

franchise prospectus

VERSION 0.4 — JULY 2026

YOUR GO-TO DESTINATION FOR BAKED AND
FROZEN PIES AT UNBEATABLE FACTORY PRICES.

The logo for Pie Factory Shop is a large black circle with a thick yellow border. Inside the circle, the words "PIE", "FACTORY", and "SHOP" are stacked vertically in a white, distressed, sans-serif font. The background of the entire page is yellow, with a black and white checkered pattern on the left and right sides, and a yellow and black QR code in the bottom right corner.

PIE
FACTORY
SHOP



PIE FACTORY SHOP

ALWAYS
FRESH
S





PIE FACTORY SHOP

IS A FRESH NEW
DESIGN OF SHOPS
FOCUSING
ON THE
MIDDLE TO LOWER
INCOME
CUSTOMER
WITH
HIGHLY
COMPETITIVE PRICING
SELLING
TOP QUALITY
FROZEN AND BAKED PIES.



ABOUT US

We're a delightful family-run pie-making business tracing its origins back to the establishment of Big Joe's Pies in 2012. Our journey began in the 1990s when we started baking pies in our humble kitchen, using only the finest ingredients sourced from local farmers. Over the years, the family has refined and perfected our pie-making techniques, resulting in the creation of pies that are simply matchless in taste and quality.

At the PIE FACTORY SHOP, we take immense pride in cherishing our beloved family recipe, passed down through generations. This honoured recipe guarantees that each pie is a delectable masterpiece. Our crusts are meticulously crafted to be flaky and buttery, providing the perfect base for our generous fillings bursting with flavours. From classic sausage rolls to timeless favourites like pepper steak pies, our wide range of options will surely satisfy your palate.

What sets us apart is not just the exceptional taste of our pies, but also our commitment to using only the freshest and highest quality ingredients. We source our meat, vegetables, and other ingredients from local suppliers, ensuring that each pie is made with care and attention to detail.

At our bakery, we go the extra mile to ensure that our pies are not only delicious but also prioritize your well-being. We understand the importance of providing our customers with high-quality products that they can feel good about consuming. That's why our pies are meticulously prepared without a trace of preservatives, artificial colorants, or any sneaky additives. Say goodbye to that unpleasant heartburn sensation you might experience with other run-of-the-mill pies. Rest assured, you're making a wise choice by opting for our healthier choice of comfort food, without compromising on taste.

Our mission and dedication to quality extends to every step of the baking process, from sourcing ingredients to the final product presented to the buyer.

When you enjoy our pies, you can taste the difference that our commitment to excellence makes.

ALL OUR PIES ARE
PRODUCED AND
SUPPLIED BY
OUR VERY OWN
MANUFACTURING HUB
IN CENTURION



REAL
PIES
REAL
PEOPLE

PIE FACTORY SHOP

PIE FACTORY SHOP



FROZEN PIES

EASY TO BAKE AT HOME
12 LARGE FROZEN PIES FROM R20

PAY HERE

Coca-Cola

4 BAKED PIES FROM R70

PIE FACTORY SHOP

straight out of the oven to your tummy

WHAT SETS US APART FROM THE REST?

Everything!

- At the **PIE FACTORY SHOP**, 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.
- **PIE FACTORY SHOP** 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.
- **PIE FACTORY SHOP** 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 - passionate individuals who prioritize customer service, embrace continuous learning, and seize the chance to join a dynamic and lucrative franchise family.

PIE FACTORY SHOP



SAUSAGE
ROLL

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.

Our factory is GSFI Intermediate certified.



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.

UNBEATABLE PRICE

At PIE FACTORY SHOP, we're known for offering unbeatable prices – especially in today's tough economy.

Simply put, we've got the most budget-friendly pie in SA!

**ALWAYS MADE WITH
LOVE & PASSION!**





STORES

CENTURION

VEREENIGING

MEYERTON

WONDERPARK

RUSTENBURG

LENASIA

SOSHANGUVE MALL

ATTERIDGEVILLE

SECUNDA

EMALAHLENI

SOSHANGUVE
CROSSING

GEZINA

MARABASTAD

BLOED ST MALL

HAMMANSKRAAL

MABOPANE
SQUARE

ROSLYN CORNER

CENTURION

Lenchen Park, Unit 9+10,
Jakaranda St, Centurion, Pretoria

010 085 4135

centurion@piefactoryshop.co.za



VEREENIGING

Bedworth Shopping Centre
Cassandra Ave, Vereeniging, Gauteng

010 085 4139

bedworthcentre@piefactoryshop.co.za



MEYERTON

Riverstone Mall Cnr Jim Fouche
& Pierneef Blvd, Meyerton, Gauteng

010 001 7304

riverstonemall@piefactoryshop.co.za



WONDERPARK

Wonderpark Shopping Centre
Cnr Brits & Heinrich, Akasia, Pretoria

010 085 4137

wonderpark@piefactoryshop.co.za



RUSTENBURG

72 Kerk Street (Old Choppies)
Rustenburg, North West

010 085 4126

rustenburg@piefactoryshop.co.za



LENASIA

Trade Route Mall - Food Court
Cnr Nirvana Drive, Lenasia, Gauteng

010 085 4130

lenasia@piefactoryshop.co.za



SOSHANGUVE MALL

Cnr Buitekant & Thaba Nkwe St,
Soshanguve, Gauteng

010 085 4133

soshanguve@piefactoryshop.co.za



ATTERIDGEVILLE

Atteridge Stadium Centre
c/o Hlahla & Ramokgopa Street,
Atteridgeville, Pretoria

012 001 6421

atteridgeville@piefactoryshop.co.za



SECUNDA

Old Mutual Building, Cnr Pichlerplein
& Horwood st (next to Checkmate)
Secunda, Mpumalanga

017 001 0031

secunda@piefactoryshop.co.za



EMALAHLENI

Jumbo Mall - Entrance 1
Cnr Main St & R544, Stasie Park,
Blesboklaagte 296-Js, eMalahleni

013 001 0073

jumbomall@piefactoryshop.co.za



SOSHANGUVE CROSSING

Cnr Buitekant & Thaba Nkwe St,
Soshanguve, Gauteng

012 793 1470

soshanguve@piefactoryshop.co.za



GEZINA

Opposite Jakaranda Centre
c/o 18th Ave and Nico Smith St,
Gezina, Pretoria, 0084

012 001 6406

gezina@piefactoryshop.co.za



STORES

MARABASTAD

Oriental Complex

Shop 9, Mogul Street, Marabastad,
Pretoria, 0183

010 085 4141

marabastad@piefactoryshop.co.za



PTA CENTRAL

Bloed Street Mall

Shop 14, 290 Boom Street,
Pretoria Central, 0002.

010 085 4136

bloedmall@piefactoryshop.co.za



JUBILEE MALL

Food Court

Jubilee Road,
Hammanskraal, 0400

010 085 4150

jubileemail@piefactoryshop.co.za



MABOPANE

Central City Shopping Centre

Shop 27, 17 Central City Road,
Mabopane Unit E, Mabopane, 0190

OPENING 12 June 2026

mabopane1@piefactoryshop.co.za



MABOPANE SQUARE

Shop 15, Mabopane Square, 11th St,
Mabopane Unit X, Mabopane, 0190

010 085 4142

mabopanesquare@piefactoryshop.co.za



ROSSLYN CORNER

Shop 2, Piet Rautenbach Street
Rosslyn, Pretoria, 0200

010 085 4143

rosslyncorner@piefactoryshop.co.za



OPENING SOON

MAYVILLE

GARANKUWA

MABOPANE 2

CENTURION MALL

MAYVILLE MALL

C/o Van Rensburg Str and Nienaber
Ave, Mayville, Pretoria, 0038

OPENING 31 JULY 2026

mayvillemall@piefactoryshop.co.za



GARANKUWA

Garankuwa Shopping Centre

Shop 44, Mangope Rd Ga-Rankuwa
Unit 5, Ga-Rankuwa 0208

OPENING AUGUST 2026

garankuwa@piefactoryshop.co.za



MABOPANE FOODCOURT

Central City Shopping Centre, 9th St,
Mabopane Unit E, Mabopane, 0190

OPENING AUGUST 2026

mabopanefoodcourt@piefactoryshop.co.za



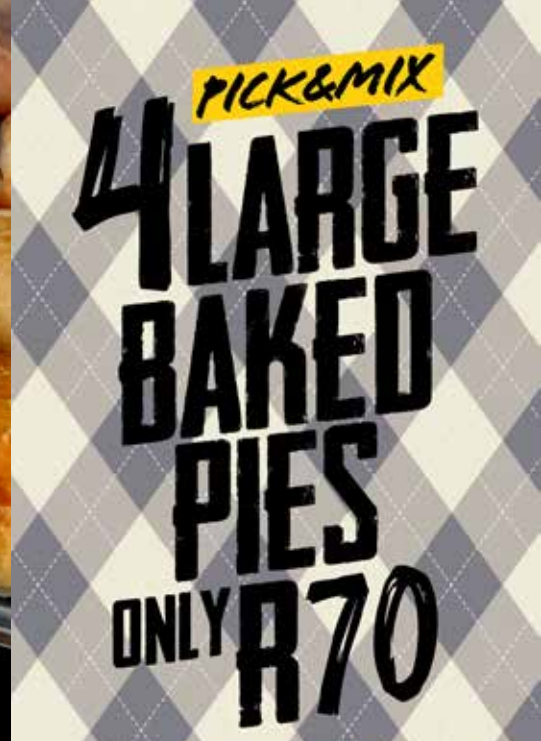
CENTURION MALL

1269 Gordon Hood Rd,
Centurion Central, Pretoria, 0046

OPENING SEPT 2026

centurionmall@piefactoryshop.co.za





PIE RANGE

straight out of the oven to your tummy



PEPPER STEAK



STEAK & KIDNEY



CHICKEN MUSHROOM



BEEF RIB



BILTONG & CHEESE



SAUSAGE ROLL



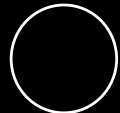
CHICKEN & MAYO



SPINACH & FETA



CHEESE PUFFS



CHEESEBURGER PIE



CHEESE GRILLER



SAMOOSA

PIE FACTORY SHOP



PROCESSES

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

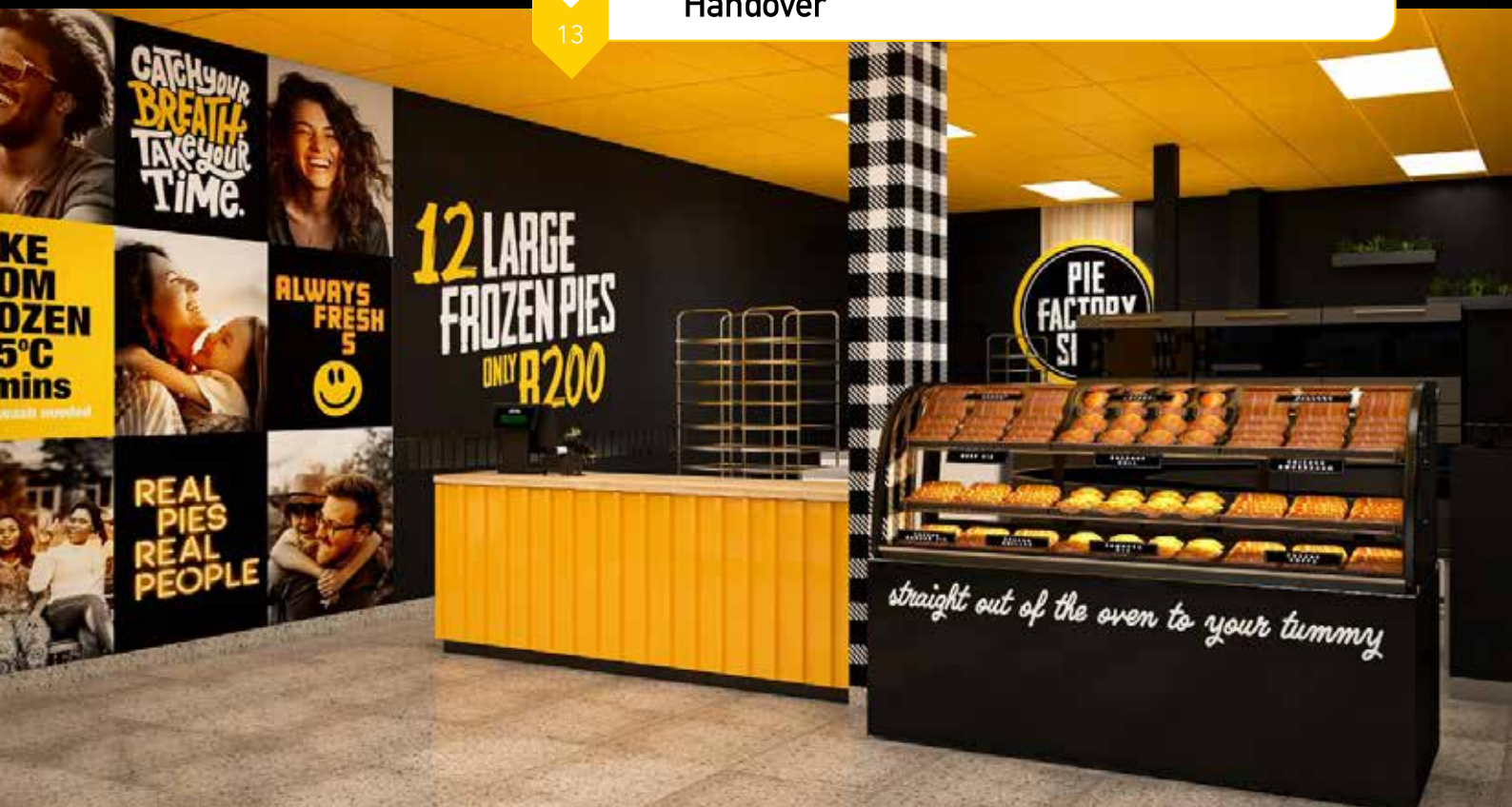
Store opening marketing campaign

12

Settlement

13

Handover





INVESTMENT DETAILS

Description	Figure VAT INCL.
Average Setup Cost	R 1 250 000
Store Size	From 30m ²
Initial Joining Fee	R 350 000
Marketing Fee	0%
Royalties	3%
Agreement Term	10 Years
Renewal Term	5 Years
Operating Stores	18 Stores
Opening Soon	4 Stores

“

SUCCESS IS NOT THE
KEY TO HAPPINESS.

HAPPINESS IS THE KEY

TO SUCCESS.

IF YOU LOVE WHAT
YOU ARE DOING,
YOU WILL
BE SUCCESSFUL.

”

PIE FACTORY SHOP

CON TACT US

Should you require additional info
please contact us:

franchise@piefactoryshop.co.za

www.piefactoryshop.co.za

Should you want to discuss an immediate
franchise opportunity please contact:

Pieter van der Merwe

083 417 2841

HEAD OFFICE ADDRESS

Lenchen Park, Unit 9+10
Jakaranda Street, Centurion

010 822 8700



The background of the entire image is a vibrant yellow, filled with a repeating pattern of stylized pie slices. Each slice is defined by a thick black outline and contains a simple black oval representing a hole in the crust. The slices are arranged in a staggered, overlapping fashion, creating a sense of depth and movement. In the center of the image, there is a large, circular logo. This logo consists of a black outer ring, a white inner ring, and a solid black center. The text "PIE FACTORY SHOP" is written in a bold, white, distressed, sans-serif font across the black center. The words are stacked vertically: "PIE" on the top line, "FACTORY" on the middle line, and "SHOP" on the bottom line. The overall aesthetic is playful, modern, and food-themed.

**PIE
FACTORY
SHOP**