



| INDUSTRY: QSR / FOOD & BEVERAGE
| FUNDING SOUGHT: \$5M | VALUATION: \$25M
| STAGE: PRE IPO | MINIMUM INVESTMENT: \$100K

YOUR PIZZA, YOUR WAY

FAST FIRED by Carbone is a premium fast-casual brand serving customizable pizza, pasta, salads, and bowls with unlimited toppings for one price, fired in an authentic 850° stone oven in just 180 seconds for quick, high-quality dining.

Walmart Financial Projections (Per Location)

Annual Revenue (Mid-range): \$1.38M

EBITDA (20% Margin): \$275,940

Total Investment: \$250K - \$500K

What Sets FAST FIRED Apart?

★ **Premium Positioning:** Quality ingredients with traditional, plant-based, and gluten-free options to serve all demographics.

🎯 **Captive Audience:** Direct access to Walmart's massive customer base, with 8,000-10,000 daily visitors per store.

💰 **Lower Costs:** Below-market 7% flat rent structure in Walmart locations, compared to the 8-12% industry average.

📈 **Reduced Marketing Spend:** High foot traffic in Walmart locations significantly reduces customer acquisition costs.

STRATEGIC WALMART PARTNERSHIP:

As the world's largest retailer, Walmart provides exceptional market reach, with 95% of the US population residing within 12 miles of a store. CRG franchisees have the unique opportunity to open inside Walmart stores, capturing a consistent stream of customers and benefiting from a simplified, low-investment operational model.

MARKET OPPORTUNITY

A Profitable Market: The US pizza market is valued at \$47B, with a global market size projected to reach \$551B by 2031. 60% of Americans report pizza as their top choice for takeout, and the Mediterranean diet has been ranked #1 for 7 consecutive years.

Three-Phase Growth Strategy:

1. **Brick & Mortar:** Rapidly scale the FAST FIRED brand through corporate and franchise locations, with a focus on Walmart stores.
2. **Online Brands:** Leverage CRG's online brand portfolio (e.g., bubble tea, plant-based kitchens) to boost revenue at existing locations.
3. **Robotics & Vending:** Innovate with automated Pizza Pods, licensed to franchisees for low-overhead, 24/7 operations.

BUSINESS MODEL:

Franchise Fees: \$60,000 in the US and \$35,000 in Canada per location.

Royalties & Fees: 6% royalty and 2% marketing fee on gross revenue.

Future Streams: Launch of robotic FAST FIRED Pizza Pods for 24/7 operation in high-traffic areas.

TRACTION & VALIDATION

900+

FRANCHISE APPLICATIONS

20+

LOCATIONS IN PIPELINE

PROVEN RESULTS:

- Best single store monthly performance of ~\$80,000.
- Average ticket size of \$15 with 90-second throughput.
- Target EBITDA of 20% with a 1.5-year ROI.
- 4 leases already signed with Walmart for 2025 openings.

ACCESS DATA ROOM



SOFT COMMITMENT

Meet the Team Behind CRG



Benjamin Nasberg



Eric Sherb



Chris Himel



Tim Gannon



Kris Krohn

The Carbone Restaurant Group (CRG) leadership and advisory team, as outlined across the investor materials and registration filings, includes:

Executive Leadership

Benjamin Nasberg — Chief Executive Officer & President

Over 15 years in restaurant operations, marketing, and concept development. Leads CRG's innovation, partnerships (including Walmart), and franchise strategy.

Eric Sherb — Chief Financial Officer

CPA with 15+ years of experience in audit, M&A, and IPO readiness (formerly PwC). Oversees financial reporting, investor relations, and pre-IPO compliance.

Chris Himel — Chief Marketing Officer

20-year marketing veteran specializing in customer acquisition and franchise growth. Scaled a restaurant brand from 1 to 15 locations and \$50M in revenue.

Board of Directors & Key Advisors

Tim Gannon — Director

Co-founder of Outback Steakhouse; led its IPO and expansion from 1 to 600+ locations, surpassing \$1 billion in annual revenue.

Kris Krohn — Director

U.S.-based entrepreneur and wealth strategist with a portfolio exceeding 5,000 real estate units; focuses on franchise development and capital markets.

This senior team combines deep expertise in restaurant franchising, capital markets, and large-scale brand expansion, supported by CRG's partnership network (including WeBuild for construction and Legacy Capital for pre-IPO fund structure).



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SOFT COMMITMENT

 **FAST FIRED**
BY CARBONE

**FRANCHISE
OPPORTUNITIES
INSIDE Walmart** 

