



FRESH, QUALITY PRODUCTS
AND OUTSTANDING VALUE
MAKE LITTLE CAESARS.
ONE OF THE HOTTEST
CONCEPTS IN THE
PIZZA BUSINESS!



Little Caesars®

Little Caesars is one of the hottest concepts in the pizza business today with prime franchising opportunities across the country. We're aggressively pursuing expansion and building our team.

For more information on how to join the Little Caesars family and start on the path to becoming your own boss, please contact us:

LITTLE CAESARS WORLD HEADQUARTERS
2211 Woodward Avenue • Detroit, Michigan 48201

1-800-553-5776 • 313-983-6435 fax

LittleCaesars.com

LITTLE CAESARS IS PART OF THE ILITCH HOLDINGS FAMILY OF BUSINESSES AND A VARIETY OF VENUES WITHIN THESE ENTITIES:

Detroit Red Wings



DETROIT TIGERS



UPTOWN ENTERTAINMENT



BLUE LINE FOODSERVICE DISTRIBUTION

Champion FOODS

HOCKEYTOWN cafe



Little Caesars PIZZA-KIT Fundraising Program



READY WHEN YOU ARE.



FRANCHISE OPPORTUNITIES
with a
World-Class Leader

Great Franchising Recipe

NATIONAL BRAND RECOGNITION

Little Caesars is one of America's most identifiable brands and our fun-loving character "Little Caesar" and his signature phrase "Pizza!Pizza!" are recognized on five continents.

UNIVERSAL APPEAL

Unquestionably, pizza is one of the world's favorite foods, appealing to a broad consumer base. Little Caesars is one of the world's leading pizza chains and offers high-quality products with great taste.

BE YOUR OWN BOSS

Little Caesars was built by people just like you – entrepreneurs who want a chance to follow their dreams and own a business. Entrepreneurs thrive with us because our support services focus on franchise results.

VALUE

We pride ourselves on our winning concept and products that uniquely meet customers' needs and create a strong value proposition for franchisees.

AFFORDABILITY

Our franchisees recognize that the investment in a Little Caesars restaurant is reasonable and very competitive. Our customers also know that Little Caesars provides fresh, high-quality products at a great value.

INDUSTRY INNOVATION

We have always been innovators in the pizza industry. Examples include our introduction of the "buy one get one free" Pizza! Pizza!



concept, the use of pick-up windows, the HOT-N-READY® concept, and our Quality & Development team providing fresh new product ideas. We continuously look for ways to improve our brand strength and position in the industry.

OPPORTUNITIES

Little Caesars Pizza franchisees often comment that they've enjoyed life experiences they never thought possible, thanks to the opportunities available to them as a Little Caesars business owner. Little Caesars' sales growth has far outpaced the industry for a number of years.

QUALITY PRODUCTS

Our products are made with fresh, high-quality ingredients. Our dough is made daily in our stores, our cheese is fresh, never-frozen and our sauce is made with vine-ripened tomatoes.



World Class Support

FRANCHISE SERVICES

Our team will assist you with creating a solid business plan, provide guidance in restaurant operations and offer ideas and support tools to get your restaurant up and running. Little Caesars' six-week franchisee training program will arm you with the knowledge to help ensure the quality and consistency of our products. Little Caesars also works with preferred lenders who will review your financing needs.



REAL ESTATE & ARCHITECTURE

One of the most important decisions you will make as a Little Caesars franchisee is selecting a site for your restaurant. Our experienced Real Estate team will work with you to assist in finding the best site for your business. Once a site is approved, our Architecture and Design team creates an inviting, family-oriented environment that is affordable and tailored to suit your location.

MARKETING & COMMUNICATIONS

We offer a complete package of support tools that give you the flexibility to choose what works best in your market, including grand opening support, local advertising programs and promotions, point-of-purchase materials and kids marketing ideas. We also assist with media relations activities, community relations programs and team sports sponsorship opportunities.



QUALITY & DEVELOPMENT

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

Revolutionizing the Industry



With a savings of \$10,000, Mike and Marian Ilitch opened the first Little Caesars Pizza Treat on May 8, 1959 in Garden City, Michigan. Today, that one restaurant has grown into the world's leading carry-out pizza chain and one of the top four international pizza chains with restaurants in more than 20 countries worldwide.



Our founders are still involved in the business and are committed to supporting our franchisees and employees. Their commitment continues to pay off. Little Caesars has experienced significant sales increases since 2001 and has far outpaced the industry for a number of years.

We are seeking franchisees with the ability to grow. A Little Caesars franchisee requires a strong personal commitment, active involvement in restaurant operations, a high level of integrity, energy, dedication and leadership abilities. If you possess these qualities, we invite you to consider becoming a Little Caesars franchisee.

The Little Caesars Love Kitchen, a pizza kitchen on wheels, visits soup kitchens and homeless shelters across the United States and Canada to feed the hungry and the homeless. In addition, it has responded to disasters including the recent hurricanes in the Gulf Coast Area, the site of the World Trade Center attacks on September 11, 2001, and the Alfred P. Murrah Federal Building bombing in Oklahoma City in 1995. It has provided hot pizza meals to nearly two million people.

The Little Caesars Love Kitchen has received presidential proclamations from the Reagan, Bush and Clinton administrations, as well as a certificate of appreciation from the State of Michigan, and a Resolution from the Detroit City Council.



- **May 8, 1959** – Mike and Marian Ilitch open the first Little Caesars Pizza Treat in Garden City, Michigan
- **1962** – The Ilitches sell the first Little Caesars franchise
- **1969** – Becomes an international chain with the opening of its restaurant in Waterloo, Canada
- **1974** – Introduces the two-for-one concept for medium pizzas
- **1979** – Introduces its revolutionary Pizza!Pizza! concept
- **1982** – Offers Crazy Bread®
- **1985** – The Little Caesars Love Kitchen starts traveling the US and Canada feeding the hungry and homeless
- **1993** – Little Caesars crosses the Atlantic to the Czech Republic, starting a worldwide expansion
- **1995** – The Little Caesars Love Kitchen feeds its one millionth hungry person
- **1998** – Opens its first restaurant in Cairo, Egypt, marking its presence on a fifth continent
- **2002** – Launches Manage to Own® program
- **2003** – Launches the innovative HOT-N-READY concept and implements on a daily basis throughout the United States
- **2005** – Little Caesars experiences its fifth straight year of same store sales growth