



We're Rolling Pretzel Company was founded in October 1996 with the opening of its first location, a 168 square foot kiosk in Alliance, Ohio. The company's founder, Kevin Krabill, worked in the store himself to refine our system products and ensure customer satisfaction. He realized during the busy holiday season that he had created a concept that was fun, easy to operate, and that customers enjoyed.

Though We're Rolling Pretzel Company started in a small community shopping mall, the system has grown rapidly to include locations in regional malls and non-traditional locations such as retail supercenters and amusement parks.

The Company maintains a commitment to serving the highest quality products, properly training and supporting employees and franchisees and building bright, attractive stores.

### Why We're Rolling Pretzel Company?

The product is GREAT!! Customers often comment that our products are superior to our competitor's products.

The operation of the store is simple! Systems are in place to help employees and franchisees serve their customers efficiently.

We're Rolling Pretzel Company has an established name and image. The Company has secured a number of Federally protected trademarks and servicemarks.

Franchisees are an important part of our success. The Company strives to work with franchisees to build their business.

We're Rolling Pretzel Company offers many unique products that traditional retail stores do not offer.

If you would like more information about the We're Rolling Pretzel Company FRANCHISE opportunity, call 1-888-549-7655, or visit our website at <http://www.wererolling.com>.



### GIVING SOFT PRETZEL MAKING A WHOLE NEW TWIST!

We're Rolling Pretzel Company has taken the traditional hand-rolled pretzel to a whole new level. Our delicious fresh-made products are featured in many unique ways on our menu. Each store features selections best suited for their market including: hand-rolled twists, available plain or in a variety of flavors, tasty pretzel rods with several toppings for dipping, our unique Knot Sandwiches™ loaded with deli meats and cheeses, and our one of a kind Pizza Pretzel™ filled with pepperoni and mozzarella cheese.

Our fresh food fast approach along with our comprehensive training and support systems make We're Rolling Pretzel Company the franchise of the future.