

CRAZY PITA™

**ROTISSERIE
& GRILL**

CHICKEN GENIUS

CRAZY PITA™
ROTISSERIE & GRILL

SALAD MADNESS



FORWARD LOOKING STATEMENTS

As we look to the future, Crazy Pita Corp is excited to announce our plans to engage in crowdfunding efforts aimed at expanding our culinary footprint and enhancing our community engagement. This strategic move is designed to fuel innovation and growth within our brand, allowing us to introduce new menu items, invest in sustainable practices, and improve customer experiences across all locations.

We believe that crowdfunding will not only provide the financial backing needed to achieve these goals but also strengthen our bonds with the community by offering our supporters a chance to be a part of our journey. This initiative reflects our commitment to transparency, accountability, and shared success with our patrons and stakeholders.

While we are optimistic about the possibilities, we acknowledge the challenges and risks involved. Market conditions, consumer preferences, and regulatory environments are variables that could impact our projections. However, we are confident in our business model, our team's expertise, and the loyalty of our customers, which positions us well to navigate these complexities and capitalize on the opportunities ahead.

We look forward to embarking on this new chapter with you and are committed to keeping our stakeholders informed and engaged as we move forward.

Thank you,

Mehdi Zarhloul Founder & CEO

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CAPITAL RAISE & STORE ALLOCATION

1ST PHASE

The first phase of funding, totaling \$32.4 million, will be allocated to expanding Crazy Pita Corp's presence through new locations, enhancing our technology infrastructure, and boosting marketing efforts. This investment will enable us to reach a broader audience, streamline operations, and strengthen our brand in the competitive fast-casual dining market.

2ND PHASE

The second phase of funding, amounting to \$31.6 million, will focus on scaling Crazy Pita Corp's operations by expanding into new markets, developing innovative menu offerings, and investing in sustainable practices. This round will also support franchising efforts and further enhance our customer experience through advanced technology and marketing initiatives.

STORE FRONTS

The third phase of funding, amounting to \$11 million, will focus on ensuring the success of franchise locations. This includes investments in franchising expansion, advanced technology, financial tracking systems, and comprehensive market segment data analysis, all aimed at optimizing operations, improving decision-making, and driving growth across our expanding network of franchisees.

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FORWARD LOOKING STATEMENT REG (D) OFFERING

Crazy Pita Corp is actively exploring future investment opportunities through Regulation D offerings to support our expansion plans and innovation initiatives. We are committed to leveraging these opportunities to enhance our infrastructure, broaden our market reach, and improve our customer service capabilities. Our goal is to strengthen Crazy Pita's position in the fast-casual dining industry and to deliver greater value to our investors and stakeholders.

SEC Disclaimer for Regulation D Offering

This offering is being made under Regulation D of the Securities Act of 1933, as amended (the "Securities Act"). This regulation allows for the limited sale of securities without registration under the Securities Act in the United States. The securities offered hereby are speculative and involve a high degree of risk, including the potential loss of principal investment. Investors should carefully consider the investment objectives, risks, charges, and expenses before investing.

This offering is available only to accredited investors as defined in Regulation D. Accredited investors include individuals with a net worth exceeding \$1 million (excluding the value of their primary residence) or annual income exceeding \$200,000 (\$300,000 joint income with spouse) in each of the past two years, and a reasonable expectation of the same income level in the current year. No public market currently exists for the securities being offered, and there can be no assurance that a market will develop in the future. The securities are subject to restrictions on transferability and resale, and investors may not be able to readily resell their securities.

This communication shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. Prospective investors should consult with their own legal, tax, and financial advisors prior to making any investment decision.

THE NEED FOR FAST CASUAL

In the current landscape of fast-casual dining, truly authentic Mediterranean cuisine that preserves both exceptional quality and rich flavor is a rare find. Often, consumers face options that fall short in freshness and authenticity, as many establishments opt for convenience over genuine culinary integrity. This common compromise in the fast-casual sector leaves a noticeable gap for those searching for real, vibrant Mediterranean dishes that do not cut corners.

Moreover, there is a growing trend among consumers towards healthier eating habits. Diners increasingly demand meals that offer nutritional benefits without compromising on taste. Unfortunately, this is an area where many fast-casual restaurants are lacking. They struggle to balance the convenience expected of fast-casual environments with the flavorful, wholesome food that health-conscious customers are looking for.

This widespread issue highlights a significant opportunity in the market. There is a clear and pressing need for a dining option that bridges this gap, providing both healthful benefits and the full, authentic flavors of traditional Mediterranean cooking without sacrificing the speed and convenience that define fast-casual dining.

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HOW IT ALL STARTED



MEDHI ZARHLOUL
FOUNDER,
PRESIDENT & CEO CHAIRMAN

Former Assistant Food & Beverage Director at Four Seasons, Mehdi leverages over 35 years of hospitality expertise to lead Crazy Pita Corp's vision. His deep industry knowledge shapes the brand's commitment to quality and exceptional Mediterranean dining experiences.



TARANEH BAZZAZ
CO-FOUNDER,
DIRECTOR OF FINANCE

With deep financial insights gained during her tenure at Four Seasons, Taraneh oversees all fiscal management at Crazy Pita Corp. Her expertise ensures sound financial strategies and robust economic health for the brand.

At Crazy Pita Corp, we blend traditional Mediterranean recipes with fresh, locally-sourced ingredients to deliver a distinctive dining experience. Our commitment to quality, freshness, and customer satisfaction ensures that each dish brings a slice of the Mediterranean right to your table.

CRAZY PITA™
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OUR BRANDS

CRAZY PITA

SALAD MADNESS

CHICKEN GENIUS



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FRESH GOODNESS

MEDITERRANEAN CHICKEN







SAT. = SATELLITE LOCATION

B&M = BRICK & MORTAR

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THREE BRANDS



CRAZY PITA 4 SAT. 4 B&M

Crazy Pita Corp offers a unique blend of authentic Mediterranean flavors using fresh, locally-sourced ingredients.



SALAD MADNESS 2 SAT. 3 B&M

Salad Madness specializes in crafting fresh, innovative salads with high-quality ingredients for health-conscious diners.



CHICKEN GENIUS 3 B&M

Chicken Genius serves expertly cooked, flavorful chicken dishes, tailored to satisfy diverse tastes and preferences.

TEAM & OPERATIONS



Our Mission

Our mission is to provide the freshest quality Mediterranean food with uncompromising professional and friendly service."



MEHDI ZARHLOUL
FOUNDER,
PRESIDENT, CEO



TARANEH BAZZAZ
CO-FOUNDER,
DIRECTOR OF FINANCE



PHILIP PATENT
DIRECTOR OF OPERATIONS



EDEN MILLER
DIRECTOR INVESTMENT
RELATIONS



KELLY GROGAN
DIRECTOR OF DIGITAL
SOLUTIONS



DAVID REV CIANCIO
DIRECTOR OF
MARKETING



JEFF PEARSON
DIRECTOR OF
TECHNOLOGY

The Crazy Pita Corp Team is an enthusiastic and dedicated group committed to propelling brand growth. Leveraging deep culinary expertise and innovative business strategies, they aim to broaden their market presence. The team's focus is on exploring new locations, diversifying the menu, and enhancing the dining experience to attract a wider audience. Their passion and collaborative spirit are key drivers in Crazy Pita Corp's ongoing quest to redefine Mediterranean dining.

CRAZY PITA ADVISORS



MEHDI ZARHOUL
PRESIDENT, CEO, CHAIRMAN

Mehdi has held his position since our inception in August 2006. He is also the President and CEO of Crazy Pita Restaurant Group and Crazy Pita Franchise LLC in Las Vegas, Nevada.

In 2006, Mehdi opened “Crazy Pita Rotisserie & Grill,” which has become a beloved eatery in Las Vegas for over 18 years, known for its fresh-casual Mediterranean cuisine, friendly service, and welcoming atmosphere.



AMIR AHMED
ADVISOR

As Executive Vice President of DISH TV, Amir Ahmed drives revenue opportunities for DISH TV and DISH Business and collaborates with the DISH Wireless team to meet evolving needs.

He oversees all DISH TV and commercial business lines. Previously, Amir was Senior Vice President of Sales at DISH and has held various sales roles at DISH and EchoStar since 1993.



EDEN MILLER
DIRECTOR INVESTMENT
RELATIONS

Mr. Eden Miller has over 23 years of experience in consulting and investor relations for public and private companies. He assists companies in the going public process and collaborates with executive management to design and implement investor and public relations plans.



AKHTAR NAWAD
ADVISOR

Akhtar Nawab is an acclaimed chef and the founding partner CEO of Hospitality HQ (HHQ LLC), a creative consulting and management group which offers bespoke solutions for culinary-driven concepts across the country.

The son of Indian immigrants, Nawab grew up in Louisville, Kentucky. He spent a lot of time in the kitchen with his mother, a native of Lucknow, a city in Northern India famous for kebabs, biryani, and korma.



SAAD ZAHROUL
ADVISOR

Accomplished business leader with over 30 years of expertise in defense, civil, maritime, and transportation security in government and commercial sectors. Proven track record of building and leading multi-million-dollar businesses with P&L responsibility.

Currently, the CEO of a mid-tier company delivering mission support, engineering, and IT capabilities to the Federal Government, overseeing operations and M&A growth.



FRED SCHIEMANN
FINANCIAL CONSULTANT

Mr. Fred Schiemann, 73, holds a Bachelor of Science in Accounting from the University of Illinois and an MS in Taxation from Golden Gate University.

A licensed CPA in Nevada, Fred has over thirty years of experience specializing in taxation, auditing, and public securities. He focuses on public registrations and consulting for small and micro-cap companies, assisting in public offerings through reverse mergers and acquisitions.



MARKET OPPORTUNITY

LACK OF HEALTHY FOOD OPTIONS

The problem with the lack of healthy food options nationally is multifaceted and significant. In many areas, especially in food deserts and rural communities, access to nutritious, affordable food is severely limited. This scarcity forces residents to rely on fast food and convenience stores, which typically offer high-calorie, nutrient-poor options. The absence of healthy choices not only exacerbates the rates of obesity and related diseases such as diabetes and heart disease but also impacts cognitive function and overall productivity. Moreover, limited healthy food options hinder cultural diversity in diets, preventing individuals from experiencing and adopting varied dietary habits that could improve long-term health outcomes.

THE NEED FOR HEALTHY ALTERNATIVES

There's a growing craving for healthy, flavorful alternatives in the local dining scene as consumers become increasingly health-conscious and adventurous in their culinary choices. People are seeking meals that not only nourish their bodies but also delight their palates, diverging from the usual fast-food offerings that dominate many areas. This demand highlights the need for more restaurants to offer dishes that combine nutritional value with culinary excellence. By introducing diverse flavors and wholesome ingredients, dining establishments can satisfy these cravings, attract a broader customer base, and contribute to a healthier community, while also enriching the local food culture with exciting, delicious options.

HEALTHIER ALTERNATIVE

The market opportunity for healthier Mediterranean cuisine in the United States is substantial and growing, driven by increasing health awareness among consumers and a shift towards plant-based and whole-food diets. Mediterranean food, known for its emphasis on fruits, vegetables, whole grains, and healthy fats, perfectly aligns with these dietary trends. As chronic diseases such as obesity, diabetes, and heart disease continue to pose significant health challenges, more Americans are seeking out food options that offer both nutritional benefits and satisfaction. This cuisine not only meets these criteria but also provides diverse flavors that American palates increasingly crave.

Despite the rising popularity of international cuisine across the United States, there remains a notable scarcity of diverse and authentic Mediterranean cuisine options nationwide. Many areas, especially those outside major metropolitan regions, are underserved, with few restaurants offering genuine Mediterranean dishes. The available options often lack variety, focusing on a narrow selection of well-known foods, which barely scratches the surface of this rich and varied culinary tradition. This gap not only limits culinary choices for consumers but also overlooks the potential health benefits and cultural enrichment that authentic Mediterranean cooking can bring to America's dining landscape.

The expansion of Crazy Pita Corp Brands—including Crazy Pita Corp Rotisserie & Grill, Salad Madness, and Chicken Genius Mediterranean Rotisserie—is essential to meet the increasing demand for diverse and authentic Mediterranean cuisine in the United States. Expanding these brands will provide greater access to healthy, flavorful options that resonate with a growing consumer interest in nutritious and culturally rich foods. Each brand offers a unique take on Mediterranean fare, appealing to different dining preferences and dietary needs, from hearty rotisserie meals to fresh, vibrant salads. By growing their presence, Crazy Pita Corp can fill a critical gap in the market, promoting healthier eating habits and cultural appreciation.

The expansion of Crazy Pita Corp across the United States is a vital response to the evolving preferences of American consumers who are increasingly seeking meals that are not only tasty but also nutritionally beneficial. Our unique offering of authentic Mediterranean cuisine, crafted with fresh, locally-sourced ingredients, meets this demand by providing a dining experience that is both delicious and health-conscious. This culinary approach aligns perfectly with the contemporary shift towards healthier lifestyles, offering dishes that are rich in nutrients without compromising on flavor.

Moreover, the broader presence of Crazy Pita Corp serves as a cultural bridge, introducing more Americans to the rich traditions of Mediterranean hospitality. This expansion is not just about spreading our business but also about enriching the American food landscape with greater cultural diversity and culinary depth. As each new Crazy Pita Corp location opens, it brings with it a slice of Mediterranean warmth and community spirit, enhancing the social fabric of local areas.

FUNDING REQUIREMENTS

USE OF FUNDS

The money raised for Crazy Pita Corp's expansion will be strategically allocated to ensure the brand's successful growth across the United States. Funds will be used to expand prime locations, the franchise sales and development. We will be invested in robust marketing campaigns, both digital and traditional, to increase brand awareness and attract a broad customer base. We will also focus on upgrading kitchen technology, processes and staff development programs, which are essential for maintaining high-quality service and culinary excellence as we scale.

We are bringing in food Manager Experts and a C-Level Staff Management Development structure. To effectively manage and expand each brand, we will hire a dedicated CEO for Crazy Pita, Salad Madness, and Chicken Genius, allowing us to focus on the unique strengths and opportunities of each brand. Each brand will need to raise \$75 million, to expand each brand. We plan to expand to 120 corporate locations and 450 franchised locations for each brand. This expansion will increase our market presence and allow us to reach more customers across the country and internationally.

Use of Funds

Expansion and Growth

- Securing top-tier locations for
- 40 Crazy Pita
- 40 Salad Madness
- 40 Chicken Genius
- 450 Franchise Stores
- Openings: malls, airports, colleges, shopping centers, and stadiums
- Hospitals self-serve checkouts
- Global Expansion Asia, the Middle East, and Europe, South America

Cash Management

- Appreciation
- High Return on Investment
- Liquidity Economic Growth
- Ownership and voting rights
- Inflation Hedge
- Professional Management
- Tax Benefits
- Flexibility & Control
- Investment Choices

Franchise Development

- Franchise Sales and Development
- Infrastructure
- Support systems
- Sustainable growth
- Training and resources for franchisees
- Staff Development Programs:
- Training programs
- Knowledge, Career Promotion
- Growth and retention.
- Operational and Procedural Support

Marketing and Brand Visibility

- Marketing Campaigns
- Internet Marketing
- Corporate Infrastructure
- Technology & Systems
- Innovative FFE&E
- Innovative OS&E
- Public Relations
- Loyalty Programs
- Competitive Staff Salaries & Wages
- Superior Corporate Branding



FUNDING REQUIREMENTS

THE EXPANSION

To achieve our goal of expanding Crazy Pita Corp nationwide, we are seeking additional funding. This crucial investment will support the opening of new locations across the country, bringing our unique Mediterranean flavors to a broader audience.

Additionally, the funds will be used for targeted marketing campaigns to enhance our brand visibility and attract a diverse customer base. Investments in advanced kitchen technology and comprehensive staff training will also improve our operational efficiency and uphold our commitment to quality. By contributing to our expansion, donors will play a vital role in establishing Crazy Pita Corp as a leading name in American dining landscapes.

USE OF FUNDS

The money raised for Crazy Pita Corp's expansion will be strategically allocated to ensure the brand's successful growth across the United States. Funds will be used to expand prime locations, the franchise sales and development. We will be invested in robust marketing campaigns, both digital and traditional, to increase brand awareness and attract a broad customer base. We will also focus on upgrading kitchen technology, processes and staff development programs, which are essential for maintaining high-quality service and culinary excellence as we scale. We will bring in Expert Food Manager, C-Level Staff development Structure.

THE MARKET

THE HEALTHY ALTERNATIVE

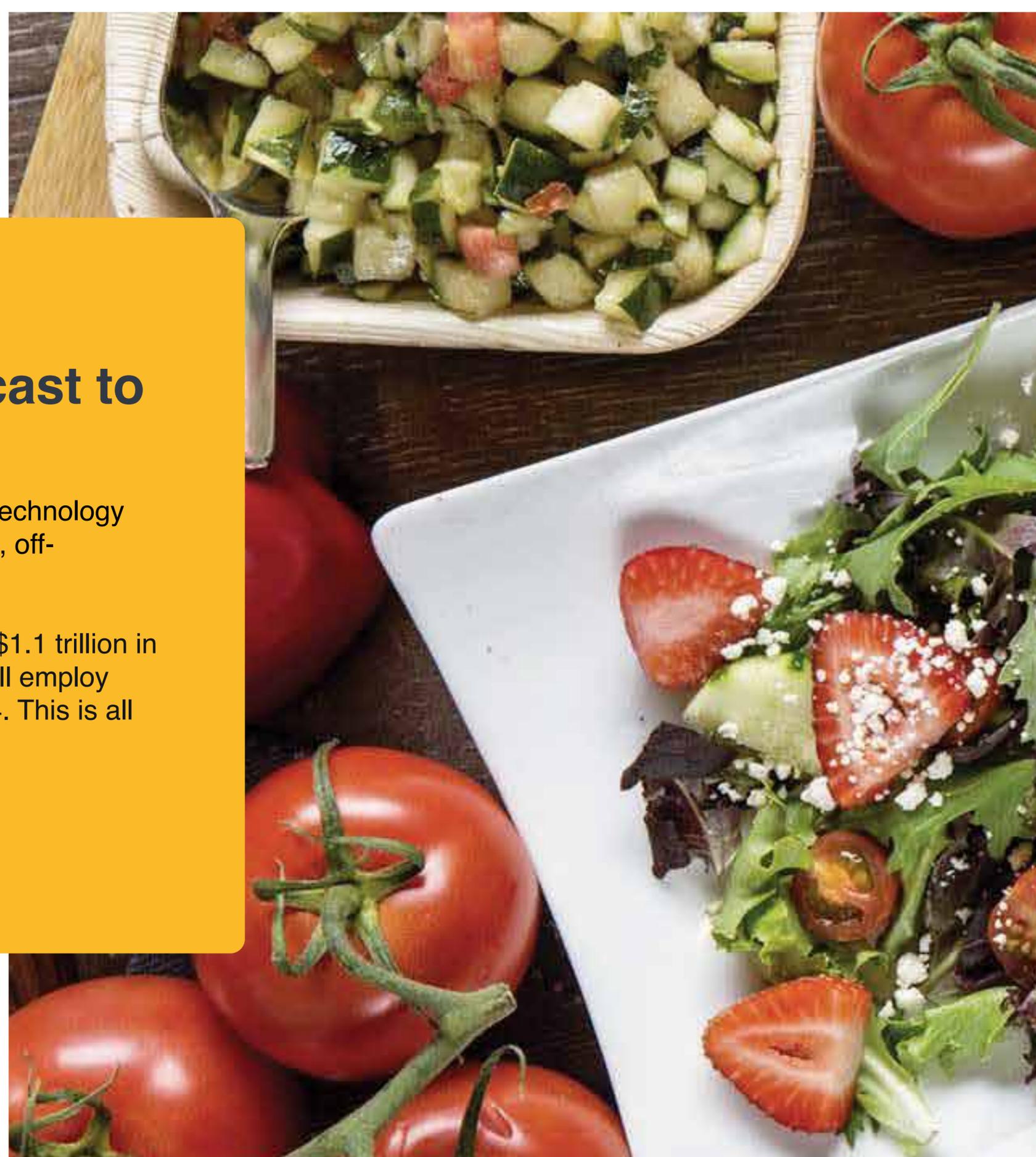
Restaurant Industry Sales Forecast to Set \$1.1 Trillion Record in 2024

Restaurant optimism fueled by continued employment growth, technology advancements and expanded consumer use of restaurant apps, off-premises and loyalty programs

Washington, D.C. – Restaurants sales are forecast to exceed \$1.1 trillion in sales this year, marking a new milestone for the industry that will employ over 15.7 million people in the United States by the end of 2024. This is all according to the National Restaurant Association

[2024 State of the Restaurant Industry Report](#)

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NEEDS TO BE REPLACED WITH FAMILY PIC



TARGET AUDIENCE

Baby Boomers (ages 58-76): Seeking healthier lifestyles, Baby Boomers prioritize nutritious, flavorful options. Their disposable income and focus on wellness make them a valuable target for Crazy Pita Corp's expansion.

Generation X (ages 42-57): Health-conscious and busy, Generation X values convenient, nutritious meals. Balancing work and family, they prefer dining options that offer quick service without compromising quality and health.

Millennials (ages 27-41): Emphasizing wellness and sustainability, Millennials favor fresh, healthy, and ethically sourced food. Their strong purchasing power and dining habits make them key to Crazy Pita Corp's growth.

Generation Z (ages 11-26): Growing up with health trends, Generation Z seeks nutritious, diverse, and socially responsible dining choices. Their preferences for unique, healthy food experiences align perfectly with Crazy Pita's offerings.

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COMPETITIVE OVERVIEW

Crazy Pita Corp FAST CASUAL

The competitive landscape for Mediterranean cuisine in the fast-casual sector is vibrant but challenging. Our main competitors range from small, independent eateries offering authentic dishes to large chains that prioritize convenience over authenticity. Additionally, a surge in health-conscious dining trends has introduced new players specializing in nutritious menus, further intensifying the competition. Despite these challenges, our unique selling proposition lies in our commitment to combining true Mediterranean flavors with fresh, locally-sourced ingredients, setting us apart as we cater to both taste and health preferences without compromising the genuine culinary experience our customers seek.

HOW WE SET OURSELVES APART

Crazy Pita Corp sets itself apart through our unwavering commitment to quality, freshness, and community engagement. Each dish is crafted with the freshest ingredients, ensuring a vibrant culinary experience that echoes the authentic flavors of Mediterranean cuisine. Beyond our menu, we are dedicated to building a strong community around our brand. We host events, support local causes, and create a welcoming atmosphere where everyone feels part of the Crazy Pita Corp family. We also have unique recipes and cooking methods. We have developed an ecosystem that is unique to Crazy Pita. Our proprietary software and business approach through systems include, account to purchasing, Marketing, Inventory management and employee training. This approach not only enhances our brand identity but also fosters loyalty and a sense of belonging, making Crazy Pita Corp a standout in the fast-casual dining landscape.

STATISTICAL DATA



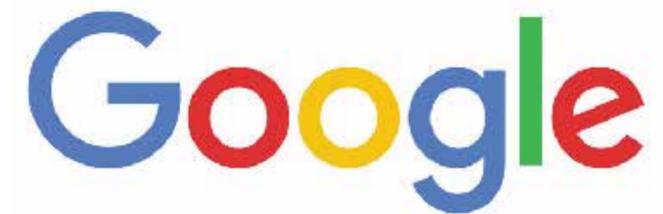
REVENUE GROWTH TRENDS

Key drivers of this growth include an increasing demand for healthier, customizable meal options, and the rise of tech-savvy consumers who favor online ordering and delivery services. Fast-casual restaurants are also benefiting from their ability to quickly adapt to market trends, such as plant-based diets and sustainable sourcing. As a result, many fast-casual brands are expanding rapidly, both in terms of new locations and franchising opportunities, positioning themselves strongly for continued growth in the competitive dining landscape.

CUSTOMER BASED EXPANSION

Crazy Pita's expansion strategy capitalizes on the growing consumer demand for healthy dining options. By focusing on fresh, nutritious Mediterranean cuisine, Crazy Pita attracts health-conscious customers across various demographics. This customer-centric approach drives the opening of new locations, emphasizing areas with high demand for wholesome, flavorful meals. By offering customizable, diet-friendly menu items, Crazy Pita not only meets current market trends but also fosters long-term customer loyalty and sustainable growth. Utilizing a Guest Centric EcoSystem and technology that crosses all of today's digital platform distribution.

MARKETING STRATEGY



Our marketing strategy encompasses targeted digital campaigns, active community engagement through local events, and strategic partnerships with health-conscious brands. These tactics are designed to enhance our visibility and connect deeply with our customer base, aligning with their lifestyles and values. We will prioritize Acquisition and Retention.



"We will expand our marketing by leveraging digital innovation and forging partnerships that resonate with our community-driven brand," says

Mehdi.





SALES APPROACH

We enhance customer retention and experience through mobile ordering, a strong loyalty program, and streamlined in-house operations, and proprietary marketing techniques ensuring satisfaction and efficiency.



MILESTONES

Since its inception in 2006, Crazy Pita Corp has expanded from a single Las Vegas location to multiple franchise outlets across major U.S. cities.



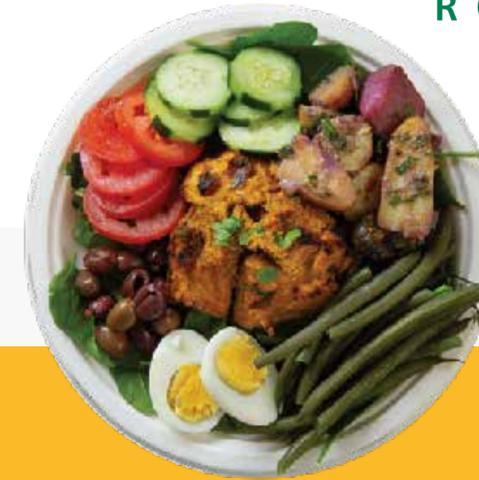
GROWTH METRICS

Our revenue growth and expansion into key markets highlight our strong market acceptance and the resilience of our business model.



FINANCIAL OVERVIEW

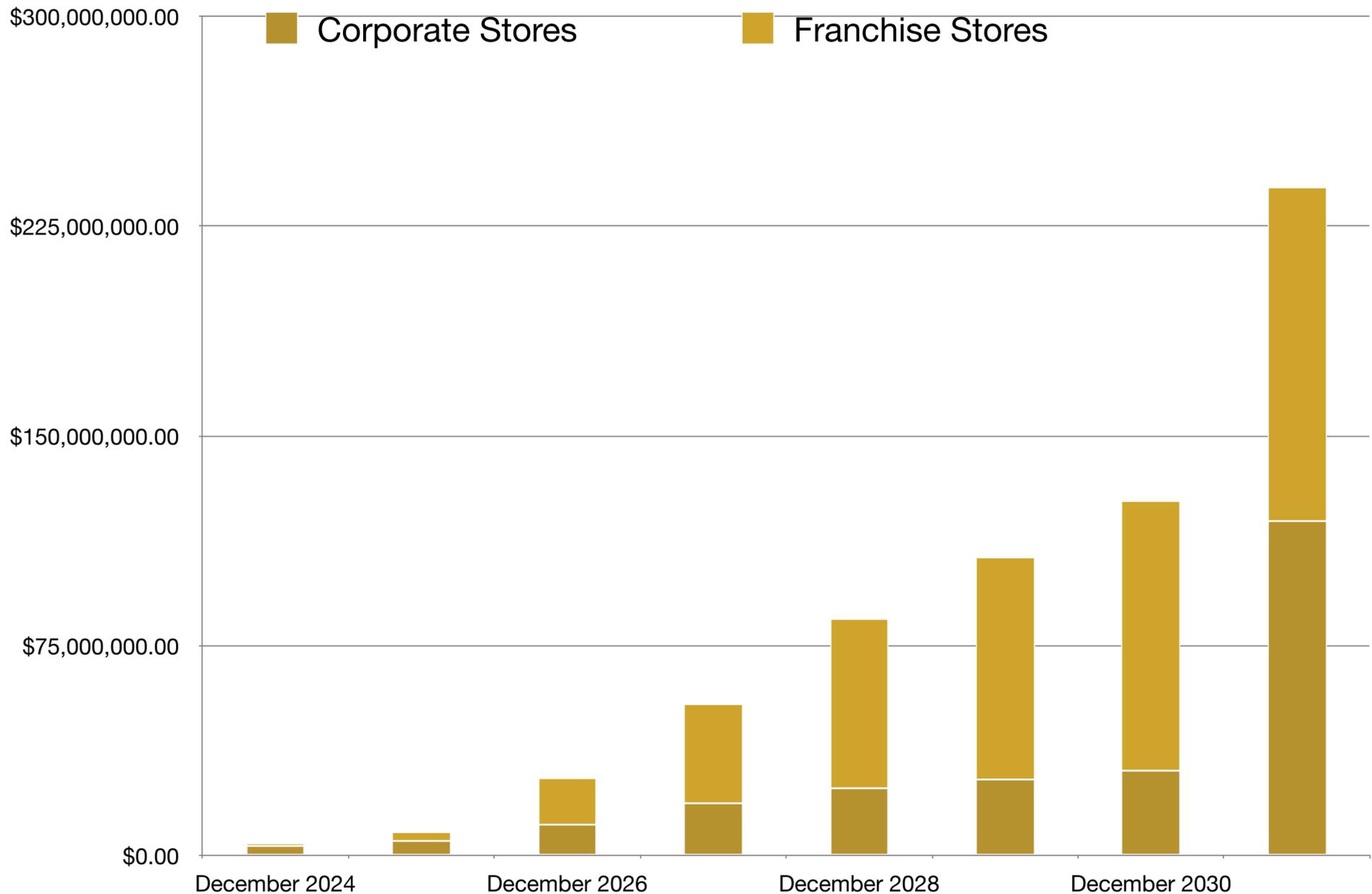
Crazy Pita is steadily working towards profitability by optimizing operations, expanding our customer base, and enhancing revenue streams. While exact profitability metrics are evolving, strategic investments and growth initiatives are paving the way for a promising financial future.



FISCAL MANAGEMENT

Crazy Pita's fiscal management emphasizes careful budgeting, strategic investments, and cost control. While specific financial details are evolving, our approach ensures sustainable growth and positions the company for future success, fostering confidence in our long-term financial stability.

Crazy Pita Systemwide Annual Projected Sales



759+ MILLION
Systemwide Sales

180+ Million
Sales Revenue

576+ MILLION
Franchise Revenue

39 MILLION
CORPORATE EBITA

All Rights Reserved Crazy Pita 2024 Evaluation of future statistics

Potential for Public Exit at a multiple of 15-20 EBITA

These forecasts and projections have been prepared using the proprietary systems and methodologies of Crazy Pita Corp and are therefore provided on a confidential basis. None of the forecasts, projections, or the information related thereto or derived there from may be shown to, or relied upon by, any other person without the prior written consent of Crazy Pita Corp. The assumptions used in preparation of these forecasts and projections, although considered reasonable by Crazy Pita Corp at the time of preparation are subject to and may be affected by changes in, financial, economic, natural or other circumstances beyond the control of Crazy Pita Corp (including the severity or longevity of the current international terrorist threat and its impact on the economy and the Food & Beverage industry) and may prove incorrect. The actual results achieved during the relevant period may vary from the forecasted or projected results and those variations may be material. Accordingly, no guarantee or warranty is made or implied by Crazy Pita Corp or any of its representatives as to the actual results that may be achieved during any period.



TERM SHEET

CRAZY PITA ACTUALS & TIMELINE

• 2006 First ever Crazy Pita Store August 16

• 2009 Top 100 Fast Casual Award

• 2012 Second store opened Town Square

• 2014 Third store opened Summerlin

• 2015 Family Owned Business Award

• 2015 Business Executive Award

• 2018 State Small Business person of the year

Crowdfunding Round 1 / 1 to 6 months

- Friends & Family @ .50 Share - \$1,200,000.00
- Regulation CF @ .50 Share - \$1,200,000.00

Regulation D 506 b Round 2 / 3 to 9 months

- Accredited Investors \$1,200,000.00 to \$2,000,000.00
- Institutional \$2,000,000.00 to \$5,000,000

Regulation A Round 3 / 6 to 9 months

- OTCQB-IPO
- \$70,000,000.00

Regulation A Round 4 / 12 to 24 months

- NASDAQ-IPO
- Phase 1 \$150,000,000.00 Phase 2 \$250,000,000.00
- Phase 3 \$500,000,000.00 Phase 4 \$750,000,000.00

	2021	2022	2023	2024
Cash Balance				
Base Case	\$5,689,108.00	\$3,315,800.00	\$698,203.00	\$150,447.00
Upside Case	\$5,691,010.00	\$3,345,263.00	\$830,620.00	\$418,204.00
EBITDA				
Base Case	\$206,768.00	-\$427,400.00	-\$36,452.00	\$1,432,284.00
Upside Case	\$206,768.00	-\$399,839.00	\$65,979.00	\$1,611,948.00
Revenue				
Base Case	\$2,764,259.00	\$5,233,121.00	\$10,892,861.00	\$18,404,444.00
Upside Case	\$2,764,259.00	\$5,233,121.00	\$10,918,973.00	\$18,460,148.00
Cash Balance				
Base Case	\$5,689,108.00	\$3,315,800.00	\$698,203.00	\$150,447.00
Upside Case	\$5,691,010.00	\$3,345,263.00	\$830,620.00	\$418,204.00

Sales Per Order

	2022	2023	2024
Dine In	\$25.04	\$26.56	\$27.72
Take Out	\$29.94	\$30.53	\$32.80
Digital	\$33.26	\$32.73	\$37.36
Catering	\$300.16	\$332.85	\$375.26

Historic Sales

	Store 1	Store 2	Store 3
2020	\$381.00	\$797.00	\$843.00
2021	\$577.00	\$1,074.00	\$1,185.00
2022	\$558.00	\$1,112.00	\$1,221.00
2023	\$786.00	\$1,348.00	\$1,446.00

Average Store Revenue

Avg Store Revenue	Annual	Increase	Monthly
2025	1,300,000		108,333
2026	1,495,000	15%	124,583
2027	1,659,450	11%	138,288
2028	1,825,395	10%	152,116
2029	2,007,935	10%	167,328
2030	2,208,728	10%	184,061

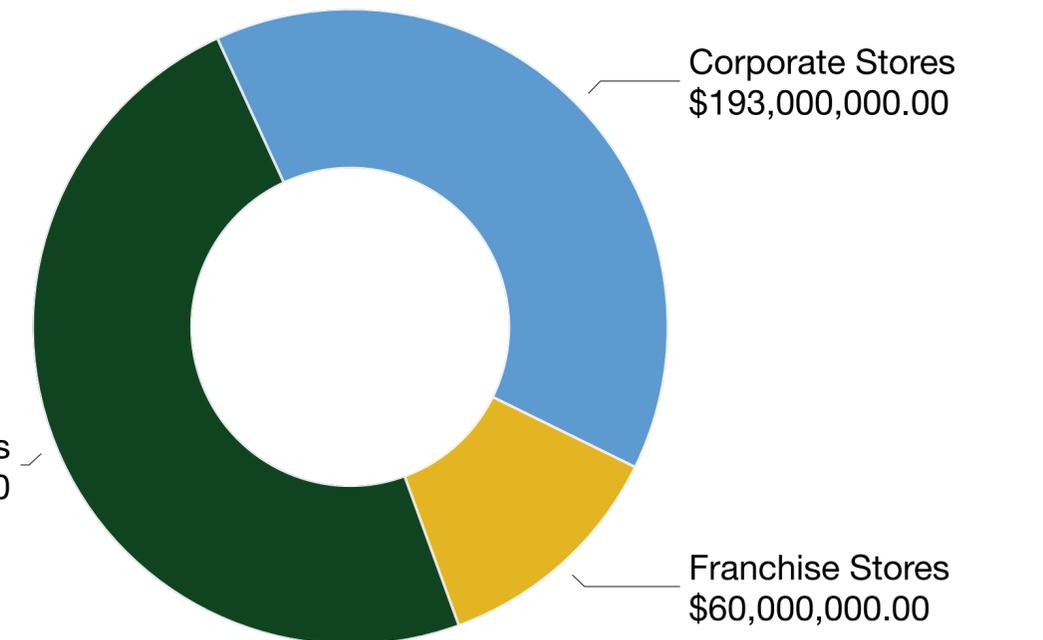
Food Cost Value

	Rainbow		District		DTS	
Food Cost	239,231	20.20%	248,301	19.40%	157,359	22.35%
Produce Cost	5,800	0.49%	6,096	0.48%	4,373	0.82%
Dairy Cost	729	0.06%	1,335	0.10%	640	0.09%
Grocery Cost	20,956	1.77%	24,161	1.89%	16,669	2.37%
Meat Cost	3,408	0.29%	3,532	0.28%	2,470	0.35%
Beef Cost	9,817	0.83%	9,990	0.78%	6,637	0.94%
Poultry Cost	7,839	0.66%	7,972	0.62%	4,435	0.63%
Seafood Cost	1,802	0.15%	1,868	0.15%	935	0.13%
Food Cost	286,581	24.45%	303,295	23.70%	193,517	27.49%

Salaries & Wages

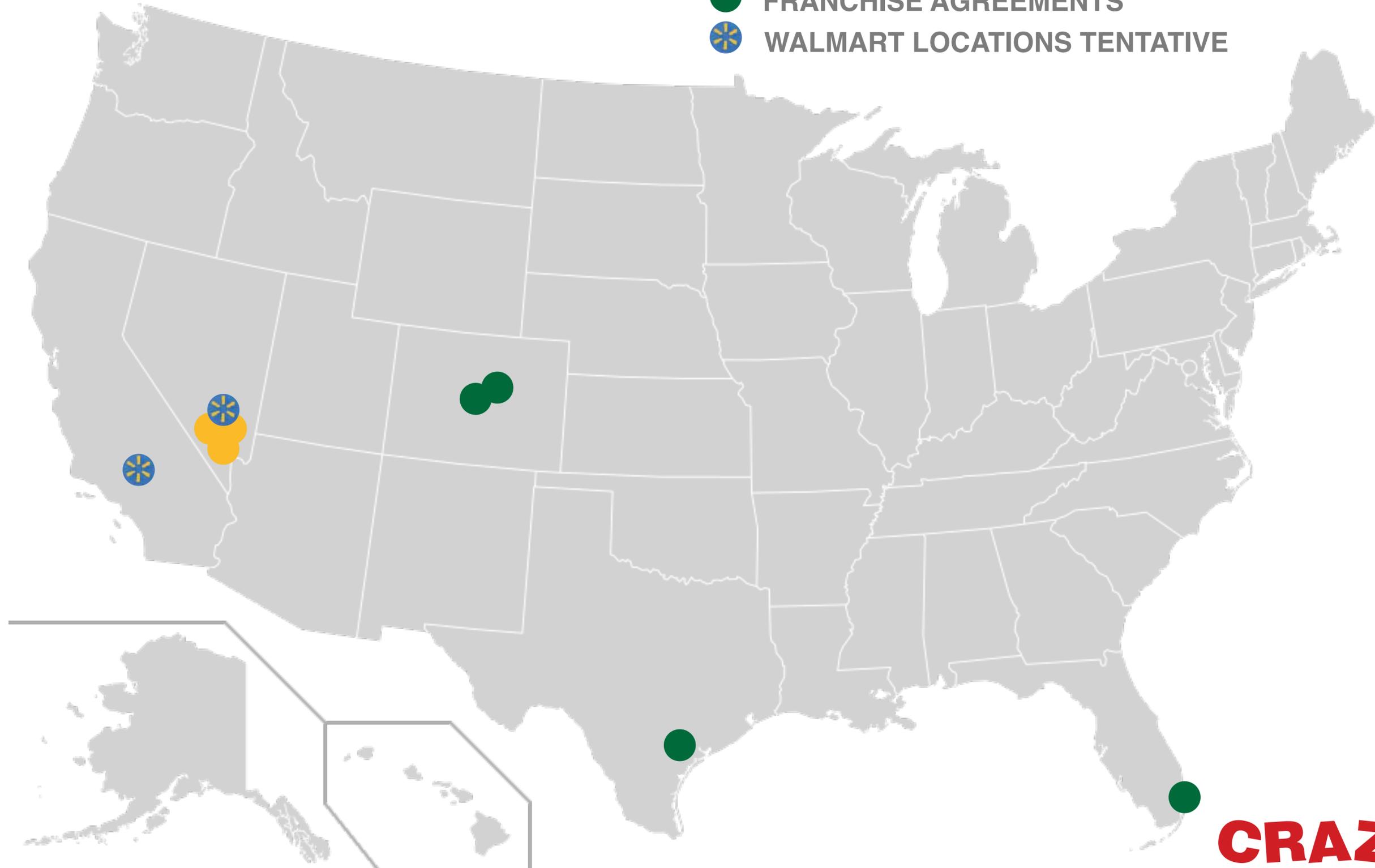
Management	42,568	9.26%	60,767	4.75%	9,462	1.34%
FOH Wages	109,648	2.18%	79,088	6.18%	71,967	10.22%
BOH Wages	25,820	14.28%	25,115	1.96%	25,425	3.61%
Wages	347,535	25.72%	329,744	25.76%	229,733	32.63%

Systemwide Sales Forecast



CURRENT LOCATIONS

-  CORPORATE STORES
-  FRANCHISE AGREEMENTS
-  WALMART LOCATIONS TENTATIVE



PUSH PLAY



DEDICATION TO EXCELLENCE

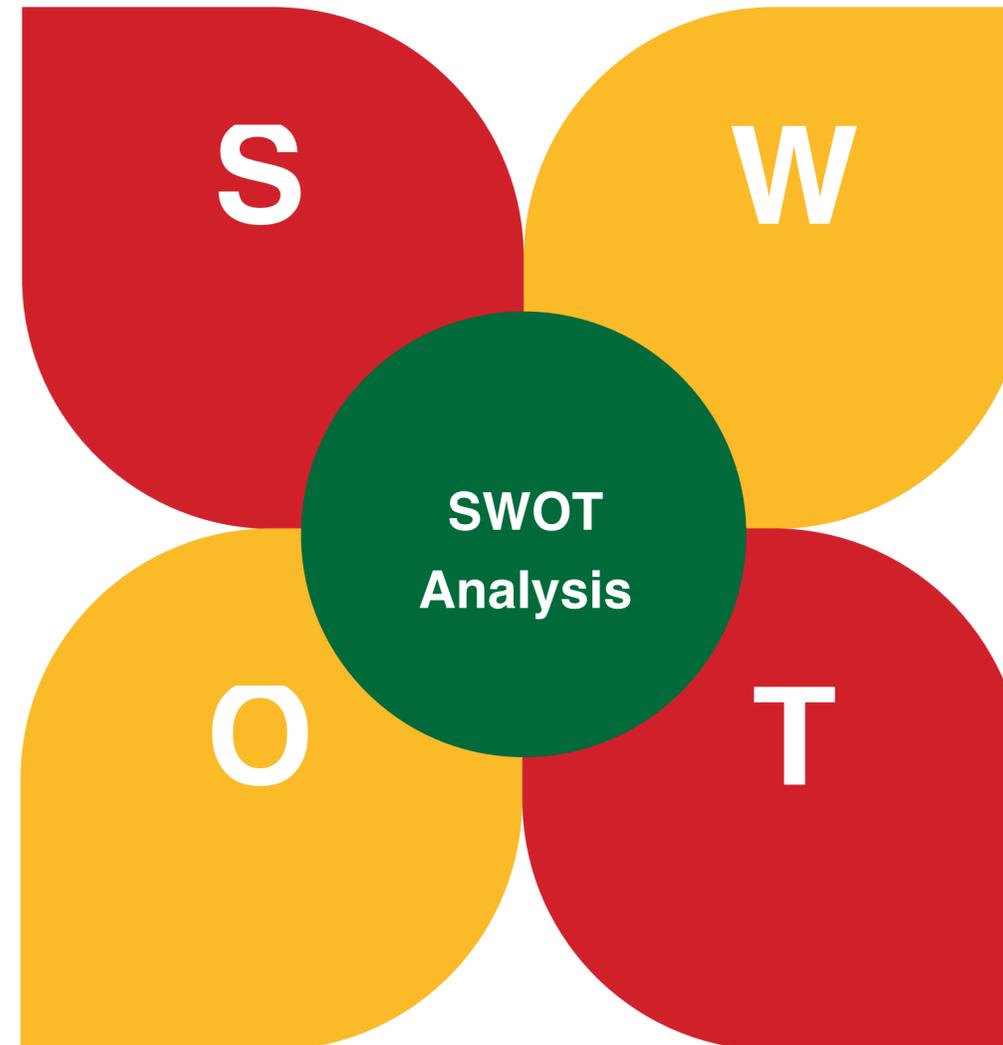
Crazy Pita Corp is committed to excellence by consistently delivering authentic Mediterranean flavors made with the freshest, locally-sourced ingredients. Our focus is on customer satisfaction, community engagement, and innovative dining experiences that keep guests returning. We strive to be industry leaders in both quality and service, setting new standards for the fast-casual dining sector.

Strengths

Our strengths lie in exceptional Mediterranean cuisine, a strong community focus, strategic market expansion, and a steadfast commitment to sustainability and quality.

Opportunities

Growth opportunities include entering new markets, enhancing digital presence, developing franchise models, and innovating our menu to attract diverse customer bases.



Weaknesses

Our expansion is hindered by a significant need for additional capital to finance new locations and marketing initiatives effectively.

Threats

Threats include intense competition, economic downturns, fluctuating food prices, terrorism, regulatory changes, terrorism and shifting consumer preferences towards different cuisines.

AIDA Model

Promotion

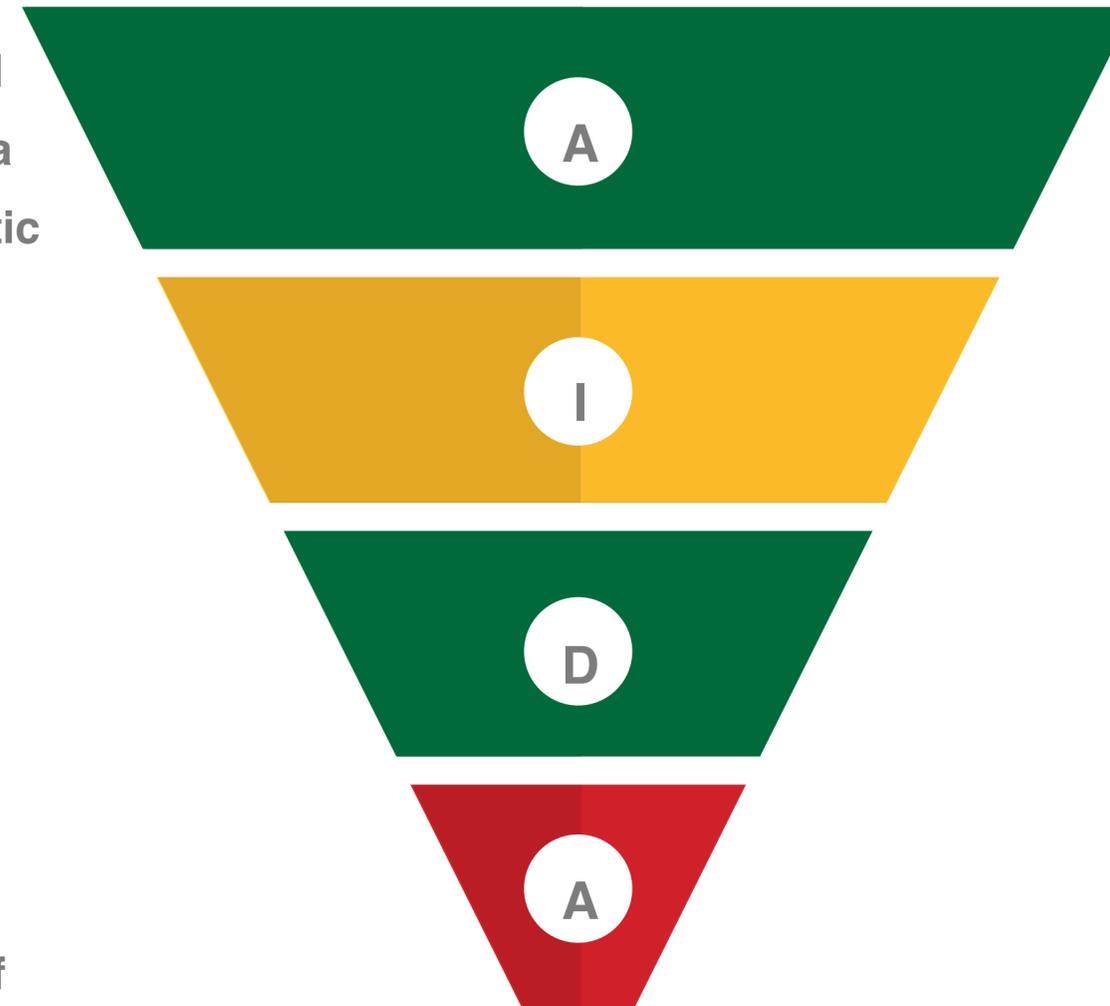


A. ATTENTION

Engaging potential customers and raising awareness about Crazy Pita Corp's unique offerings and authentic Mediterranean cuisine.

I. INTEREST

After capturing attention, we aim to spark interest in Crazy Pita Corp by showcasing the health benefits and distinctive flavors of our Mediterranean dishes, emphasizing how they meet the culinary desires of our customers.



D. DESIRE

Building on interest, we strive to create a strong desire for Crazy Pita Corp by forging an emotional connection with our customers and demonstrating the unique, enriching experience that our Mediterranean cuisine offers.

A. ACTIONS

We encourage customers to finalize their purchase at Crazy Pita Corp or participate in actions like signing up for our newsletter or engaging in special promotions.



MEHDI ZARHLOUL

Mehdi Zarhloul, the visionary founder of Crazy Pita Corp, brings over four decades of extensive experience in the hospitality industry to his role. Prior to establishing Crazy Pita Corp, Mehdi honed his expertise as the Food & Beverage Director at the prestigious Four Seasons, where he developed a deep understanding of service excellence and quality management. His tenure at Four Seasons equipped him with invaluable skills in creating refined dining experiences and managing high-performing teams, which he has adeptly translated into his entrepreneurial venture.

Mehdi's passion for Mediterranean cuisine, combined with his commitment to quality and customer service, has been the cornerstone of Crazy Pita's success. Under his leadership, the brand has flourished, expanding from a single location to multiple franchises across major U.S. cities. Mehdi's vision extends beyond food; he aims to cultivate community ties and promote healthier eating habits through his menu, making Crazy Pita a beloved and respected name in the fast-casual dining sector.

ANDES CAPITAL GROUP



CAPITAL INTRODUCTION

Andes Capital is a boutique institutional brokerage and financial services firm dedicated to delivering tailored, innovative strategies. Our experienced team ensures superior service and execution, providing optimal solutions for each client's unique needs.



CRAZY PITA™
ROTISSERIE & GRILL





NORTH CAPITAL

RAISING FUNDS

North Capital offers specialized escrow services for crowdfunding platforms and private securities offerings. Access detailed account statements and reports through our escrow portal. Our technology accommodates ACH, credit card, wire, and check processing for streamlined capital management.



FORWARD LOOKING STATEMENT

REG (A) OFFERING

Crazy Pita Corp is actively exploring future investment opportunities through Regulation A offerings to support our expansion plans and innovation initiatives. We are committed to leveraging these opportunities to enhance our infrastructure, broaden our market reach, and improve our customer service capabilities. Our goal is to strengthen Crazy Pita's position in the fast-casual dining industry and to deliver greater value to our investors and stakeholders.

SEC Disclaimer for Regulation A Offerings:

Investments in securities issued in Regulation A offerings are subject to legal limits, are inherently risky, and could result in the loss of your entire investment. The Securities and Exchange Commission (SEC) does not guarantee the accuracy of the statements made in this document. No assurance can be given that the objectives of this offering will be achieved. Potential investors are encouraged to consult their legal, tax, and financial advisors before making an investment. The SEC has qualified this offering statement, which only means that the company may make sales of the securities described by the offering statement. It does not mean that the SEC has verified the accuracy or determined the adequacy of the information in the offering statement.

CRAZY PITA™
ROTISSERIE & GRILL

Contact us

Thank you for reaching out to Crazy Pita. We appreciate your interest and are excited to connect with you. If you have any questions or need further information, please don't hesitate to get in touch. We look forward to hearing from you soon!

MEHDI ZARHLOUL
FOUNDER,
PRESIDENT & CEO



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