



FRANCHISE
BROCHURE

PITMASTER
BBQ & SMOKEHOUSE





BRAND MISSION

At Pitmaster BBQ & Smokehouse, we're all about the love of BBQ cooking and sharing great food. We want every guest to leave feeling they've enjoyed authentic, quality BBQ in a warm and inviting space.

Pitmaster is a place to kick back, connect, and enjoy a down-to-earth, welcoming atmosphere. Every part of the Pitmaster experience reflects our core values, with quality always at the heart of what we do.





OUR STORY

We set out to bring a unique, high-quality halal smokehouse to the UK, specializing in beef brisket and ribs. Seeing a gap in the market, we aimed to create something truly distinctive with only the finest ingredients.

OCTOBER 2019

We secured our first location and purchased our first smoker.

OCTOBER 2020

After months of testing smoking techniques, meats, and seasonings with friends and family, we moved to a production kitchen to refine our flavor.

MARCH 2021

We proudly opened our doors, welcoming our first customers to enjoy the result of our journey.

MAY 2023

We began attending food festivals due to demand from consumers all round the country - visiting over 24 different cities.

MAY 2024

We opened our first franchise site. Exciting times...





A GAP IN THE MARKET

BRINGING SOMETHING DIFFERENT & UNIQUE

Pitmaster specializes in bringing you premium-quality products that don't break the bank. In a world where people are looking for more trusted, unique, and high-quality choices, we're here to meet those needs without compromising on affordability.

There's a genuine need--and a growing opportunity--for a quality Quick Service Restaurant (QSR) brand to break into the UK market. With an approach that values both quality and service, Pitmaster is positioned to challenge the big brands and bring a fresh alternative to consumers across the UK.

Pitmaster is here to bridge the gap, offering high-quality food for both dine-in and take-out at everyday, affordable prices. Led by a dynamic team, Pitmaster stays agile in the fast-changing market, always keeping the brand a step ahead of the curve.

PITMASTER





BRAND & VALUES

Our brand is made for meat lovers who truly appreciate the art of low-and-slow cooking. We're here to bring the UK the best in American-style smoked tray sharers, crafted with quality and passion.

Pitmaster offers a unique dining experience, whether you're eating in or taking out. With award-winning dishes, great value, and a family-friendly vibe, we're all about choice and quality for everyone to enjoy.

If you share our values (and we're sure you will), we can't wait to help you bring your Pitmaster dream to life!







TRAINING & SUPPORT

WITH YOU EVERY STEP OF THE JOURNEY

COMPREHENSIVE TRAINING:

Your Pitmaster journey begins with a three-week, hands-on training program, designed to support you from start-up through to the ongoing success of your store.

ESSENTIAL SKILLS COVERED:

During training, you'll gain expertise in:

Management skills | Quality standards | Supply chain guidance
HR and corporate strategy | Legal support | Business development tactics

CORPORATE INTEGRATION:

From the start, your Pitmaster store will be fully aligned with our corporate advertising and promotions, ensuring it receives the spotlight it deserves.

ONGOING SUPPORT:

After opening, our dedicated Franchise Team will be there for you with:
Quarterly business reviews | On-site field support
Brand excellence checks | Personalized coaching



PITMASTER



FLEXIBILITY ON ANY SCALE

We will help you realise your ambition with our dedicated franchise team. Our model enables you to create multiple Pitmaster sites in an expanding territory. Major multi-site investors will benefit from economies of scale.

Our stores of the future are ready to take up the following sites:

**TAKEAWAY | SHOPPING CENTRES
DINE-IN | FOOD COURTS
CITY CENTRE | SERVICES
SUBURBAN | AIRPORTS**





WHAT COULD YOU MAKE?

READY, SET, GO...

AVERAGE TRANSACTION VALUES:

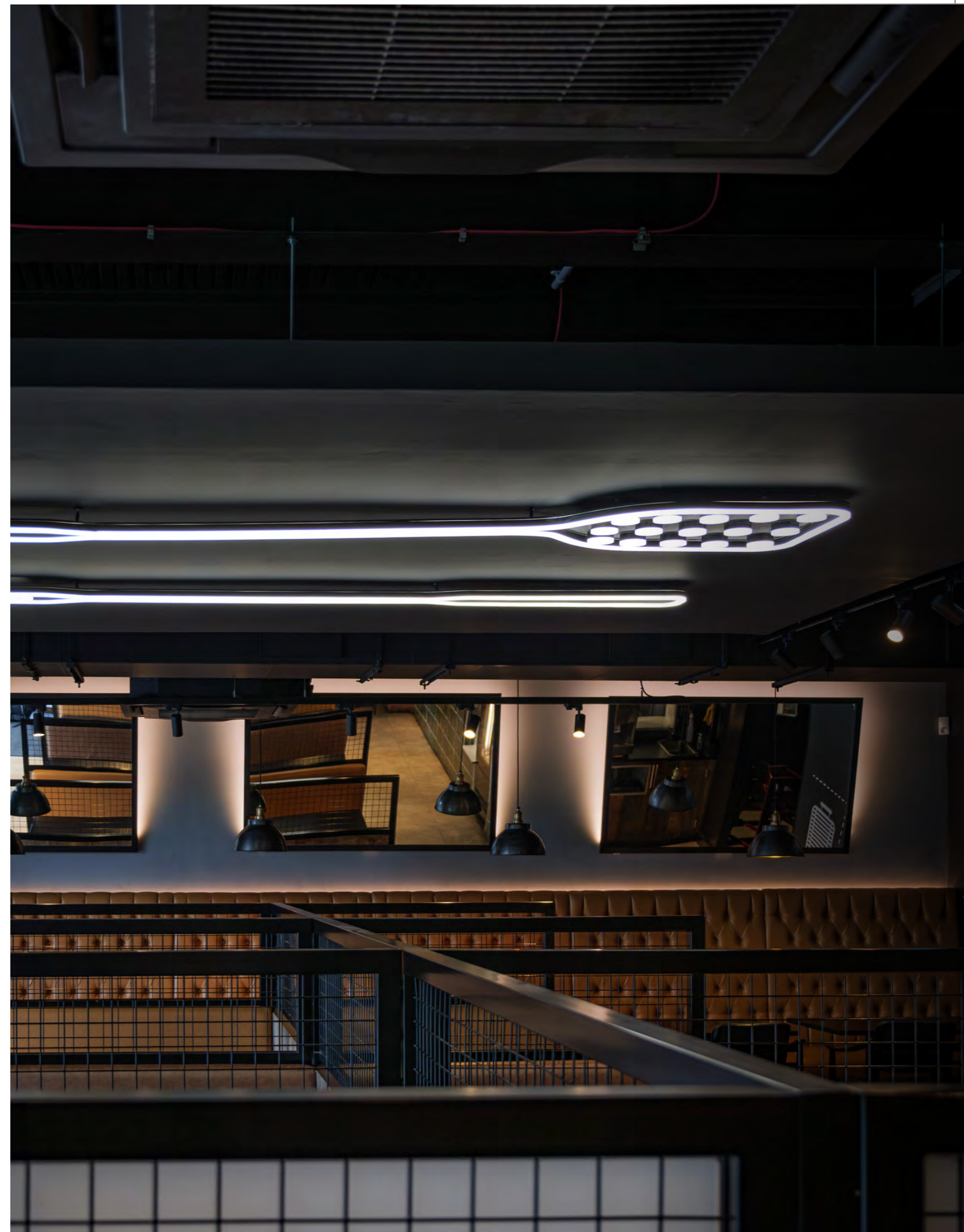
INSTORE **£35.48**

DELIVERY **£30.41**

INDICATIVE ANNUAL TURNOVER:

£1 MILLION+

ABILITY TO PRICE BAND IN MORE AFFLUENT AREAS.



PITMASTER

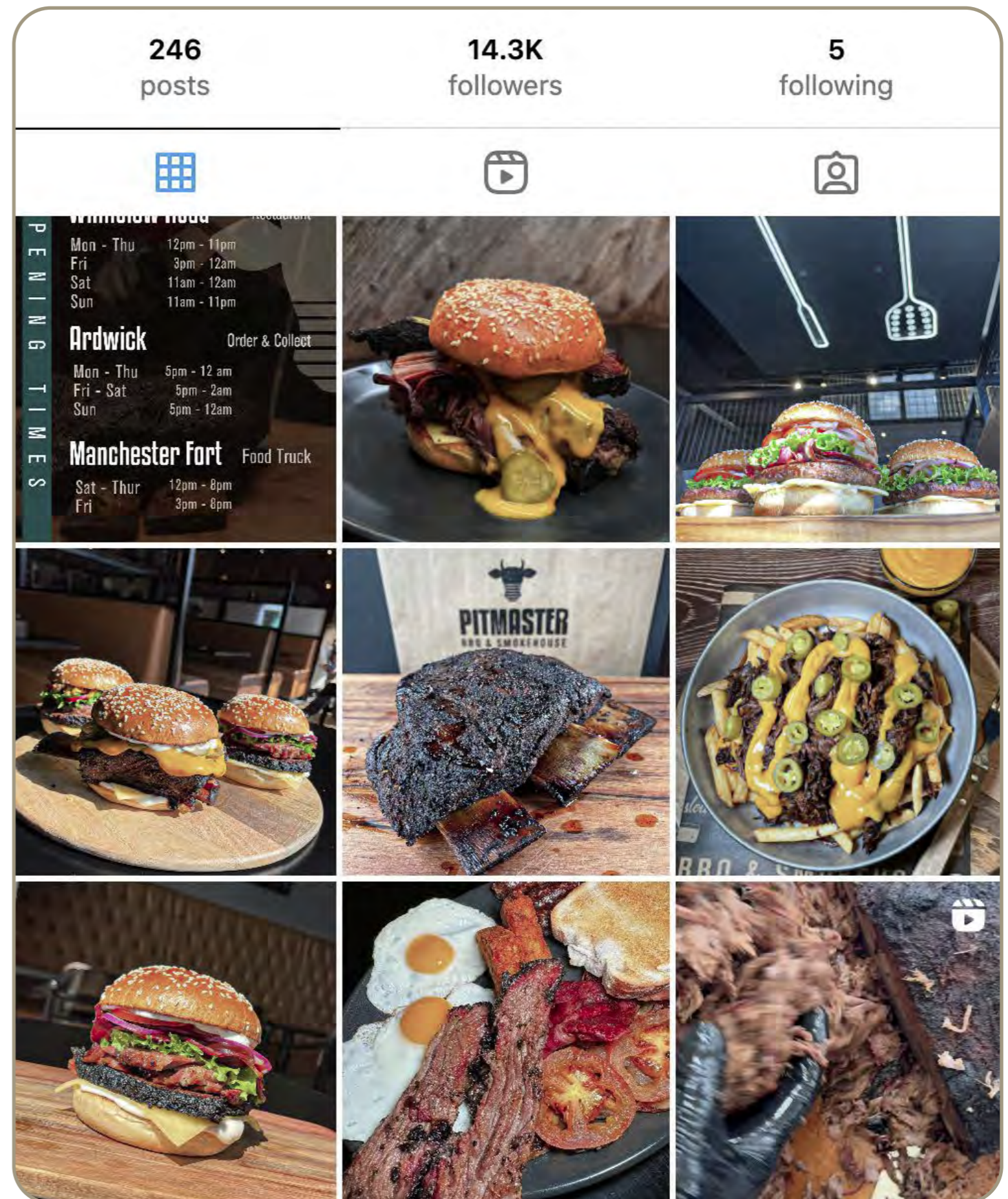


THE POWER OF SOCIAL

Using Pitmaster engaged Social Media audience, we structure weekly competitions giving away promotional meals to a new winner each week. To let our customers know what all the fuss was about, we shared mouthwatering imagery and videos to enthuse, engage and educate them on our brand.

18,000
ACTIVE FOLLOWERS.

PITMASTER



BBC

THE  **TIMES**



itv

sky

**LOCAL &
NATIONAL
MEDIA**

**INCREASING YOUR
PRESENCE....**

As the demand for premium QSR brands increases, gaining national, regional and trade press coverage is happening on a monthly basis.

We have 20+ influencers that work with us, small and large. Most at no cost to the business, some paid, and large launch events.

PITMASTER
BBQ & SMOKEHOUSE

**The
Guardian**





MARKETING SUPPORT

MICRO OR MASS MEDIA...

We are strategic in our marketing approach. We operate campaigns with the flexibility to target both national and regional demographics. We achieve this through mass marketing or targeted media to drive footfall into our restaurants.

INSTORE POS

Core brand and seasonal design. Support ranging from instore POS, digital signage, TV screens, Loyalty App, pop ups and additional promotional signage.

MICRO MARKETING

Local business loyalty scheme mailer. Local scale leaflet drop both residential and commercial. On-street marketing to include static advertising, leaflet drops and utilising local social media influencers and food vloggers.

MASS MEDIA

Press advertising and vouchers. Local PR support with targeting digital advertising utilising our social platforms and delivery partners.

5 STORES OR MORE

We look to unlock the potential of local radio and cinema advertising.





SETTING UP YOUR PITMASTER

Our stores are smart, modern and comfortable, based on simple designs with modest fit out costs. Our format is adaptable for the high usage expected in a Quick Service Restaurant (QSR).

Our products are designed to be finished off in store to ensure maximum freshness, providing theatre and delighting your customers every time and we provide you with the knowledge to do it well.





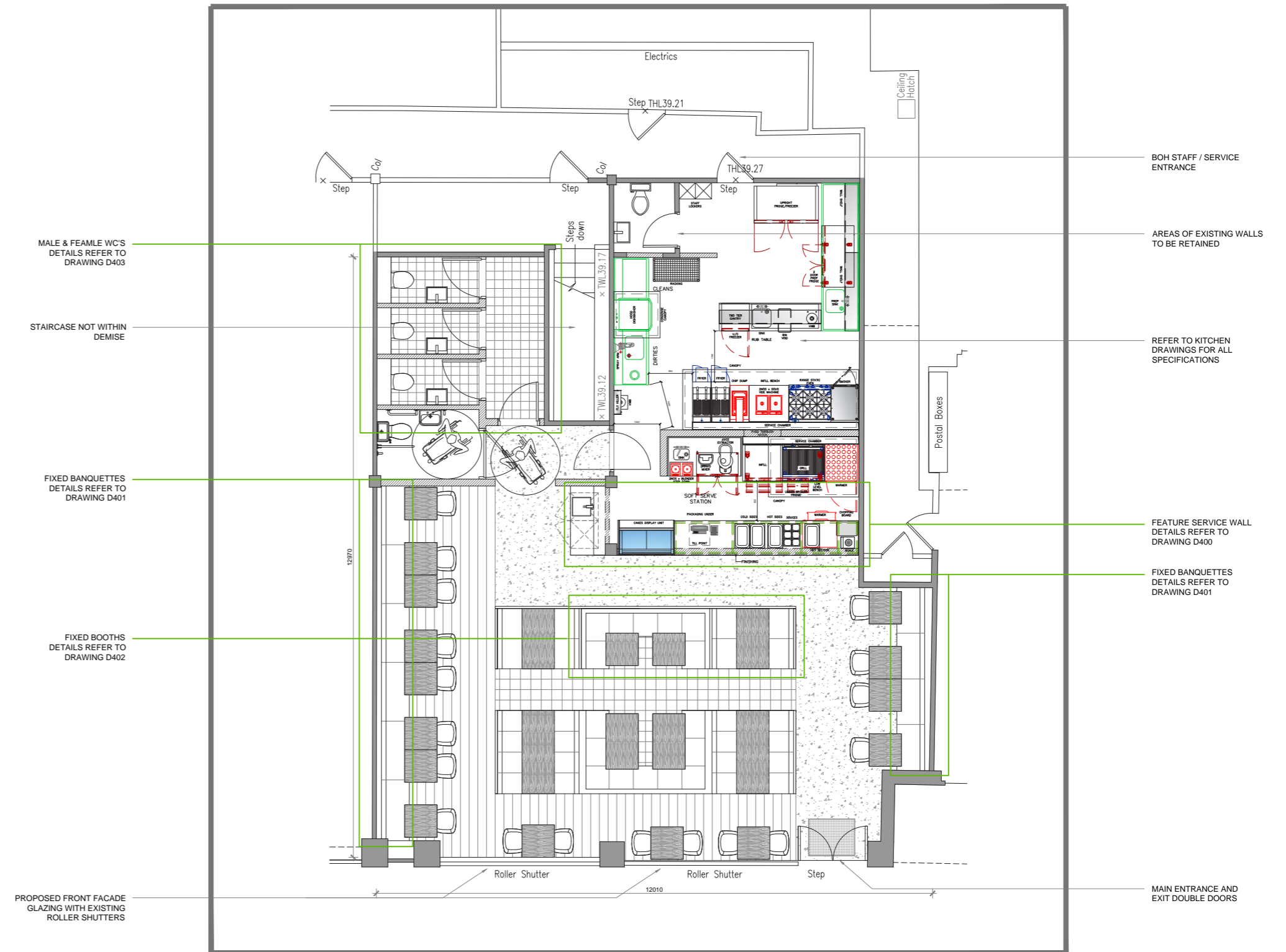
EXAMPLE FLOOR PLAN

STORE INFORMATION

- A large window area
- Space for a 3m x 3m walk in freezer or a configuration of 6SQM
- Same level preparation & freezer with access to the serving area
- Staff facilities or access to facilities next door
- Have an E (A3) classification
- A 3 phase electricity supply
- Shop width no smaller than 5m
- Extraction required
- High footfall
- Desirable location
- Potential for inside seating

BUILD SUPPORT...

- Work with an award winning design team
- Support and advice on finding the correct store location
- Pre negotiated equipment pricing





Our flexible retail format offers opportunities for varied sizes including Dine in restaurants, service station, town & city centre options.







LOCATION, LOCATION

RECOGNISING DIFFERENT NEEDS

Franchisees will look for different businesses to suit their investment plans and aspirations. With a proven Pitmaster model, we are set up for all types of entrepreneur.

We will help you realise your ambition with our dedicated franchise team. Our model enables you to create multiple Pitmaster sites in an expanding territory. Major multi-site investors will benefit from economies of scale and enjoy improved royalty incentives.

Our stores of the future are ready to take up the following sites across the country.

**NATIONAL FRANCHISE
OPPORTUNITIES ARE
AVAILABLE NOW....**

You will have access to our Franchise Director, who is on hand to support and advise on potential locations.

PITMASTER



FRANCHISE COSTS

BREAKING IT DOWN WHAT'S INCLUDED?

FRANCHISE FEE	£5,000
Brand Name Use & Access to IP Initial Setup, Including Liason with Designer Operating Manuals, Policies & Procedures Site Visits, Management & Advice Opening POS System implementation Opening & Post Opening Support	
SITE DESIGNERS	£5,000
Full Site Design using professional designers with front of house and back of house drawing sets, including specs for machinery	
TRAINING	£7,000
Full initial training - for managers and then for staff on site.	
LAUNCH MARKETING	£3,000
Launch Marketing with ads, influencers, local reachouts, and media.	
STORE COSTS	£200K - £300K
Indicative* Site Fitout Costs based on size, site requirements, equipment variations, layout.	

*please note all figures in relation to the shop fit, equipment and design are estimates only and pre-VAT.





MANAGEMENT FEES

We understand that the most challenging part of any new business is making it through the first year. A large proportion of new business ventures fail within that time. At Pitmaster, we give you the tools and resources to succeed and this starts with a comprehensive training and marketing platform. All designed to help you succeed!

ROYALTY FEES
£1,600 PER MONTH (FIXED)

MARKETING FEES
1.00%





NEXT STEPS

If Pitmaster sounds like the next venture for you, we'd love to hear from you for a chat. All conversations are held in the strictest confidence, with no hard sell or obligation

CONTACT US TODAY

Contact us via email at info@pitmaster.uk

www.pitmaster.co.uk

Instagram | [pitmasteruk](#)

Facebook | [PitmasterBBQSmokehouse](#)



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