to provide our customers with the best products available. From product specifications, to packaging and innovative creations, the Little Caesars Research & Development team is a testament to our founders’ vision to always stay ahead of industry trends.

ENTREPRENEURIAL SPIRIT
Our support services focus on franchisees, enhancing their ability to thrive in the Little Caesars franchise system. There are tremendous opportunities for franchisees looking for diversification, financial independence and the chance to make decisions directly impacting the business’ bottom line and their future. From providing equipment and supply chain assistance to supplying outstanding marketing materials, your corporate family is eager to help!
Little Caesars® is seeking qualified individuals or partnerships to build and operate multiple stores in international markets. Opening a Little Caesars franchise requires a strong personal commitment and active involvement in restaurant operations. Franchisee approval is based on a number of factors, while specific requirements will vary from market to market.

To be considered, qualified individuals or partnerships will typically have the following:

- Demonstrated enthusiasm, drive and passion, and a proven record of success in the restaurant/retail industry.
- Comprehensive understanding of the local culture, real estate and trade area in the territory to be developed.
- Dedicated, locally based, full-time support staff for the Little Caesars project.
- Sufficient liquid assets and capital to support an aggressive store development schedule while sustaining a strong advertising program.
- Multi-unit restaurant/retail management experience as owner and/or operator.
- Ability to commit to an aggressive store development schedule.

The steps and timing to complete the franchise process are largely dependent on the level of urgency and aggressiveness of the applicant. If you believe that you meet our minimum criteria and would like to express your interest in being part of the Little Caesars International family, please submit an inquiry online.

You can expect the following:

- Your application, along with supporting documents, will be reviewed by Little Caesars.
- Once your application is qualified and the territory you have an interest in is available, you will be asked to complete a Business Development plan.
- After the initial review of your business plan, a member of our international leadership team will visit your market to further assess the opportunity. During this time we will be conducting background checks and arranging for a face-to-face meeting where you can speak candidly with an existing Little Caesars International franchisee to help finalize your plan.
- After the in-country visit, a Discovery Day and interview at our corporate headquarters in Detroit will be scheduled. Where required, a Franchise Disclosure Document will be sent for your review.
- Upon completion of your Discovery Day and interview, you will be notified if you have or have not been approved to become a Little Caesars franchisee.
- If we agree to grant you rights to develop Little Caesar stores, you will be required to sign our multi-unit franchise agreement, which will include a store development schedule for your market.
- Once agreements are signed, you are required to attend an in-store operations training program. Our support team will then begin working with you to get your first store open.
- **Grand Opening!**
Little Caesars® International development agreements generally require a franchisee to build and operate a minimum number of restaurants in a particular geographic area within a specified time frame. This requires prospective franchisees to have a substantial net worth and readily available funds. We generally require a minimum US$2,000,000 net worth under our multi-unit development agreement with additional minimum requirements for liquid/cash assets. These minimums may vary depending upon the number of stores to be developed.

These are minimum requirements and do not represent the total potential costs to open and operate one or more Little Caesars units.

**DEVELOPMENT FEE**
Paid at the signing of the Development Agreement, this secures the right to develop an entire country or a specific geographic area within a country. The fee is based upon, among other factors, the number of pizza stores agreed to in the growth plan, and market potential for the concept.

**FRANCHISE (STORE OPENING) FEE**
A franchise fee of US$20,000 for the first store and US$15,000 for each subsequent store is assessed as each individual store is opened in your market and is due and payable pursuant to the terms of the Agreement.

**ROYALTIES**
The standard royalty rate is six percent (6.0%) of gross sales and is payable pursuant to the terms of the Agreement.

**ADVERTISING**
A minimum rate of four percent (4.0%) of gross sales is to be spent on advertising. Little Caesars shall also have the right to initiate a global, regional, and/or national advertising fund.

For More Information Please Contact
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