



CRUST

Flavor Worth Celebrating. Growth You Can Own.



Simple, Scalable, Scratch-Made

Pizza is an enduring American staple — recession-resilient and broadly appealing. Pizza concepts can offer high-margin, high-volume potential, but not every brand gets it right.

CRUST was purpose-built to deliver hand-crafted pizza with the speed and efficiency of a fast-casual. It's the go-to neighborhood pizza place!

Simple, High-Quality Pizza

CRUST keeps its menu simple and lets the dough and other high-quality ingredients speak for themselves, converting even pizza purists into loyal customers.

Tech-Driven Consistency

Our dough rounder, dough press, and electric conveyor oven portion, shape, and bake our homemade Italian-flour dough, delivering perfectly-crafted pizza every time.

Low Overhead Operations

Standardized processes and high-efficiency electric equipment (no Ansel System fire-suppression hood required) deliver consistently delicious 12" pizzas and low staffing needs. Easy to own, easy to operate.

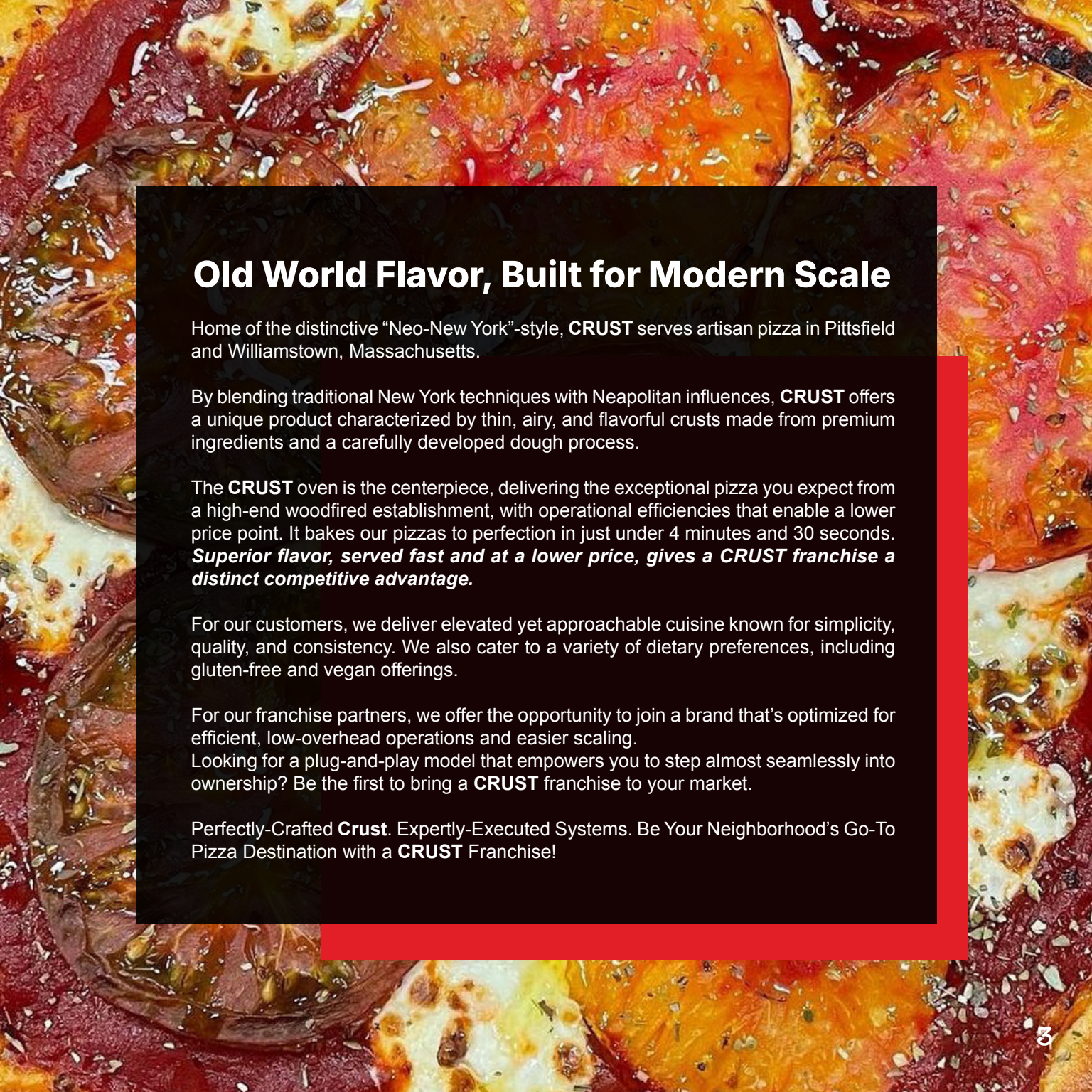
Built for Multi-Unit Expansion

Systems are optimized for maximum efficiency and minimum waste, providing a strong foundation for proven, scalable growth.

Founder-Led Support

Site selection, buildout design, lease negotiation, and operational guidance from **CRUST's** hands-on founder —a CPA, custom builder, and experienced entrepreneur.





Old World Flavor, Built for Modern Scale

Home of the distinctive “Neo-New York”-style, **CRUST** serves artisan pizza in Pittsfield and Williamstown, Massachusetts.

By blending traditional New York techniques with Neapolitan influences, **CRUST** offers a unique product characterized by thin, airy, and flavorful crusts made from premium ingredients and a carefully developed dough process.

The **CRUST** oven is the centerpiece, delivering the exceptional pizza you expect from a high-end woodfired establishment, with operational efficiencies that enable a lower price point. It bakes our pizzas to perfection in just under 4 minutes and 30 seconds. ***Superior flavor, served fast and at a lower price, gives a CRUST franchise a distinct competitive advantage.***

For our customers, we deliver elevated yet approachable cuisine known for simplicity, quality, and consistency. We also cater to a variety of dietary preferences, including gluten-free and vegan offerings.

For our franchise partners, we offer the opportunity to join a brand that’s optimized for efficient, low-overhead operations and easier scaling. Looking for a plug-and-play model that empowers you to step almost seamlessly into ownership? Be the first to bring a **CRUST** franchise to your market.

Perfectly-Crafted **Crust**. Expertly-Executed Systems. Be Your Neighborhood’s Go-To Pizza Destination with a **CRUST** Franchise!



Work for Yourself, Not by Yourself

If you've dreamed of launching your own business, but startup hassles have held you back, a **CRUST** franchise could be the solution. Our turnkey model makes ownership almost easy – and is backed by expert support. Owning a **CRUST** franchise is about more than great pizza – it's about uncompromising service. When you walk through the door of our restaurant, whether as a guest or staff member, you're treated like extended family.

We're seeking motivated partners who are committed to providing the highest quality customer experience and can follow a proven system.

Does this sound like you?

Let's talk!

- A passion for great food/foodie
- A creative spirit
- Hands-on operational style
- Business and financial acumen
- Sales and marketing savvy
- Cost, staff, and people management skills
- Thrives in a fast-paced environment
- Enthusiasm for the CRUST brand

Our Proven Recipe SUCCESS

The **CRUST** model is optimized for efficient operations, but you won't be operating alone. We'll provide the training, tools, and support you need to thrive.

Foundational Training

Our comprehensive onboarding covers systems and workflows, equipment and food prep protocols, customer experience, staffing, brand standards, and more.

Operational Guidance

You'll receive a detailed operations manual, site selection & buildout design, launch support, vendor relationships, performance analytics, growth strategies, troubleshooting, and ongoing support.

Marketing Toolkit

Drive leads and grow your business through proven SEO/SEM strategies, a social media playbook, a digital asset library, and tailored local campaigns.





Own a
Slice of
the Pie

FRANCHISE FEE:

\$30k

MINIMUM INITIAL INVESTMENT,
INCLUDING FRANCHISE FEE & TRAINING:

\$355,100

ROYALTY FEE:

5%

of gross sales

CRUST



Flavor Worth Celebrating. Growth You Can Own.
Bring CRUST to Your Market Today!



CRUST

Launch Your Franchise

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This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.

