

MR. PICKLE'S®
SANDWICH SHOP

Enjoy  **EVERY**
SANDWICH



QUALITY, CULTURE, AND GROWTH
A FRESH TAKE ON THE QSR SANDWICH EXPERIENCE

A FRANCHISE OPPORTUNITY

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Enjoy ™
EVERY
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THE MR. PICKLE'S SANDWICH SHOP OPPORTUNITY



The quick service sandwich industry continues to thrive because guests want food that is fast, familiar, and made with care. Today's customers expect more than speed alone. They look for quality ingredients, digital convenience, and brands that always feel like home even as they grow. This shift has created space for concepts that blend craft, consistency, and connection, and that is exactly where Mr. Pickle's Sandwich Shop stands out.

Founded in 1995, Mr. Pickle's Sandwich Shop has built a loyal following by doing the basics exceptionally well. Hand sliced premium proteins, fresh baked bread, and a menu designed to deliver craveable value every day. The brand's promise is simple and memorable. Enjoy Every Sandwich.

That focus on quality and experience has helped Mr. Pickle's earn fan loyalty across generations while remaining approachable, efficient, and scalable for franchise owners.

As guest behavior continues to evolve, Mr. Pickle's has evolved with it. 43% of systemwide sales are digitally driven, supported by online ordering, a mobile app, and a loyalty program that keeps fans coming back. At the same time, the brand has preserved its neighborhood deli personality, emphasizing community engagement, friendly service, and a welcoming in shop experience.

For franchisees, this creates a compelling opportunity. Mr. Pickle's Sandwich Shop combines decades of operational knowledge with modern infrastructure, flexible footprints, and a clear growth strategy across Western markets. It is a heritage brand with momentum, built for entrepreneurs who want to serve their communities while building a business positioned for long term relevance.



WHAT SETS MR. PICKLE'S SANDWICH SHOP APART



Mr. Pickle's Sandwich Shop blends the feel of a neighborhood favorite with the systems and support of a modern QSR franchise. The opportunity is built on balance, pairing familiar, fan-loved experiences with the technology, structure, and operational support that allow franchisees to focus on execution, community connection, and long-term growth.

What sets Mr. Pickle's apart is the intentional alignment of product quality, fan experience, and franchisee support, a business model that has remained relevant for nearly three decades while staying positioned for the future of the QSR sandwich category.

Iconic Dutch Crunch Roll and Quality Ingredients

Mr. Pickle's is known for its iconic Dutch Crunch bread, paired with hand sliced whole muscle proteins, fresh made sauces, and locally sourced ingredients that elevate everyday sandwiches.

A Fan First Brand Experience

From friendly in shop service to the complimentary cookie with every meal, the brand is built around small touches that turn first time guests into loyal fans.

Strong Digital Adoption

With 43% of systemwide sales driven digitally, Mr. Pickle's leverages online ordering, a mobile app, and a loyalty program that supports convenience and repeat visits.

Community Rooted Approach

Each location is encouraged to operate like a local deli at heart, with community engagement, local marketing, and authentic neighborhood connections at the center of the brand.

Flexible Footprint Options

Multiple restaurant formats and site types allow franchisees to adapt the concept to different markets while maintaining a consistent brand experience.

A Modernized Legacy System

Backed by decades of operational knowledge, the brand has been refreshed with updated technology, streamlined processes, and a scalable model designed for expansion.

The model is built to stand out in a competitive category while remaining grounded in quality, community, and consistency.



INDUSTRY INSIGHTS SHAPING THE QSR SANDWICH SECTOR



QSR & Sandwich Segment Growth

- The U.S. fast food and QSR market is projected to reach **\$347.35 billion** by 2035, reflecting long-term demand.
- The global sandwich market is expected to increase to **\$20.79 billion** by 2033, moving at a 5.72% CAGR.
- QSRs account for approximately **35%** of all U.S. foodservice sales, reinforcing their role in everyday dining.

Consumer Behavior & Demand Shifts

- **93%** of U.S. consumers visit a QSR or fast-casual restaurant at least once a month.
- Nearly **80%** of Americans eat fast food monthly, with many doing so multiple times per week.
- Experience matters, with **64%** of full-service and **47%** of limited-service diners prioritizing experience beyond price.

Franchise-Friendly Economics & Operating Appeal

- Quick-service restaurants generate **\$276 billion** in total economic output within the U.S. franchise industry.
- Multi-unit ownership continues to expand, with larger operators controlling an increasing share of QSR locations.
- Food franchises represent about **30%** of all franchise establishments and nearly **60%** of franchise employment nationwide.
- Sandwich concepts stand out by combining daily demand, operational efficiency, and scalable systems.

Brand-Alignment Signals (Mr. Pickle's Fit)

- **81%** of Americans participate in a QSR loyalty program, making QSR the fastest-growing loyalty category.
- **64%** of diners intentionally choose local restaurants over national chains, which encourages community connection.

- Consumers consistently show a willingness to pay more for menu items made with premium or locally sourced ingredients.
- **4 in 10** consumers say locally sourced food influences where they choose to eat.

Own a Local Favorite With Mr. Pickle's

Strong QSR demand, repeat visits, and franchise-friendly economics continue to make the sandwich category an attractive place to invest. Together, these trends support a franchise model built for consistency, community relevance, and long-term growth within an evolving foodservice industry.



SUPPORTING FRANCHISEE GROWTH THE MR. PICKLE'S WAY



Mr. Pickle's Sandwich Shop approaches franchise support as an ongoing partnership, not a one-time handoff. From early planning through daily operations, the brand focuses on giving franchise owners clear systems, practical guidance, and responsive support so they can operate confidently, stay connected to their communities, and grow with intention over time.

Comprehensive Training & Onboarding

Franchisees and key team members complete a structured five-week training program designed to prepare them for real-world operations before opening their doors.

- In-store operational training
- Management and staffing guidance
- Grand opening preparation and launch support

Real Estate & Site Selection Guidance

Location plays a major role in long-term performance, which is why Mr. Pickle's supports franchisees early in the site selection process with experienced insight.

- Market and trade-area evaluation
- Lease review support through national tenant representation
- Flexible footprint and non-traditional site options

Build-Out & Design Support

To help ensure consistency across the system, franchisees receive clear direction throughout the design and construction process.

- Approved layouts, finishes, and décor standards
- Vendor guidance for equipment, signage, and fixtures
- Support that balances brand standards with local market needs

Technology Tools & Operational Systems

Mr. Pickle's equips franchisees with modern tools that support efficiency, visibility, and guest convenience.

- POS and back-of-house systems
- Online ordering, mobile app, and loyalty integration
- Cloud-based resources and operational documentation

Marketing & Local Outreach Support

Brand awareness and community engagement are supported through coordinated national efforts and customizable local tools.

- National and regional marketing campaigns
- Local store marketing resources
- Grand opening and ongoing promotional support

Ongoing Field & Corporate Support

Support continues well beyond opening day through regular communication, operational check-ins, and hands-on guidance. Franchisees have access to experienced support staff and ongoing coaching aligned with brand standards.

Menu Development & Brand Evolution

Mr. Pickle's continues to refine its menu and systems to stay aligned with guest preferences and industry trends. Updates are informed by systemwide insights and collaboration with franchisees as the brand grows.

These support elements give franchise owners a clear framework for operating efficiently, while staying connected to their communities.

WHAT IT TAKES TO JOIN MR. PICKLE'S SANDWICH SHOP



Franchisee Background

- Mr. Pickle's Sandwich Shop franchisees come from a variety of professional backgrounds, united by a shared interest in hands-on ownership and community connection.
- Prior restaurant or QSR experience is helpful but not required for candidates committed to learning and following the system.
- Investment range: **\$360,700 to \$834,607.**
- Franchisees should meet the brand's financial qualifications and be prepared to actively engage in day-to-day operations.
- Multi-unit development opportunities are available for qualified candidates focused on long-term growth.

Ideal Candidate Profiles

Owner Operator

Entrepreneurs who want to be directly involved in their business and take pride in delivering a great fan experience every day.

Community Minded Leader

Individuals motivated by local engagement who enjoy building relationships and becoming part of the neighborhoods they serve.

Multi Unit Growth Focused Investor

Experienced operators or investors looking to expand within a structured QSR system that supports strategic growth.

What We're Looking For

- Ambition and accountability in business ownership
- Willingness to learn and follow established systems

- Patience and a long-term mindset
- Community involvement and relationship building
- Ability to lead and support a team.



WHAT IT TAKES TO JOIN MR. PICKLE'S SANDWICH SHOP



Step 1: **Submit the Inquiry Form**

Start the conversation by completing the short franchise interest form on our website.

Step 2: **Connect With Our Franchise Team**

A member of our team will reach out to learn more about you and walk you through the opportunity.

Step 3: **Receive and Review the FDD**

You'll receive the Franchise Disclosure Document to review the investment details, expectations, and structure.

Step 4: **Qualification & Background Review**

While you review the FDD, we complete financial verification and standard background screening.

Step 5: **Attend Discovery Day**

Spend time with our team, explore the business model, and get a closer look at life as a Mr. Pickle's franchisee.

Step 6: **Final Alignment & Mutual Approval**

Both sides confirm alignment before moving forward together.

Step 7: **Sign the Franchise Agreement**

Once approved, you officially join the Mr. Pickle's Sandwich Shop franchise family.

Step 8: **Begin Training & Pre-Opening Preparation**

Start onboarding, training, and pre-opening support as you prepare to bring Mr. Pickle's to your market.



JOIN THE MR. PICKLE'S FAMILY



Built for Today's QSR Operator

Mr. Pickle's Sandwich Shop brings together everything today's franchise owners are looking for: a fan-favorite menu, a recognizable neighborhood feel, and the systems needed to operate confidently in a modern QSR environment. With strong digital adoption, flexible formats, and a brand culture rooted in quality and community, the concept is designed to support sustainable, long-term ownership.

From comprehensive training and real estate guidance to ongoing operational and marketing support, franchisees are backed at every stage of the journey. It is a balanced opportunity that allows owners to focus on execution, local connection, and growing a business they are proud to represent.

Ready to Learn More?

If you are exploring franchise ownership and want to connect with a brand that values craftsmanship, consistency, and community, Mr. Pickle's Sandwich Shop may be the right fit. Reach out to our team to learn more about the opportunity and take the next step forward.

Enjoy Every Sandwich

Contact Us Today

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Next Steps

Contact us today to receive additional franchise information and take the next step toward joining the Mr. Pickle's Sandwich Shop franchise family.

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