

BOSTON PIZZA'S FOUR PILLARS OF SUCCESS

An Experienced Franchisor

The “Four Pillars” strategy is the basis for all decision making that has underpinned the development and success of Boston Pizza.

1. A Commitment to Continually Improving the Guest Experience

Boston Pizza has over 50 years of focus and effort toward improving the experience of our restaurant guests. A vibrant, colourful design in a casual and comfortable dining atmosphere, combined with a menu that features old favourites and new taste sensations, keeps guests coming back for more.

2. A Commitment to Building the Boston Pizza Brand

Having a strong and recognizable brand that consumers trust and want to do business with creates value for all stakeholders.

3. A Commitment to Franchisee Profitability

The best way to ensure the success of the Boston Pizza Royalties Income Fund, Boston Pizza International Inc., and the Boston Pizza brand is to ensure the success of Boston Pizza franchisees.

4. A Commitment to Being Involved in our Communities

Boston Pizza franchisees, staff and management have always made community involvement a key priority through engaging sports teams and civic groups, volunteering time and donating funds to support a variety of local and national causes.