

big joe's **PIES**

FRANCHISE PROSPECTUS 2026



WE ARE LOCAL & LEKKER

Big Joe's Pies is a proudly South African franchise network built on a simple but powerful idea: serving freshly baked, handcrafted pies that are delicious, consistent, and still affordable.

Since opening our first retail store in Hermanus in 2012, Big Joe's Pies has grown into a trusted and recognisable franchise brand across South Africa. What started as a successful local pie shop soon developed into a proven franchise model, built around quality products, strong margins, reliable supply, and a genuine love for pies.

SERVING UP SUCCESS SINCE 2012

At Big Joe's Pies, we take pride in our classic handmade-style pies, prepared from recipes that have stood the test of time. Our pies are made with quality local ingredients, real meat fillings, and no preservatives or added chemicals. Each Big Joe's Pies outlet receives its pies from our very own manufacturing hub, Master Pie Makers, and bakes them fresh on-site daily.

This is a very important part of our business model. By having Master Pie Makers as our dedicated manufacturing hub, every Big Joe's Pies outlet benefits from consistent quality, reliable supply, and better control over product standards. It also allows our franchisees to focus on what matters most: serving customers warm, golden, freshly baked pies every day.

Our manufacturing structure supports maximum efficiency for franchisees while helping us offer customers a high-quality product at a competitive retail price.

This supports our core mission as a food supplier: to make great-tasting, quality pies accessible and affordable to the South African market.

A GROWING FRANCHISE NETWORK

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

The owner of Big Joe's Pies, Pieter van der Merwe, founder of PNA, played a key role in transforming Big Joe's Pies into a sustainable and profitable franchise opportunity. In February 2017, the Strand store was franchised, followed shortly afterwards by a successful opening in Krugersdorp. This marked the beginning of strong expansion into Gauteng and other regions of South Africa.

Today, Big Joe's Pies continues to grow its footprint across Johannesburg, Pretoria, the Western Cape, North West, the Vaal Triangle, and Mpumalanga, with each store carrying the same commitment to freshness, quality, affordability, and service. As the brand has grown, we have also recognised the need for greater flexibility in how we serve different markets. Not every location has the same customer profile, spending pattern, or retail opportunity. For this reason, Big Joe's Pies has developed a premium store format designed to suit selected high-demand retail environments.

Our premium Big Joe's Pies stores operate on a different price scale, allowing us to better suit each location, target market, and customer expectation while staying true to our core values: quality, freshness, and value. These stores also include a frozen pies section, giving customers the opportunity to take home premium Big Joe's Pies products and bake them fresh in their own kitchens. We currently have two premium stores: Table Bay Mall in Cape Town and Vaal Mall in Vanderbijlpark. This model supports the continued growth of Big Joe's Pies by opening new retail opportunities, reaching broader markets, and strengthening our franchise network across South Africa.

BUILT FOR QUALITY, CONSISTENCY, AND GROWTH

Big Joe's Pies is more than just a pie shop. It is a franchise network supported by a strong manufacturing foundation, a trusted product, and a business model designed for long-term growth. With Master Pie Makers as our dedicated manufacturing hub, Big Joe's Pies franchisees benefit from consistent product quality, centralised supply, and a brand that continues to evolve with the South African market.

**No shortcuts. No compromise.
Just real pies, baked fresh daily.**





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.

4 PIES*
R83 PER BOX
Daily Fresh

***PIES R27 EACH**
JUMBO PIES R37

PIE MENU
PEPPER STEAK
STEAK & KIDNEY
MUSHROOM & CHEESE
CHICKEN & MUSHROOM
SAUSAGE ROLL
BEEF RIB
MILK CHOCOLATE
POTLONG CHEESE GRILLER
JUMBO PEPPER STEAK
JUMBO STEAK & KIDNEY
JUMBO CHICKEN & MUSHROOM
R149 BEEF SAMOSA
R1000 100% SAUSAGE ROLL



big joe's
PIES

Daily Fresh
HAPPINESS
LEKKER SMILES
Joe's
Always
BEST PRICE
Special R

4 PIES*
R83 PER BOX
big joe's PIES

**LIVE
LOVE
EAT**

big joe's **PIES**

ALL OUR PIES ARE
PROUDLY PRODUCED BY
MASTER PIE MAKERS
OUR VERY OWN
MANUFACTURING HUB
IN PRETORIA.



WE FOCUS ON



FOOD HYGIENE & SAFETY

Master Pie Makers - our very own manufacturing facility in Centurion is GSFI Intermediate Certified.

We adhere to strict hygiene and safety protocols to ensure a clean, safe, and high-quality product.

ONLY TOP INGREDIENTS

Local & Ethical Sourcing

We proudly support local farmers and suppliers. Our meat and vegetables are sourced fresh and responsibly, contributing to the superior taste and quality of our pies. **ICSA Halaal Certified.**

THE PIE IS ALWAYS THE HERO

No Compromise on Health

Unlike mass-produced alternatives, our preservative-free pies are easier on digestion and free from artificial ingredients. 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.

UNBEATABLE PRICE

We refuse to choose between price or quality.

WE CHOOSE BOTH.

DELICIOUS

Over the years, we have enhanced the design of our standard Big Joe's Pies shops to create a warmer and more inviting retail environment. While still honouring our familiar brand identity, we have introduced warm orange tones and vibrant wallpaper that celebrates our rich South African heritage, making each store feel welcoming, cosy, and memorable.





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	30 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

Our **PREMIUM BIG JOE'S PIES** offer a refreshed retail experience, tailored to selected locations and customer markets. With a premium product range, flexible pricing, and a frozen pies section for customers to bake at home, this model brings new growth opportunities to the Big Joe's Pies franchise network. Currently available at Table Bay Mall in Cape Town and Vaal Mall in Vanderbijlpark.



OUR STORES

JOHANNESBURG

Krugersdorp VALLEY VIEW RETAIL CENTRE
 Roodepoort KEY WEST SHOPPING CENTRE
 Roodepoort WESTGATE SHOPPING 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

Arciada SUNCARDIA SHOPPING CENTRE
 Mamelodi MAMS MALL
 Mamelodi MAMELODI SQUARE
 Montana Park ZAMBEZI JUNCTION
 Pretoria Central STATION SQUARE

NORTH-WEST

Hartbeespoort VILLAGE MALL

VAAL

Vanderbijlpark VAAL MALL

MPUMALANGA

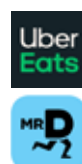
Kwamhlanga PHOLA MALL

WESTERN CAPE

Mossel Bay BAYSIDE CENTRE
 Hermanus GATEWAY CENTRE
 Delft DELFT MALL
 Mitchells Plain WATERGATE MALL
 Goodwood Estate GOODWOOD MALL
 GEORGE 72 Knysna Road
 Table View/Sunningdale TABLE BAY MALL



A FEW OF OUR CORPORATE CUSTOMERS





HAPPINESS IS THE SMELL OF FRESHLY BAKED PIES.

big joe's PIES

Should you like to discuss immediate franchise opportunities,
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