

FORM A - UNIFORM FRANCHISE REGISTRATION APPLICATION

FILE NO. 527198-71

FEE: \$400.00

APPLICATION FOR (Check only one):

 INITIAL REGISTRATION OF AN OFFER AND SALE OF FRANCHISES RENEWAL APPLICATION OR ANNUAL REPORT PRE-EFFECTIVE AMENDMENT POST-EFFECTIVE AMENDMENT

1. Full legal name of Franchisor:

SB Acquisition, LLC

2. Name of the franchise offering:

Pizza Pit

3. Franchisor's principal business address:

6306 Monona Drive
Monona, WI 53716

4. Name and address of Franchisor's agent in the State of Wisconsin authorized to receive process.

Robert Bisbee
6306 Monona Drive
Madison, Wisconsin 53716

5. The states in which this application is or will shortly be on file:

Wisconsin

6. Name, address, telephone and facsimile numbers, and e-mail address of person to whom communications regarding this application should be directed.

Paul R. Norman
Boardman & Clark LLP
1 South Pinckney Street, Suite 410
Madison, WI 53703
608-283-1766 (telephone)
608-283-1709 (facsimile)
pnorman@boardmanclark.com

CERTIFICATION

I certify and swear under penalty of law that I have read and know the contents of this application, including the Franchise Disclosure Document with an issuance date of February 7, 2020 attached as an exhibit, and that all material facts stated in all those documents are accurate and those documents do not contain any material omissions. I further certify that I am duly authorized to make this certification on behalf of the Franchisor and that I do so upon my personal knowledge.

Signed at Madison, Wisconsin, February 6, 2020.

SB ACQUISITION, LLC

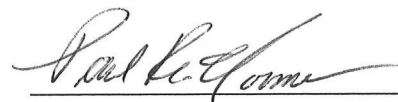
By: 
Robert Bisbee, Member

STATE OF WISCONSIN

) ss.

COUNTY OF DANE

Personally appeared before me this 6th day of February, 2020, the above-named Robert Bisbee, to me known to be the person who executed the foregoing certification as a Member of SB Acquisition, LLC, and being first duly sworn, stated under oath that the application to which said certification is a part, and all exhibits submitted herewith, are true and correct.


Notary Public, State of Wisconsin
My commission is permanent.

Form B - Franchisor's Costs and Sources of Funds

FRANCHISOR'S COSTS AND SOURCES OF FUNDS

1. Disclose franchisor's total costs for performing its pre-opening obligations to provide goods or services in connection with establishing each franchise, including real estate, improvements, equipment, inventory, training and other items stated in the offering:			
a. Start-Up			
Site selection assistance	10 hours		
Lease issues	2 hours		
Floor planning of new store	15 hours		\$ 1,256.00
b. General Operations			
Staff hiring planning	5 hours		
Management hiring assistance	5 hours		
Policies and benefits	4 hours		
Outlet opening plan	30 hours		
Staff assignments/project delegation	20 hours		\$ 2,119.00
c. Marketing			
General market investigation	20 hours		
Location media investigation	30 hours		
New store marketing planning	30 hours		
Advertising materials development	60 hours		
Training planning/preparation	4 hours		
Marketing training	10 hours		\$ 3,682.00
d. Field Operations			
Training planning/preparation	5 hours		
Production support staff training	30 hours		
Store set up	40 hours		
Onsite staff training	40 hours		\$ 2,732.00
e. Training			
Training planning/preparation	15 hours		
Franchise management orientation	10 hours		
Store operations training	170 hours		
Classroom training	100 hours		
Store set up	30 hours		
Onsite staff training	40 hours		\$ 9,403.00

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