



The Future of In-Store Dining.

Fast Fired Pizza x Walmart Expansion | U.S. Market Launch 2026

- ✓ Corporate Managed Operations (100% Passive)
- ✓ High-Yield Cash Flow Strategy
- ✓ Secured Leases with Blue-Chip Retailer

A Fresh Slice of the U.S. Market: FastFired Meets Walmart

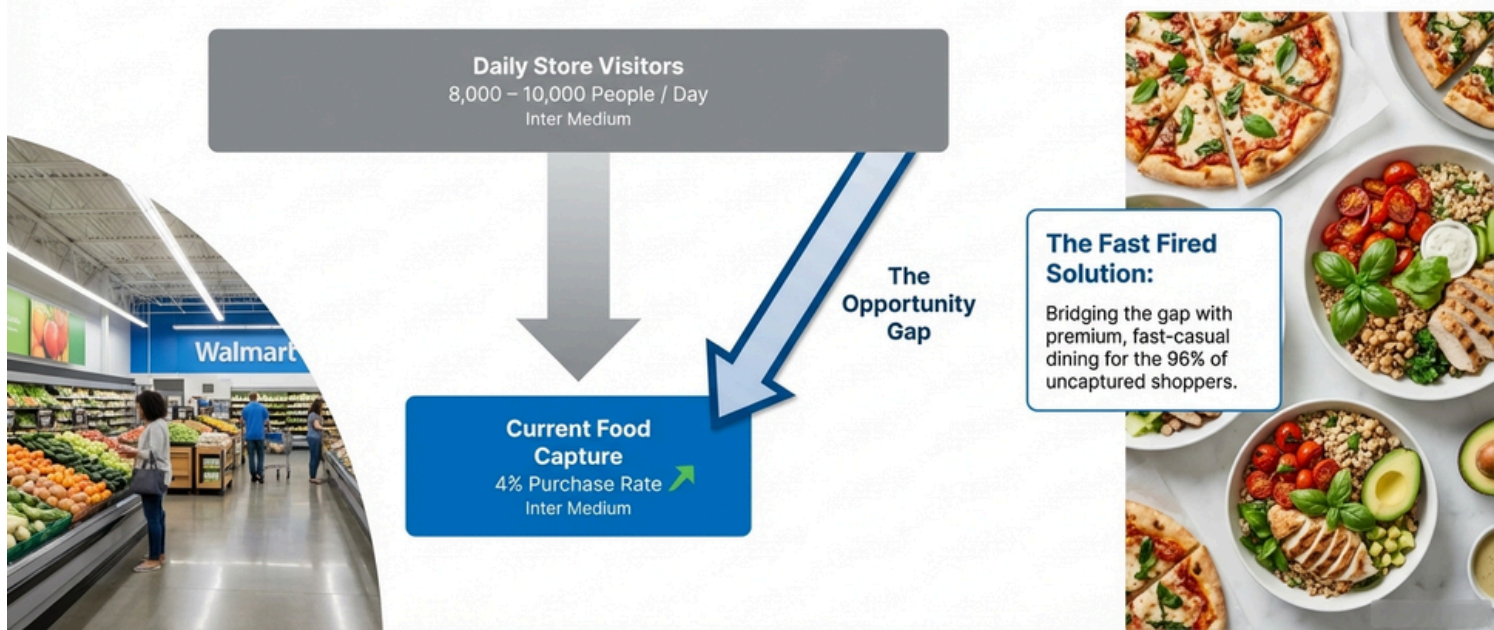
FastFired, a successful Canadian brand since 2010, is expanding into the United States Walmart locations to provide fresh, upscale dining options. As Walmart looks to modernize its food offerings beyond traditional chains like Subway or McDonald's, FastFired has secured a deal to bring its "build-your-own" pizza, salads, and paninis directly to American shoppers.

Built-In Success: High Foot Traffic, Low Risk

The greatest challenge in the restaurant business is picking the right location and generating foot traffic. By partnering with Walmart, FastFired eliminates this risk; each store sees 8,000 to 10,000 visitors every single day. With the average Walmart shopper spending \$10 to \$15 per visit, FastFired's menu is perfectly priced to capture this existing market.

Capturing the Foot Traffic Gap

Walmart is actively upscaling its food offerings, moving beyond traditional fast food to introduce fresh, build-your-own concepts. They are targeting 500+ new locations to modernize the in-store experience.



Premium Fresh Food at the \$10–\$15 Sweet Spot

Brand Credentials

Established Canadian brand (founded 2010) with a proven track record. The “Fast Fired” concept features order-at-the-counter, build-your-own pizzas, salads, and paninis.

Product-Market Fit

Walmart shopper average spend aligns perfectly with the Fast Fired menu. Ingredients are fresh, not frozen, appealing to the modern consumer shift toward quality casual dining.



Strong Financials and Passive Monthly Cash Flow

This is a corporate-run, passive investment opportunity—you won’t be managing staff or daily operations. Market research and historical data indicate that each store targets \$1.2 million in annual topline revenue, with a 20% profit margin, yielding approximately \$250,000 in annual profit. Profits are distributed monthly, allowing investors to see returns quickly after the store opens.

The Strategic Advantage: The Walmart Moat

Traditional Restaurant Risk Inter Medium



- High risk of poor location selection.
- Heavy marketing spend required to drive traffic.

The Fast Fired Advantage Inter Medium



- Pre-selected, high-volume retail environments.
- Zero marketing spend: Captive audience of 10,000 daily visitors.
- Customers are already at the door.



**Capital
Protection**

Unit Economics & Projected Performance

Topline Revenue **~\$1,200,000**

Cost of Goods & Labor **(~\$950,000)**

Net Profit Margin **~20%**

Annual Net Profit **~\$250,000**

Build-Out Context

Total Cost: ~\$550,000

(Funded via investor capital
+ corporate contribution)

Disclaimer: Figures based on historical data and market research.

Flexible Ownership Through the Visionary Growth Fund

Managed by Legacy Capital Professionals via the Visionary Growth Fund, the investment is structured for compliance and simplicity. Participation starts at \$50,000 for a 1.9% share of a store LLC, up to \$500,000 for a 39.2% ownership stake. This unique model allows you to "ride the coattails" of a massive corporate rollout, with a minimum 10- to 15-year lease term.

Investment Tiers & Ownership Structure

Each store is structured as its own LLC.

Micro Share

\$50,000

- 3.92% Store Ownership
- 5% Pro-Rata Share
- Ideal for portfolio diversification

Most Popular

Full Unit Participation

\$500,000

- 39.2% Store Ownership
- 100% Pro-Rata Share
- Maximum Monthly Yield

Investment Structure and Payout Schedule

Phase 1: Fast Interest Only Return



\$50,000 Investment

Gets you 8% interest only
payment until store is opened

\$333 USD/month



\$500,000 Investment

Gets you 8% interest only
payment until store is opened

\$3,333 USD/month

Phase 2: 40% Cash-On-Cash Return



\$50,000 Investment

Gets you 7.84% of monthly
net profit until investment is
fully repaid

\$1,666 USD/month



\$500,000 Investment

Gets you 80% of monthly net
profit until investment is fully
repaid

\$16,667 USD/month

*Expected Capital Returns in 30 months

Phase 3 Profit Share



\$50,000 Investment

Gets you 3.92% equity
Gets you 3.92% monthly net cashflow

\$980 USD/month



\$500,000 Investment

Gets you 39.2% equity
Gets you 39.2% monthly net cashflow

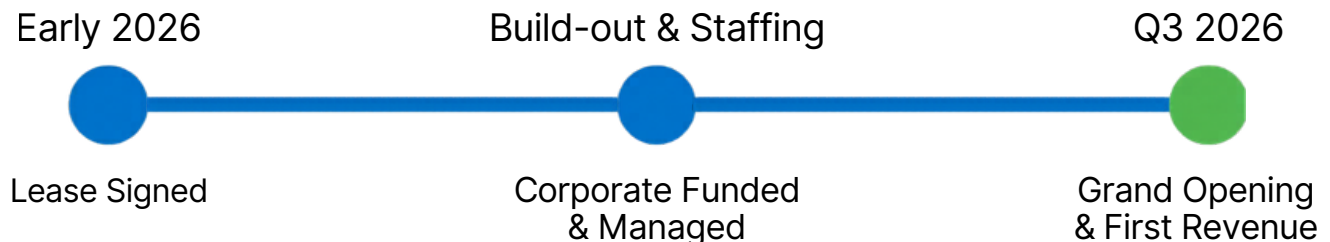
\$8,166 USD/month

*Expected Capital Returns in 30 months

Rapid Expansion: From Lease to Launch in 6 Months

We move at the speed of business. Once a lease is signed, stores are typically built out and open within just six months. With hundreds of locations available across the U.S., investors can even request specific "backyard" locations in their home states, provided the site meets R&D requirements. We are currently targeting more than 500 new locations for investment.

Speed to Market: 6-Month Turnaround



Status: Leases are already signed. Construction begins immediately, minimizing the wait time for cash flow.

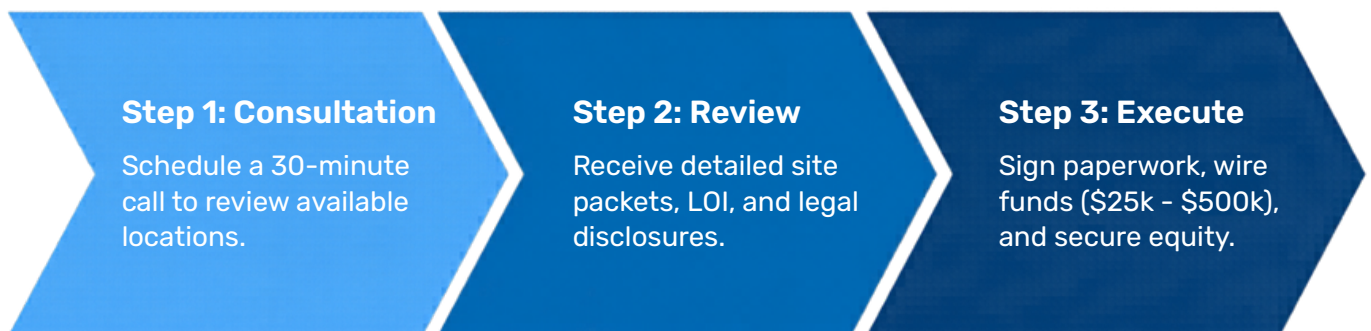
Investor Profile & Qualifications



Capital Requirements

- Ready Now Capital: Funds must be liquid for deployment.
- Immediate Movers: Strategy designed for the 2026 launch cycle.

The Engagement Process



Once the store opens, operations are fully automated by corporate.

Exclusive Opportunity for Accredited Investors

We are seeking serious, accredited investors with "ready now" capital to join the 2026 launch. Because spots are limited and locations are already under lease, we are prioritizing those ready to deploy funds quickly. Book a 30-minute consultation to review specific available locations and begin the streamlined onboarding process.



Secure Your Location for 2026 in Walmart



McKinney, Texas



Grapevine, Texas



Cedar Park, Texas



Edinburg, Texas



Reno, Nevada

Secure Your Location for 2026 in Walmart



Logan, Utah



Payson, Utah



Salt Lake City, Utah



Sandy, Utah



El Centro, CA



Indio, CA



Los Banos, CA



Greensboro, NC



Midvale, Utah



Riverdale, Utah

Schedule Your 30-Minute Consultation

View current list of pre-approved Walmart locations.



1721 N Custer Rd, McKinney, TX



McKinney, TX



Pending Lease | Pending Opening Date

Store Performance & Retail Node Strength

Growth Market Advantage: McKinney has experienced population growth exceeding 400% since 2000, driven by high-income migration and corporate expansion.

Affluent Corridor Positioning: Located within Collin County, consistently ranked among the wealthiest counties in the United States by household income.

Retail Strength: Walmart location demonstrates strong customer engagement and stable traffic performance in a high-growth suburban environment.

Space Advantage: Large 2,132 sq ft former restaurant footprint supports full operational throughput and efficient service flow.

Target Fit: Young professional families with strong discretionary income align exceptionally well with Fast Fired's premium convenience positioning.

Accessibility & Traffic Flow

Key Visibility: Positioned on North Custer Road, a major commercial artery within McKinney's expanding retail corridor.

Traffic Volume: Benefits from strong commuter and suburban retail traffic tied to continued residential development.

Regional Capture: Draws consumers from McKinney, Frisco, Plano, Allen, and surrounding high-growth suburban communities.

Local Reach: Excellent accessibility from nearby master-planned communities and expanding residential developments.

Infrastructure: Established suburban retail infrastructure with high convenience, parking capacity, and efficient traffic flow.

Macro-Economic Context

Economic Base: Anchored by DFW's continued corporate expansion, technology growth, and large-scale residential migration into Collin County.

Income Dynamics: Strong disposable income levels support premium fast-casual dining frequency and long-term customer value.

Growth Profile: McKinney remains one of the fastest-growing cities in America, reinforcing sustained long-term retail demand.

Socio-Economic Fit: Affluent, family-oriented consumers align exceptionally well with Fast Fired's value and convenience proposition.

Macro Consideration: Rapid suburban growth continues to attract additional retail competition, requiring strong brand execution to maximize early market penetration.

Key Demographics (Trade Area Attractiveness)

Population Profile: McKinney population exceeds 215,000 with direct access to the broader DFW metro population of over 8 million residents.

Income Profile: Median household income of ~\$124,177, significantly above national averages and among the strongest in the Fast Fired pipeline.

Age Profile: Median age of 35.2, reflecting a stable family-oriented and professional demographic.

Density: ~2,800 people per square mile within a rapidly expanding suburban growth corridor.

Target Fit: Ideal demographic for premium fast-casual dining with strong repeat frequency and high customer lifetime value potential.

Retail & Competitive Landscape

Retail Node: Walmart serves as a major retail anchor within one of North Texas' most rapidly expanding suburban trade areas.

QSR Density: Strong fast-casual environment overall, validating sustained consumer demand for convenience-oriented dining concepts.

Pizza Niche Gap: No direct walk-the-line pizza competitor currently operates within the McKinney trade area, creating a differentiated market opportunity.

Market Appetite: High-income households demonstrate strong demand for customizable, premium-quality dining experiences.

Vacancy/Confidence: Existing restaurant-ready infrastructure reduces buildout risk and accelerates operational launch timelines.

Final Assessment

The McKinney Walmart location represents one of the highest-quality demographic opportunities in the Fast Fired pipeline due to its combination of explosive population growth, affluent household income levels, and positioning within the DFW metroplex. The surrounding Collin County corridor offers one of the strongest long-term suburban growth profiles in the United States.

The absence of a direct walk-the-line pizza competitor further strengthens the opportunity, allowing Fast Fired to establish an early leadership position within a highly desirable market. Strong household income levels, family-oriented demographics, and continued residential expansion significantly reduce long-term demand risk.

Overall, this site offers a rare combination of premium demographics, sustained population growth, and strategic suburban positioning — making it one of the most attractive long-term expansion opportunities within the CRG portfolio.



1601 W State Hwy 114,
Grapevine, TX



Grapevine, TX



Pending Lease | Pending Opening Date

Store Performance & Retail Node Strength

Airport Corridor Advantage: Located adjacent to DFW International Airport, the world's third-busiest airport, with over 75,000 nearby employees driving daily traffic.

Regional Positioning: Centrally located between Dallas and Fort Worth, maximizing accessibility to two major urban markets simultaneously.

Retail Strength: Walmart location demonstrates strong customer engagement and consistent high-volume traffic patterns.

Space Advantage: Large 2,209 sq ft former restaurant space supports full operational throughput and scalable service flow.

Target Fit: High-income, time-sensitive professionals and affluent suburban families align directly with Fast Fired's premium convenience positioning.

Accessibility & Traffic Flow

Key Visibility: Positioned directly on State Highway 114, one of the DFW metroplex's primary commuter and commercial arteries.

Traffic Volume: Benefits from substantial daily commuter traffic, airport traffic, and regional retail visitation.

Regional Capture: Draws consumers from Grapevine, Southlake, Colleyville, Irving, and the airport employment corridor.

Local Reach: Exceptional accessibility from surrounding affluent residential communities and employment hubs.

Infrastructure: Established suburban-commercial infrastructure with high traffic capacity and strong retail convenience.

Macro-Economic Context

Economic Base: Anchored by DFW International Airport, logistics, corporate headquarters, hospitality, and one of the largest metro economies in the United States.

Income Dynamics: High-income surrounding communities support premium fast-casual spending patterns and repeat customer behavior.

Growth Profile: DFW continues to experience sustained population and corporate growth, reinforcing long-term retail demand fundamentals.

Socio-Economic Fit: Affluent, convenience-driven consumers align exceptionally well with Fast Fired's value proposition.

Macro Consideration: Highly competitive regional dining market requires strong branding and execution to maximize market penetration.

Key Demographics (Trade Area Attractiveness)

Population Profile: Grapevine population exceeds 51,000 with direct access to the broader DFW metro population of over 8 million residents.

Income Profile: Median household income of ~\$111,376, with adjacent Southlake exceeding \$250,000 household income levels.

Age Profile: Median age of 40.0, reflecting an established professional and family-oriented demographic.

Density: ~2,100 people per square mile within a dense commercial and transportation corridor.

Target Fit: Ideal demographic for premium fast-casual dining with strong discretionary spending capacity.

Retail & Competitive Landscape

Retail Node: Walmart acts as a major retail anchor within one of the strongest commercial corridors in North Texas.

QSR Density: Highly competitive fast-casual environment, validating substantial demand for quick-service dining.

Pizza Niche Gap: No direct walk-the-line pizza competitor currently operates within the immediate Grapevine trade area, creating a differentiated positioning opportunity.

Market Appetite: Strong demand for fast, high-quality dining driven by professionals, travelers, and affluent suburban households.

Vacancy/Confidence: Existing restaurant-ready infrastructure reduces operational startup risk and accelerates deployment timelines.

Final Assessment

The Grapevine Walmart location represents one of the strongest premium-market opportunities in the Fast Fired portfolio due to its positioning at the center of the Dallas-Fort Worth metroplex and adjacent to one of the world's busiest airports. The combination of affluent demographics, exceptional commuter traffic, and airport-driven employment creates a uniquely powerful trade area.

Strong Walmart visitation metrics validate the site's traffic profile, while the absence of a direct walk-the-line pizza competitor provides a clear opportunity for category differentiation. The surrounding high-income communities further strengthen long-term customer value potential and frequency.

Overall, this site offers a rare blend of premium demographics, regional visibility, and high-volume traffic — making it one of the most strategically positioned and scalable expansion opportunities within the CRG pipeline.



2801 E Whitestone Blvd,
Cedar Park, TX



Cedar Park, TX



Pending Lease | Pending Opening Date

Store Performance & Retail Node Strength

Tech Corridor Advantage: Located within the Austin technology expansion corridor driven by Apple, Tesla, Oracle, and major corporate relocations.

Growth Market Positioning: Cedar Park and Williamson County rank among the fastest-growing areas in the United States, supporting long-term retail demand.

Retail Strength: Walmart location demonstrates strong customer engagement and stable high-volume visitation.

Space Advantage: Large 2,209 sq ft former restaurant footprint supports full operational throughput and efficient service flow.

Target Fit: Young professionals and affluent family households align directly with Fast Fired's quality-and-convenience value proposition.

Accessibility & Traffic Flow

Key Visibility: Positioned on East Whitestone Boulevard, one of Cedar Park's primary commercial corridors.

Traffic Volume: Benefits from strong commuter and suburban retail traffic tied to Austin metro expansion.

Regional Capture: Draws from Cedar Park, Leander, Round Rock, and north Austin residential growth corridors.

Local Reach: Strong accessibility from nearby master-planned communities and major employment hubs.

Infrastructure: Established suburban retail infrastructure with high convenience, parking availability, and efficient traffic flow.

Macro-Economic Context

Economic Base: Anchored by Austin's booming technology sector and continued corporate migration into Central Texas.

Income Dynamics: High disposable income levels support premium fast-casual dining frequency and higher customer lifetime value.

Growth Profile: Williamson County remains one of the fastest-growing counties in America, supporting sustained long-term retail expansion.

Socio-Economic Fit: Young, affluent, family-oriented consumers align exceptionally well with Fast Fired's positioning.

Macro Consideration: Rapid regional growth also increases long-term competitive intensity and real estate pressure.

Key Demographics (Trade Area Attractiveness)

Population Profile: Cedar Park population exceeds 82,000 with access to the broader Austin metro population of ~2.4 million residents.

Income Profile: Median household income of ~\$129,545, among the strongest demographic profiles in the Fast Fired pipeline.

Age Profile: Median age of 33.8, reflecting a young professional and family-heavy population base.

Density: ~2,600 people per square mile within a rapidly densifying suburban corridor.

Target Fit: Ideal demographic for premium fast-casual dining with strong repeat-purchase potential and discretionary spending power.

Retail & Competitive Landscape

Retail Node: Walmart acts as a major retail destination within Cedar Park's expanding suburban corridor.

QSR Density: Strong fast-casual environment overall, validating demand for convenient dining concepts.

Pizza Niche Gap: No direct walk-the-line fast-casual pizza competitor currently operates within the immediate trade area, creating a differentiated market position.

Market Appetite: Affluent consumers demonstrate strong demand for high-quality, convenience-oriented dining experiences.

Vacancy/Confidence: Existing restaurant-ready infrastructure reduces execution risk and accelerates launch potential.

Final Assessment

The Cedar Park Walmart location represents one of the strongest long-term demographic opportunities in the Fast Fired portfolio due to its positioning within the Austin metro's explosive growth corridor. The combination of high household income, rapid population growth, and a tech-driven consumer base creates an exceptionally attractive environment for premium fast-casual dining.

The absence of a direct walk-the-line pizza competitor strengthens the opportunity further, allowing Fast Fired to establish an early category leadership position within an affluent and underserved market. Strong Walmart traffic, a large operational footprint, and proximity to Austin's expanding suburban base significantly reduce demand-side risk.

Overall, this site offers a compelling blend of demographic quality, growth momentum, and market positioning — making it one of the highest-upside suburban expansion opportunities in the CRG pipeline.



4101 S McColl Rd, Edinburg, TX



Edinburg, Texas



Pending Lease | Opening Date

Store Performance & Retail Node Strength

Regional Growth Anchor: Located within the McAllen-Edinburg-Mission metro, one of Texas' fastest-growing metropolitan areas (+2.1% annual growth).

Retail Strength: Walmart location demonstrates exceptional engagement with nearly 6,000 reviews and one of the highest ratings in the pipeline.

Cross-Border Commerce: Benefits from a large bi-national trade area supported by international commerce and population inflow.

Space Advantage: Large 2,132 sq ft former restaurant space supports full operational throughput and efficient customer flow.

Target Fit: Family-oriented, value-conscious demographic aligns strongly with Fast Fired's premium-value positioning.

Accessibility & Traffic Flow

Key Visibility: Located on South McColl Road, one of Edinburg's primary retail corridors with strong commercial activity.

Traffic Volume: Benefits from heavy local and regional traffic tied to retail concentration and metro expansion.

Regional Capture: Draws from across the Rio Grande Valley due to its positioning within a major retail node.

Local Reach: Strong accessibility from surrounding residential growth areas and commercial districts.

Infrastructure: Established retail infrastructure with ample parking and high-volume shopping patterns.

Macro-Economic Context

Economic Base: Anchored by cross-border trade, healthcare, education, logistics, and regional retail activity.

Income Dynamics: Moderate income profile offset by strong population growth and high-volume consumer activity.

Growth Profile: Rio Grande Valley continues to experience strong in-migration and economic expansion, driving long-term retail demand.

Socio-Economic Fit: Value-oriented and family-heavy demographics align well with Fast Fired's pricing and service model.

Macro Consideration: Geographic distance from major Texas metros requires strong regional operational execution and localized marketing.

Key Demographics (Trade Area Attractiveness)

Population Profile: City population exceeds 100,000, with access to a broader metro population of more than 1 million residents.

Age Profile: Median age of 30.5, reflecting a young and family-oriented demographic.

Income Profile: Median household income of ~\$59,466, supported by steady regional economic growth.

Density: ~1,800 people per square mile within a rapidly expanding urban corridor.

Target Fit: Strong alignment with affordable fast-casual dining, particularly among larger family households and younger consumers.

Retail & Competitive Landscape

Retail Node: Walmart serves as a dominant retail destination within the Edinburg/McAllen trade area.

QSR Density: Strong quick-service presence overall, but a notable absence of premium fast-casual pizza competitors such as Blaze or MOD Pizza.

Pizza Niche Gap: Fast Fired would occupy a unique category position as the only walk-the-line pizza concept in the region.

Market Appetite: Consumer base demonstrates strong demand for quality, affordable dining options with convenience and customization.

Vacancy/Confidence: Existing restaurant-ready infrastructure reduces buildout complexity and execution risk.

Final Assessment

The Edinburg Walmart location represents one of the strongest expansion opportunities in the Fast Fired pipeline due to its combination of exceptional store traffic, rapid regional growth, and lack of direct fast-casual pizza competition. Positioned within the Rio Grande Valley's expanding economic corridor, the site benefits from both local consumer loyalty and broader cross-border commercial activity.

The high Walmart rating and review volume strongly validate the location's retail performance, while the demographic profile aligns closely with Fast Fired's value-driven, family-oriented positioning. The absence of comparable premium pizza concepts further strengthens the opportunity for category leadership. Overall, this site offers a rare first-mover opportunity in a high-growth metro with strong long-term upside driven by population expansion, regional retail dominance, and differentiated market positioning.



2425 E 2nd St, Reno, NV



Reno, Nevada



Pending Lease | Pending Opening Date

Store Performance & Retail Node Strength

Hospitality Corridor Advantage: Direct adjacency to the Grand Sierra Resort provides continuous year-round visitor traffic beyond traditional Walmart consumer patterns.

Event Amplification: Reno serves as the primary gateway to Burning Man, generating significant seasonal spikes from tens of thousands of attendees and support crews.

Retail Strength: Walmart location demonstrates exceptional engagement with nearly 10,000 Google reviews, validating strong and consistent customer volume.

Operational Readiness: Fully built restaurant space dramatically reduces construction risk and accelerates speed to launch.

Ghost Kitchen Capability: Existing infrastructure supports multiple delivery-only brands operating alongside Fast Fired, creating incremental revenue opportunities from the same footprint.

Accessibility & Traffic Flow

Key Visibility: Prime positioning on East 2nd Street directly across from Reno's largest resort property.

Traffic Volume: Benefits from continuous local, tourist, casino, and event-driven traffic throughout the day and evening.

Regional Capture: Draws from local residents, hotel guests, airport travelers, and large-scale regional events.

Local Reach: Strong connectivity to central Reno, hospitality districts, and major arterial roadways.

Infrastructure: Existing restaurant infrastructure and ongoing Walmart remodel significantly streamline operational readiness.

Macro-Economic Context

Economic Base: Anchored by tourism, gaming, logistics, warehousing, and a rapidly growing technology sector.

Income Dynamics: Diverse spending base supported by both local residents and transient hospitality-driven consumer traffic.

Growth Profile: Reno continues to attract migration and commercial investment due to Nevada's business-friendly environment and regional growth trends.

Socio-Economic Fit: Broad demographic appeal supports Fast Fired's value-oriented, customizable dining model.

Macro Consideration: Tourism and event dependency can create seasonality spikes, requiring strong operational adaptability during peak demand periods.

Key Demographics (Trade Area Attractiveness)

Population Profile: Reno city population of ~290,000 with broader Reno-Sparks metro access exceeding 545,000 residents.

Age Profile: Median age of 34.6, reflecting a balanced mix of working professionals, hospitality workers, and transient visitors.

Income Profile: Median household income of ~\$80,760 metro-wide, with localized ZIP income of ~\$65,328.

Density: Located within a dense urban casino and hospitality corridor with consistent all-day activity.

Target Fit: Strong alignment with convenience-driven consumers seeking fast, quality dining options in a high-traffic environment.

Retail & Competitive Landscape

Retail Node: Walmart serves as a dominant retail anchor within Reno's eastern commercial corridor.

QSR Density: Competitive hospitality food environment, but significant opportunity exists for a differentiated premium fast-casual pizza concept.

Pizza Niche Positioning: Fast Fired benefits from speed, customization, and operational flexibility versus traditional dine-in or delivery pizza operators.

Market Appetite: Strong demand from hospitality workers, travelers, and event attendees seeking fast, high-quality meal options.

Vacancy/Confidence: Fully operational kitchen footprint substantially reduces execution risk and capital deployment timelines.

Final Assessment

The Reno Walmart location represents one of the most operationally attractive opportunities in the Fast Fired portfolio due to its combination of exceptional traffic, hospitality adjacency, and accelerated opening timeline. Its positioning directly across from the Grand Sierra Resort creates a unique blend of local retail demand and transient consumer traffic rarely available within Walmart-based restaurant opportunities.

The fully built infrastructure significantly reduces execution risk while enabling one of the fastest cash-flow timelines in the portfolio. Additional upside is created through ghost kitchen capability, allowing multiple revenue streams from a single operational footprint.

Overall, this site offers a rare mix of immediate scalability, tourism-driven demand, and operational efficiency — making it one of the highest-velocity and most strategically differentiated opportunities in the CRG pipeline.



7250 Union Park Ave, Midvale,
UT 84047



Midvale, Utah



Pending Lease | Opening November 15, 2026

Store Performance & Retail Node Strength

Suburban Density Advantage: Located in a dense SLC suburb (~2,400 people per sq mi), supporting steady daily traffic.

Retail Strength: High engagement Walmart location (3.7★ rating with strong review volume), indicating consistent consumer activity.

Affluent Spillover: Immediate proximity to higher-income communities enhances spending power beyond Midvale's base demographics.

Space Efficiency: 1,420 sq ft former restaurant space allows streamlined buildout with reduced upfront complexity.

Target Fit: Family-oriented and working professional demographic aligns well with convenient, quality fast-casual dining.

Accessibility & Traffic Flow

Key Visibility: Located within a well-trafficked Walmart site along a major suburban corridor.

Traffic Volume: Consistent daily traffic driven by residential density and commuter patterns within the SLC metro.

Regional Capture: Draws from multiple surrounding communities, including higher-income suburban pockets nearby.

Local Reach: Strong accessibility within short drive times from dense residential zones.

Infrastructure: Established suburban retail infrastructure with efficient access and parking.

Macro-Economic Context

Economic Base: Located within the Salt Lake City metro, one of the most economically active regions in the Mountain West.

Income Dynamics: Mid-level income base enhanced by adjacent high-income communities, supporting discretionary spending.

Growth Profile: Stable suburban growth with continued expansion and retail demand across the metro.

Socio-Economic Fit: Family-oriented, middle-income demographic aligns well with a moderately priced, high-value concept.

Macro Consideration: Competitive suburban environment requires strong execution and differentiation to maximize share.

Key Demographics (Trade Area Attractiveness)

Population Profile: ~36,000 local population with access to the broader SLC metro of 1.2M+.

Age Profile: Median age of 32.0, reflecting a young, working-age population with family presence.

Income Profile: Median household income ~\$75,954, supported by proximity to higher-income neighboring areas.

Density: ~2,400 people per square mile, characteristic of an established suburban market.

Target Fit: Strong alignment with a value-driven, family-friendly concept offering quality and convenience.

Retail & Competitive Landscape

Retail Node: Walmart serves as a dominant retail anchor within a well-developed suburban corridor.

QSR Density: Moderate-to-high competition typical of SLC suburbs, but with continued demand for differentiated fast-casual concepts.

Pizza Niche Positioning: Opportunity to compete through customization, speed, and value against traditional and legacy pizza options.

Market Appetite: Strong demand for convenient dining driven by family households and working professionals.

Vacancy/Confidence: Existing restaurant infrastructure reduces buildout risk and signals proven viability for food service.

Final Assessment

The Midvale Walmart location offers a balanced, high-potential suburban opportunity within the broader Salt Lake City metro. Its strength lies in its ability to capture both local residential demand and higher-income spillover from neighboring communities.

While competition is more pronounced than in emerging markets, the combination of strong traffic, solid income levels, and a dense suburban base provides a reliable foundation for consistent performance. The existing restaurant infrastructure further reduces execution risk.

Overall, this site presents a stable, cash-flow-oriented opportunity with upside driven by efficient operations and effective positioning within a competitive suburban market.



4848 S 900 W, Riverdale, UT 84405

Riverdale, Utah

Pending Lease | Opening December 1, 2026

Store Performance & Retail Node Strength

Regional Retail Hub: Located on one of Utah's busiest commercial corridors, ensuring sustained daily traffic.

Employment Anchor: 94,000+ jobs within a 5-mile radius provide a stable, year-round consumer base.

Retail Strength: Strong Walmart engagement (3.7★ rating with high review volume), indicating consistent traffic and usage.

Space Advantage: Large 2,124 sq ft former restaurant space supports full operational throughput and efficient service flow.

Target Fit: Balanced mix of working professionals and families aligns well with convenient, quality fast-casual dining.

Accessibility & Traffic Flow

Key Visibility: Prime positioning along Riverdale Road, one of the region's most heavily trafficked retail corridors.

Traffic Volume: High daily vehicle and retail traffic driven by regional shopping patterns and employment density.

Regional Capture: Draws from multiple surrounding cities and counties due to strong retail concentration.

Local Reach: Easily accessible from nearby residential communities and major employment hubs.

Infrastructure: Well-developed commercial infrastructure with strong access, parking, and retail flow.

Macro-Economic Context

Economic Base: Anchored by a diverse economy including military (Hill AFB), education, and industrial sectors.

Income Stability: Strong and stable income base supports consistent discretionary spending.

Growth Profile: Recognized as a top-performing metro (Milken Institute ranking), indicating strong long-term fundamentals.

Socio-Economic Fit: Balanced middle-income, family-oriented demographic aligns well with Fast Fired's value proposition.

Macro Consideration: Competitive corridor environment requires strong execution to capture market share.

Key Demographics (Trade Area Attractiveness)

Population Profile: Trade area of ~658,000+ within the Ogden-Clearfield metro.

Income Profile: Median household income ~\$84,106, supporting strong discretionary spending.

Age Profile: Median age of 33.0, reflecting a stable working-age population with family presence.

Density: ~2,071 people per square mile, concentrated along a major retail corridor.

Target Fit: Ideal demographic for a value-driven, high-quality fast-casual concept with broad appeal.

Retail & Competitive Landscape

Retail Node: One of the strongest retail corridors in the state, with high co-tenancy and strong cross-shopping behavior.

QSR Density: Competitive environment with multiple national brands, validating strong demand but requiring differentiation.

Pizza Niche Positioning: Opportunity to compete through speed, customization, and value against traditional pizza offerings.

Market Appetite: Strong demand for convenient, quality dining driven by both workforce and family segments.

Vacancy/Confidence: Existing restaurant-ready space reduces buildout risk and confirms food service viability.

Final Assessment

The Riverdale Walmart location stands out as a high-traffic, regionally dominant retail opportunity within one of Utah's strongest commercial corridors. Its proximity to major employment anchors and dense population centers creates a highly stable and consistent customer base.

While competition is more intense than in emerging markets, the strength of the trade area, income profile, and traffic volume significantly de-risk the opportunity. The large footprint and existing restaurant infrastructure further enhance operational efficiency and execution potential.

Overall, this site offers a compelling blend of high traffic, strong income demographics, and regional draw — making it one of the most balanced and reliable long-term performers in the portfolio.