

PEPPER PALACE[®]



FRANCHISE BROCHURE



ABOUT US

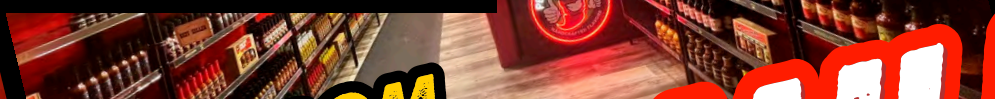
We don't just sell hot sauce, we craft experiences. Backed by over 3 decades of flavor innovation and over 80 locations across North America, we provide the bold heat, handcrafted flavors and interactive experiences customers are craving.

SAUCY!



PRODUCTS

FLAVORS FROM
WILD TO MILD™
HOT SAUCE - BBQ SAUCE - SALSA
HORSE RADISH - MUSTARDS - DIP MIX
BLOODY MARY MIX - MARINADE
CHILI MIX - WING SAUCE - SNACKS
DRY SEASONINGS - JERKY
DRY RUBS - GARLIC - PICKLES
&
MORE!





SHOW US
YOUR TEMP



WILD MILD

CAROLINA REAPER
2,200,000 SHU

TRINIDAD MORUGA SCORPION
2,000,000 SHU

7 POT DOUGLAH
1,800,000 SHU

GHOST PEPPER
1,100,000 SHU

RED SAVINA HABANERO
580,000 SHU

CHOCOLATE HABANERO
350,000 SHU

HABANERO
350,000 SHU

SCOTCH BONNET
350,000 SHU

PERI-PERI CHILI
100,000 SHU

THAI PEPPER
100,000 SHU

TABASCO PEPPER
50,000 SHU

CAVENNE PEPPER
50,000 SHU

SERRANO PEPPER
23,000 SHU

JALAPENO PEPPER
10,000 SHU

CHIPOTLE PEPPER
8,000 SHU

HATCH CHILE
6,000 SHU

POBLANO PEPPER
2,000 SHU

BELL PEPPER
0 SHU

WILD X-HOT HOT MEDIUM MILD

WE DO
HOT STUFF



GREAT REASONS TO JOIN US

EFFICIENT STAFF MODEL

- Typical crew of 2-5 people

FLEXIBLE OPPORTUNITIES

- Multiple ways to sell to a growing customer base

EXPERIENCE-BASED RETAIL

- Engaging, interactive, fun!

VERTICALLY INTEGRATED

- We make what we sell

3 DECADES
OF PROVEN SUCCESS





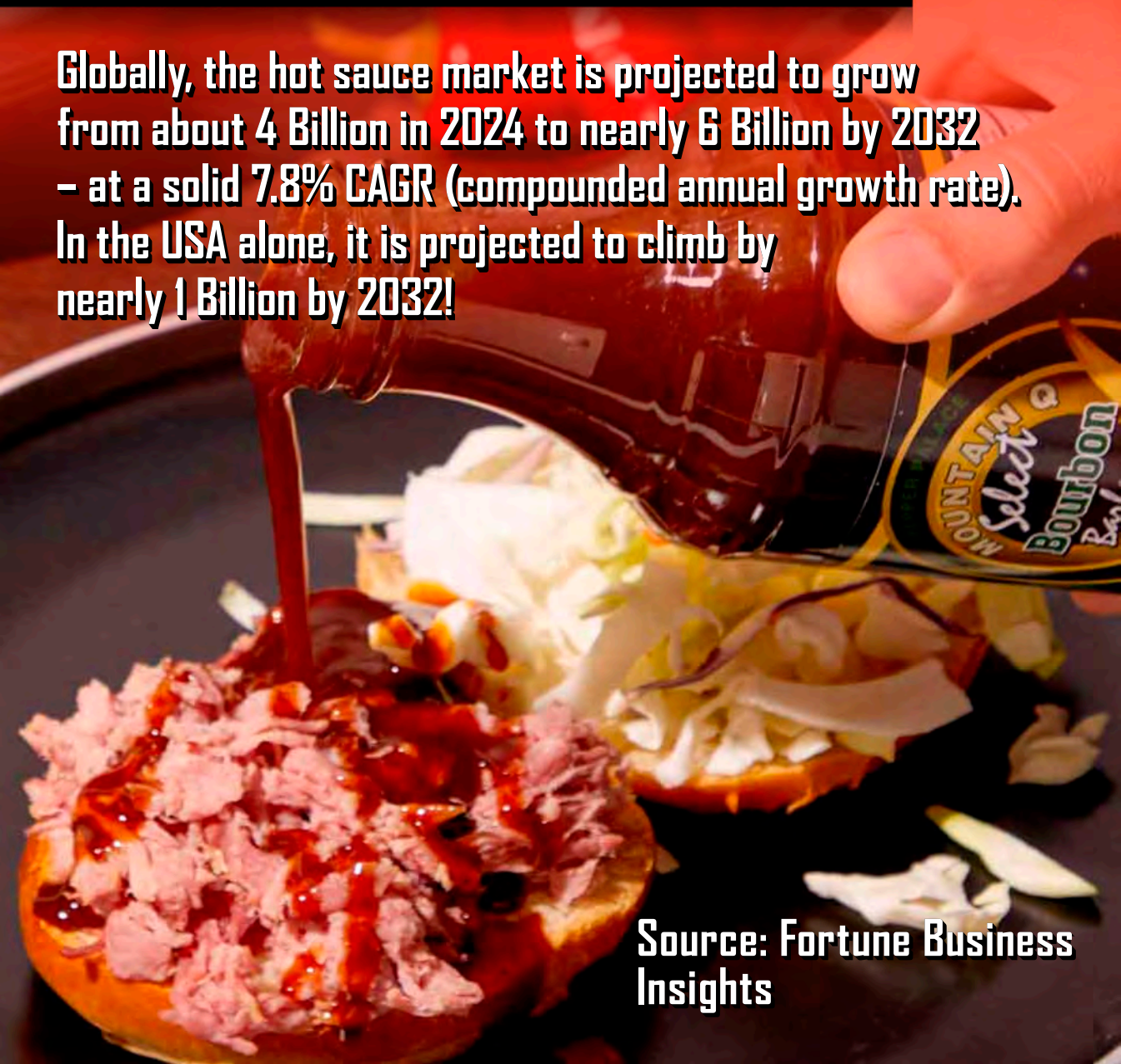
TRAINING & SUPPORT

- Discovery days
- Corporate tour
- 7 days onsite training
- 6-8 weeks of hands on support
- Continued mentorship & support
- Sales, Operations, Accounting and Marketing Training



INDUSTRY STATISTICS

Globally, the hot sauce market is projected to grow from about 4 Billion in 2024 to nearly 6 Billion by 2032 – at a solid 7.8% CAGR (compounded annual growth rate). In the USA alone, it is projected to climb by nearly 1 Billion by 2032!



Source: Fortune Business Insights



QUALIFICATIONS

Below are some of the strengths we look for in a potential franchisee:

- Strong communication skills
- Team builder
- Business & management experience
- Open to learning and attending company seminars

INVESTMENT

\$211,000 - \$288,000¹

TOTAL ESTIMATED COST

Franchisees can finance their dreams in a number of ways:

- SBA 7A Loan²
- ROBS (401 K Rollover)
- Home equity line of credit (HELOC)

¹ Refer to Item 7 of our Franchise Disclosure Document to see how those costs break down.

² To qualify for an SBA loan third-party financing, franchisee candidates should have at least \$65,000 in liquid assets or in a qualified 401 k account. In addition, candidates should have a credit score of 700 or better, no bankruptcy over the last 10 years, and no criminal convictions.



NEXT STEPS

CONTACT US OR SCAN HERE:
franchise@pepperpalace.com



- Schedule introductory call
- Attend an informational webinar
- Schedule your personal FDD review
- Visit Pepper Palace HQ
- Sign your Franchise Agreement



QUICK FACTS

Year Business Started: 1989

Year Franchising Started: 2025

Number of Locations: 80+

Number of States in Operation: 25+

Royalty: 6% of Gross Sales

Brand Fund Fee: 2% of Gross Sales



YOUR SUCCESS, IS OUR SUCCESS!