



FRANCHISE DISCLOSURE DOCUMENT
SB Acquisition, LLC d/b/a Pizza Pit
(A Wisconsin Limited Liability Company)
6306 Monona Drive
Monona, WI 53716
608-221-6777

SB Acquisition, LLC d/b/a Pizza Pit ("Pizza Pit") offers to a prospective franchisee ("you"), the right to own and operate a food service unit ("Pizza Pit Unit") offering pizza and other food items to the public.

The Initial Franchise Fee is \$25,000, regardless of the type of Pizza Pit Unit. The estimated initial investment required per Pizza Pit Unit, including the initial franchise fee, is estimated to be between \$204,280 and \$362,240, depending upon the type of unit. This sum does not include rent for the business location.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar-days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the franchise sale. Note, however, that no governmental agency has verified the information contained in this document.

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats contact Pizza Pit at the address and telephone number at the top of this page.

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "[A Consumer's Guide to Buying a Franchise](#)," which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

This disclosure document was issued effective January 8, 2021.

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ITEM 1. THE FRANCHISOR, AND ANY PARENTS, ITS PREDECESSOR AND AFFILIATES

SB Acquisition, LLC d/b/a Pizza Pit ("Pizza Pit") is a Wisconsin Limited Liability Company organized on 01/05/00 and does business under the trade name of Pizza Pit. Pizza Pit maintains its principal business address at 6306 Monona Drive, Monona, Wisconsin 53716. Its registered agent is Robert Bisbee, who is located at 6306 Monona Drive, Monona, Wisconsin 53716. To simplify the language in this offering circular, "Pizza Pit" means SB Acquisition, LLC, d/b/a Pizza Pit, and "You" means the person who buys the franchise.

Predecessors and Affiliates. On January 28, 2000, Pizza Pit acquired from M&I Bank Of Madison ("M&I") in a disposition under sec. 409.504, Wis. Stats., certain of the assets of Pizza Pit, Ltd. ("PPL") and Pizza Pit Investment Enterprises, Inc. ("PPIE") in which M&I had been granted a security interest. These assets included the contract rights of PPIE under Pizza Pit franchise agreements in which M&I had foreclosed its security interest They also included the rights to the trade name and service mark "Pizza Pit" and other trade names, trademarks and service marks previously owned by PPL and PPIE. Pizza Pit shares no common ownership or affiliation with PPL or PPIE. Pizza Pit is not owned or affiliated with any other limited liability company, corporation or partnership.

In May 2012, Pizza Pit acquired the existing franchise agreements of Extreme Franchise Corporation and a license to use the trademarks and other intellectual property owned by James E. Meyer, Pizza Extreme Corporation and/or Extreme Franchise Corporation.

Pizza Pit's Business and the Franchise. Pizza Pit offers franchises for the operation of food service units offering pizza and related food products pursuant to a uniform system and under the mark "Pizza Pit" and other trademarks, service marks and commercial symbols (collectively, the "Marks"). The product and service is marketed to the general public through four different types of units:

Regional Mall Units. This unit features pizzas, sandwiches, beverages, pizza-by-the-slice, pre-packaged salads, chicken products, french fries and appetizers primarily for shoppers and mall employees. It also offers catering services. The unit requires approximately 1800 square feet, including a dining area, self-service counters and delivery service using the rear exit of the unit.

Freestanding Unit. This unit features a full menu of pizzas, sandwiches, beverages, prepackaged salads, chicken products, french fries and appetizers. It also offers catering services. The unit requires between 1900 and 3600 square feet, including a dining room in which the food is served by waiters and waitresses or by a self-service counter. The delivery service uses the rear exit of the unit.

Merged Business Unit. This unit features pizzas, sandwiches, beverages, pizza-by-the-slice, chicken products, french fries, appetizers and catering services. The unit requires between approximately 700 and 3,600 square feet and typically shares a retail premises with a compatible business. Examples of compatible businesses include bowling centers, convenience stores and informal eating establishments offering spirits and a limited food menu. This type of unit typically offers delivery and carry-out service and in some instances has a self-service dining area and/or a separate room for birthday parties.

Strip Center Unit. This unit offers pizzas, sandwiches and beverages through the original Pizza Pit concept relying on delivery and carry-out service, and, at times, a dining area. A minimum of 1000 square feet of space is necessary to operate this unit. Chicken products, french fries, appetizers and catering services also are offered from these units.

Prior Business Experience. Pizza Pit has offered Pizza Pit franchises since May 1, 2000. It does not offer any other franchises and has not offered any other franchises in the past. On January 28, 2000, it acquired the contract rights of the franchisor under Pizza Pit franchise agreements between PPIE, as franchisor, and various franchisees. Pizza Pit has 10 operational Pizza Pit franchises as of January 8, 2021.

Related Information. Pizza Pit Units offer their products and services to the general public and compete with other businesses providing similar products and services, including national and regional chains and locally-owned establishments.

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