

big joe's **PIES**

FRANCHISE
PROSPECTUS
2025

Daily
Fresh

LIVE
LOVE
EAT

pies

Delicious

WE ARE LOCAL & LEKKER

At Big Joe's Pies, we take pride in our classic hand-made pies.

Our recipes have stood the test of time, passed down through the years with care. We believe in using only the finest ingredients and sticking to traditional baking methods to create pies that are simply irresistible to the South African market.

Each bite is a tribute to our South African heritage, made with love and dedication.



SERVING UP SUCCESS SINCE 2012

Big Joe's Pies is offering you the opportunity to buy a franchise in South Africa, where we offer freshly baked home-made pies to the retail and wholesale market at competitive prices and a high-quality product.

Our raw materials are directly supplied locally ensuring maximum margins for the franchisees, while customers receive the benefit of the lowest retail price possible.

In 2012, the first Big Joe's Pies retail store was opened in Hermanus and was an immediate success and a second store opened in Strand, allowed them to further refine the business and franchise model. A decision was made to franchise the business model in early 2016.

The owner of Big Joe's Pies is Pieter van der Merwe, founder of PNA, and he has transformed Big Joe's Pies into a sustainable and profitable franchise model.

In February 2017 the Strand store was franchised followed by a successful opening in Krugersdorp two months later.

This marked the beginning of an impressive expansion across Gauteng, with a total of 12 stores in Johannesburg, 8 stores in Pretoria, and 8 stores in the Western Province. Not stopping there, the franchise also established shops in the Northwest and Mpumalanga regions, solidifying its presence in the South African market. With each new store opening, the franchise continues to grow and thrive, offering its customers a delicious pie that is still affordable to anyone on the street. **This ties in with our main mission as 'n food supplier – providing affordable AND delicious pies!**

Kyknet OntbytSake nominated us once again for

COMPANY OF THE YEAR 2025



WINNER of the social media catagory and one of the TOP 6 companies competing for the title of Kyknet OntbytSake Company of the Year 2024. This recognition is a testament of our hard work and dedication of our team at Big Joe's Pies, who consistently delivered high-quality products, exceptional customer service and highlighting our strong online presence and engagement with our customers.

It's a true honor to have received this prestigious award and we are looking forward to continuing to serve delicious handmade pies!

WE FOCUS ON



FOOD HYGIENE & SAFETY

**Food hygiene and safety
are our top priorities.**

We take great care to ensure that our pies are prepared with the highest standards of cleanliness and food safety in mind.

ONLY TOP INGREDIENTS

We only use the finest ingredients available, sourcing our top-grade meat from reputable local suppliers. Our pies are made using natural spices and our original family recipe to give them that unique and delicious flavor that sets us apart from the competition.

THE PIE IS ALWAYS THE HERO

Each pie is hand-made from scratch the old-fashioned way, with a perfect balance of texture and flakiness in the pastry that complements the savory fillings inside.

When you bite into one of our pies, you'll be greeted with a rich and inviting filling that is sure to satisfy your taste buds.

The most budget-friendly pie in SA!

UNBEATABLE

Our pies are FAMOUS for their unbeatable prices in the current economic climate.





WHAT SETS US APART FROM THE REST?

- At the **BIG JOE'S PIES**, we are passionate about supporting our local community. We make sure to only use the best ingredients, such as top-quality meat sourced straight from our trusted local butchery.
- Our priority is to ensure that franchisees can maximize profits while providing customers with delicious **REAL PIES** at affordable and **MOST competitive prices**.
- Our unique franchise model allows franchisees to expand within their territory by opening satellite bakeries, increasing their turnover.
- **BIG JOE'S PIES** is a standout business opportunity, even in today's challenging economic landscape.
- Our proven concept, top-notch product quality, and competitive pricing set us apart from the rest.
- **BIG JOE'S PIES** offers comprehensive support from site selection to store planning. Our experienced team guiding you through the establishment and opening process and day-to-day operations for a successful pie business.
- **Comprehensive training** is provided to franchisees before and after opening to ensure success in all aspects of the business to ensure franchisees are equipped to succeed in all aspects of the business.
- Our franchisees **are the heart** of our business. With passionate individuals who prioritize customer service, embrace continuous learning, and seize the chance to join a dynamic and lucrative franchise family.



THE PIE IS ALWAYS THE HERO



INVESTMENT DETAILS

Description	Figure VAT INCL.
Average Setup Cost	From R650 000
Store Size	From 25m ²
Initial Joining Fee	R57 500
Marketing Fee	0%
Royalties	3% Turnover
Agreement Term	10 Years
Renewal Term	5 Years
Number Of Stores	33 Stores

PROCESS STEPS

1	Application & Brochure
2	Desktop assessment & Discussion
3	Non-Disclosure Agreement & Deposit
4	Disclosure Document
5	Price acceptance & Financing option
6	Assessment & Business Training
7	Franchise, Disclosure & Purchase agreements
8	Finance approval
9	Shop fitting
10	In-store training
11	Store opening marketing campaign
12	Settlement
13	Handover

STUNNING NEW INTERIOR

We have enhanced our interior design by moving beyond just blue and yellow, incorporating warm orange tones and a vibrant wallpaper design that highlights our rich cultural heritage.

This transformation aims to create a more welcoming and cozy environment, making the experience more enjoyable and unforgettable.



OUR STORES

JOHANNESBURG

Krugersdorp VALLEY VIEW RETAIL CENTRE
 Roodepoort KEY WEST SHOPPING CENTRE
 Roodepoort WESTGATE SHOPPING MALL
 Boksburg EAST RAND MALL
 Boksburg EAST POINT SHOPPING CENTRE
 Benoni LAKESIDE MALL entrance 2
 Benoni LAKESIDE MALL entrance 5
 Benoni DAVEYTON MALL
 Benoni MAYFIELD SQUARE
 Tembisa MALL OF TEMBISA
 Randburg CRESTA MALL
 JOHANNESBURG PARK STATION

LIMPOPO

TZANENG MALL Tzaneen
 TZANEEN CROSSING MALL Tzaneen
 MASENGITA MALL Giyani

PRETORIA

GEZINA C/O Nico Smith & 18th Ave
 Arciada SUNCARDIA SHOPPING CENTRE
 Mamelodi MAMS MALL
 Mamelodi MAMELODI SQUARE
 Equestria LYNNWOOD LANE RETAIL PARK
 Montana Park ZAMBEZI JUNCTION
 Pretoria Central STATION SQUARE
 ATTERIDGEVILLE Stadium Centre

NORTH-WEST

Hartbeespoort VILLAGE MALL

MPUMALANGA

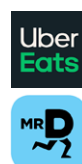
PHOLA MALL Kwamhlanga

WESTERN CAPE

Mossel Bay BAYSIDE CENTRE
 Hermanus GATEWAY CENTRE
 Delft DELFT MALL
 Mitchells Plain WATERGATE MALL
 Goodwood Estate GOODWOOD MALL
 GEORGE 72 Knysna Road
 KNYSNA SQUARE George Street



A FEW OF OUR CORPORATE CUSTOMERS



*** BUY 4 PIES & GET 1 FREE**

STEAK & KIDNEY*

PEPPER STEAK*

CHICKEN & MUSHROOM*

CHEESE PUFFS

LIMITED EDITION

PERI-PERI CHICKEN LIVER PIE

BEEF RIB*

CHEESE GRILLER PIE

CHEESE BURGER PIE

SAUSAGE ROLL*

Should you like to discuss immediate franchise opportunities,
please contact Pieter van der Merwe | 083 417 2841 | pieter@bigjoes.co.za

franchise@bigjoes.co.za

+27 10 822 8700

Lenchen Park | Unit 9-10 | Jakaranda Street | Hennospark | Centurion | Pretoria



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