FRANCHISE INFORMATION

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PAINT & SIP

Revolutionizing Entertainment

Springing up in communities across the nation is a new and inventive spot that is bringing neighborhood locals together to share wine, socialize, and create art. Pinot's Palette, a pioneer and leader in the "Paint & Sip" industry, has put a spin on the traditional night out by creating a social experience that is delivered in the form of a 2 to 3 hour painting event where locals enjoy their favorite cocktails and snacks while tapping into their creative powers. Since opening the first studio in 2009, Pinot's Palette has become the most innovative and creative social past-time focused on creating bonds and bringing culture to communities.

A no-experience-required art event that preaches fun and not precision, Pinot's Palette, invites locals who are interested in deepening interpersonal relationships and celebrating creativity, to join in on the social experience. Whether guests want to de-stress, connect with friends or make new ones, Pinot's Palette is the perfect night out event.

THE EXPERIENCE

The Pinot's Palette Difference

Pinot's Palette is a leader in paint and sip because of the company's emphasis on innovation. At the end of the day, Pinot's Palette exists to offer its customers a fun and entertaining night out. Franchise partners in the Pinot's Palette network have the confidence that a night out at their studio is better than what can be found anywhere else in their market. Small details in each studio significantly enhance the customer experience to retain business: glass stem ware, cubbies to hold belongings safely away from paint, commercial-grade stools that offer comfort and support during a 2 or 3 hour painting session. Pinot's Palette has thought of everything to make certain each guest is treated to an upscale, entertaining event.

To keep customers coming back, Pinot's Palette offers a loyalty program that rewards frequent attendance to the studio. By taking care of the customers both in the studio and through loyalty perks, Pinot's Palette is able to retain customers and build new relationships through word-of-mouth.

"...Until I visited Pinot's Palette in Montclair, N.J., I never considered combining a palette of five paint colors and three brushes with a glass of Chardonnay."

- The Wallstreet Journal, A Grape Palette in Montclair, N.J.

"Fastest Growing Paint and Sip..."

- Yahoo News

"Pinot's Palette is partnering with TBS for the fifth season of the "Cougar Town" Series... The Social art and wine experience company will feature Cougar Town themed painting parties...at Pinot's Palette studios nationwide"

Media Post, Pinot's Palette Partners with Cougar Town

"So maybe you've never thought of your own work as worthy of a spot on your living room wall, but we don't recommend making that call until you've at least tried your hand at a painting or, better yet, painting while sipping a glass of wine... like the one offered by Pinot's Palette in New York City..."

- Huffington Post, How to Buy Grown-up Art Without Going Broke

"Houston-Based franchise called Pinot's Palette (one of the pioneers of the paint and sip concept) offers an upscale experience that is focused on fun, not precision."

- Huffington Post, Three New Types of Nights Out

"Pinot's Palette, a chain of "sip 'n paint" retail establishments that cater to women who wish to relax with friends while learning to paint works of art, employs a namesake app... that enables customers to book appointments and preview potential projects."

- Forbes, Connected Marketer Report

THE IDEAL CANDIDATE

Qualities of a Pinot's Palette Partner

Pinot's Palette looks for qualified franchise partners who want to own a rewarding business: individuals who have the motivation of an entrepreneur and the drive of an entertainer. The Pinot's Palette brand attracts a diverse audience of customers, artists and franchise owners. From young professionals to the semi-retired, male, female and varying backgrounds – it's your character that matters.

Pinot's Palette is a favorite among women in business who innately understand the entertainment function the studios provide. Pinot's Palette is one of the best franchises for women looking for a rewarding experience and financial independence.

Pinot's Palette looks for partners with great people skills, values that fit comfortably within the culture, leadership abilities to run the studio and foster good will in the community. Pinot's Palette's unique franchise system allows partners to work on strategically growing the business. Artistic background is not required; the prime ownership responsibility is management.

FRANCHISE INFORMATION

Getting Started

Advantages include the following:

Low start-up capital investment

Gratification of daily operations

Unique business concept

Community involvement and networking

Site Selection and Build-out

Pinot's Palette takes a strategic role in assisting each franchise partner in finding the right studio location. Pinot's Palette studios are generally located in the entertainment districts of communities with a population of 100,000 or greater. By utilizing a proprietary site-selection process and mapping software, Pinot's Palette is able to target prospective locations for optimal demographic characteristics. Pinot's Palette provides consultation to each of its partners as they research locations, negotiate the lease contract and build-out their Pinot's Palette studio.

Distinctive, Upscale Studio Design

Every aspect of a Pinot's Palette studio creates a warm and inviting atmosphere for the customer. The custom lighting, comfortable seating and professional audio equipment enhances the upscale experience in the studio. The Pinot's Palette professional team works closely with its partners to customize their chosen Pinot's Palette location. The company's goal is to work hand-in-hand with each partner to maximize space while controlling development costs. Each Pinot's Palette incorporates its own unique and distinct local flair to cater to the community.

Marketing Training and Ongoing Support

Pinot's Palette flourishes by word-of-mouth endorsements, so the company focuses on marketing strategies that generate that type of "buzz." Pinot's Palette strives to share techniques for reaching the ideal customers in an affordable and effective manner. By making use of advanced online marketing tactics in social media, content marketing, SEO, and mobile applications, Pinot's Palette is on the cutting-edge with today's most effective marketing tools. Additionally, the national brand provides marketing assets that can be tailored for each local studio's needs.

Operations Training and Ongoing Support

During a week-long intensive boot-camp training, each franchise partner learns the ins and outs of operating a Pinot's Palette studio. Pinot's Palette covers accounting best practices, hiring and retaining employees, artist training, marketing, calendar planning and technology training. Pinot's Palette headquarters also provides monthly training webinars. The support continues as all partners have access to a number of communication channels and searchable information databases to find answers to specific operation questions along the way.

Community Commitment

Giving back is a top priority at Pinot's Palette, and the ability to support local artists garners a strong, positive impact from the local art community. Over the years, Pinot's Palette franchise partners have donated thousands of dollars to hundreds of non-profit groups across the United States. Through the "Painting It Forward" campaign, local partners team up with charities to help raise funds and bring awareness to issues facing their neighbors in the local communities. Many partners in the system derive a great deal of satisfaction from being able to give back.

Team Pinot Culture

The Pinot's Palette culture is the engine for the company's long term success. By focusing on innovation, customer excellence, and providing a fun, entertaining atmosphere, Pinot's Palette is well-equipped to meet customer demand in today's marketplace and in the future. Every franchise partner in the system and each member of the headquarters team is selected for their passion and commitment to furthering the mission and values of the organization. The Pinot's Palette culture, often described as Team Pinot, is integral to every facet of the business.

Franchise Council

Pinot's Palette prides itself on its collaborative culture. Unlike many franchisors, Pinot's Palette seeks to engage and enlist its franchisee partners in developing the system. The Franchise Council plays an active role in providing feedback to the Pinot's Palette corporate team. At Pinot's Palette, the belief is that the company can continue to excel and innovate by relying on the strengths and expertise of its partners. The Franchise Council also serves in a mentorship capacity by aligning veteran partners with new partners as they join the system. This mentor/mentee relationship strengthens bonds within the network.

National Partnerships

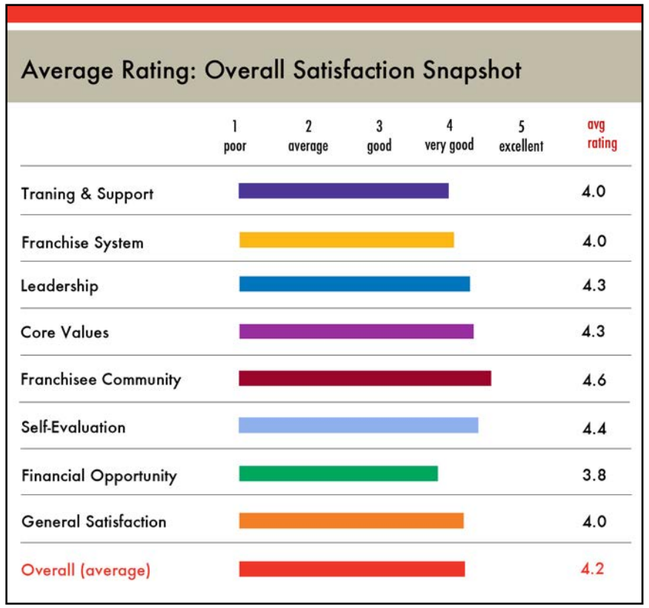
Through national partnerships with media, beverage companies and retail chains, Pinot's Palette builds a strong presence and brand identity with its customer base. The team of marketing experts at headquarters negotiate national trades that bring value not only to local partners in the system, but to the Pinot's Palette network, as a whole. As an entertainment business, Pinot's Palette is constantly seeking to enhance the customer experience through added benefits. National partnerships allow Pinot's Palette partners to make the most of their marketing dollars and establish their business as the premium paint and sip offering.

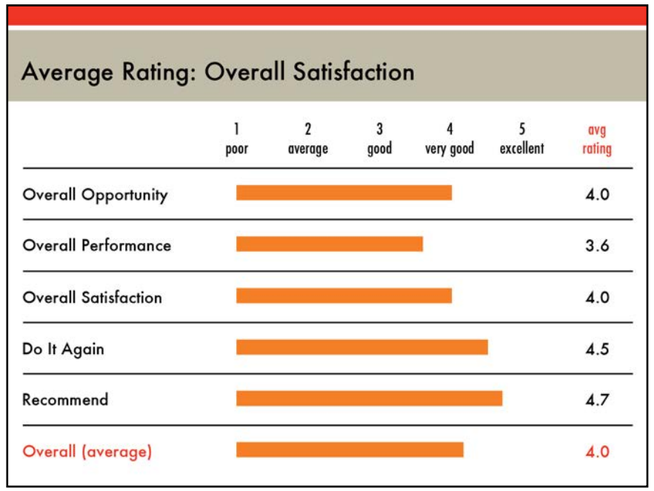
FRANCHISEE SATISFACTION

Franchise Business Review

Year after year, Pinot's Palette consistently ranks among the top franchise businesses in franchisee satisfaction. The Franchise Business Review (FBR) gathers feedback from current franchise owners. FBR invited all Pinot's Palette franchise partners to participate in an independent satisfaction survey. 22 franchise owners elected to participate (approximately 88.00%).

Top 50 Franchise
2014 Franchisee Satisfaction Awards
FranchiseBusinessREVIEW™





FAQs

Frequently Asked Questions

Q) Why is technology an important part of my decision to open an art studio?

A) Pinot's Palette technology elevates the customer experience to new heights, giving your painting studio a sustainable competitive advantage. The Pinot Technology Suite is designed to automate administrative tasks, leaving more time to devote to strategically growing the business.

Q) What training will I receive?

A) Pinot's Palette offers more than 140 hours of in-depth training, so franchise partners have the knowledge and confidence to start and operate the business successfully. Once up-and-running, existing partners benefit from the ongoing support and best practices that headquarters provides.

Q) How long will it take to open a franchise?

A) Pinot's Palette recommends to allow 2 - 6 months to complete site selection, build-out and training. Pinot's Palette assists partners during the opening process, and often can work with particular scheduling needs.

Q) Does Pinot's Palette require its franchise partners to be owner operated?

A) Pinot's Palette allows owners to adjust the work/life balance to their individual needs.

Q) How much money can I make owning a Pinot's Palette?

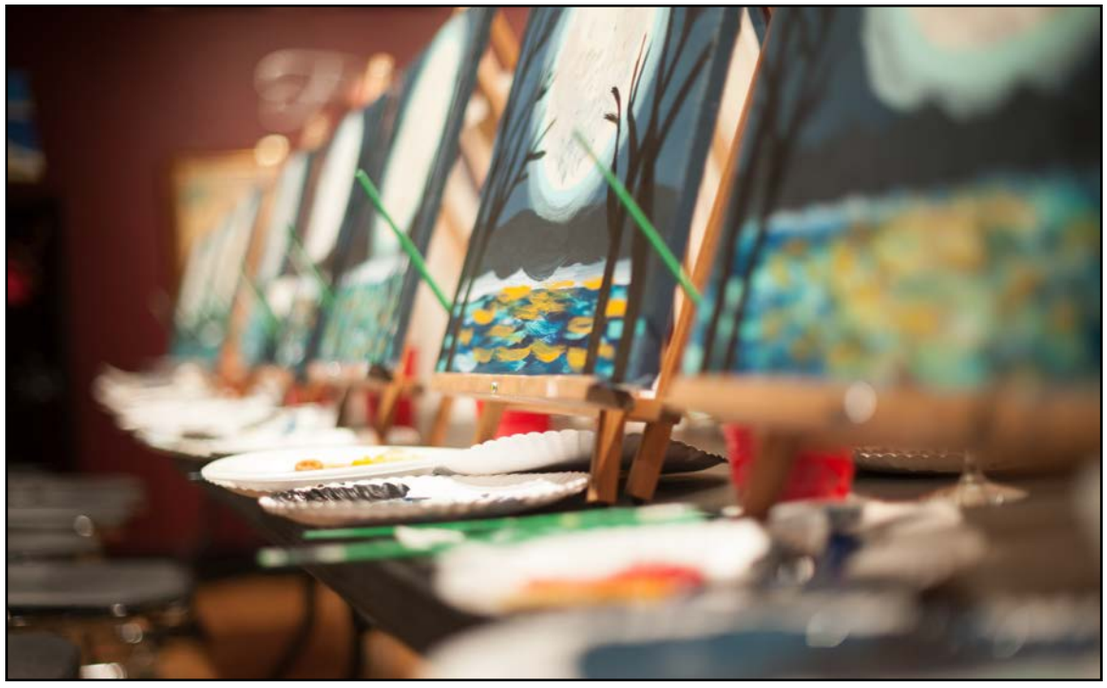
A) Since the actual results of individual franchises are based on factors that are not within the control of Pinot's Palette, the company does not provide estimates of profits or revenues. However, after consulting with a Pinot's Palette Franchise Development Representative and reviewing the Franchise Disclosure Document (FDD), you will have the opportunity to contact our existing franchisees regarding their experiences.

Q) Can franchise partners open multiple studios?

A) Yes, in fact, PTS technology allows partners to own multiple units with many synergies. It is not uncommon for Pinot's Palette partners to enter into an Area Development Agreement to secure areas for the development of more than one studio location.

Contact Information

Start The Discovery Process



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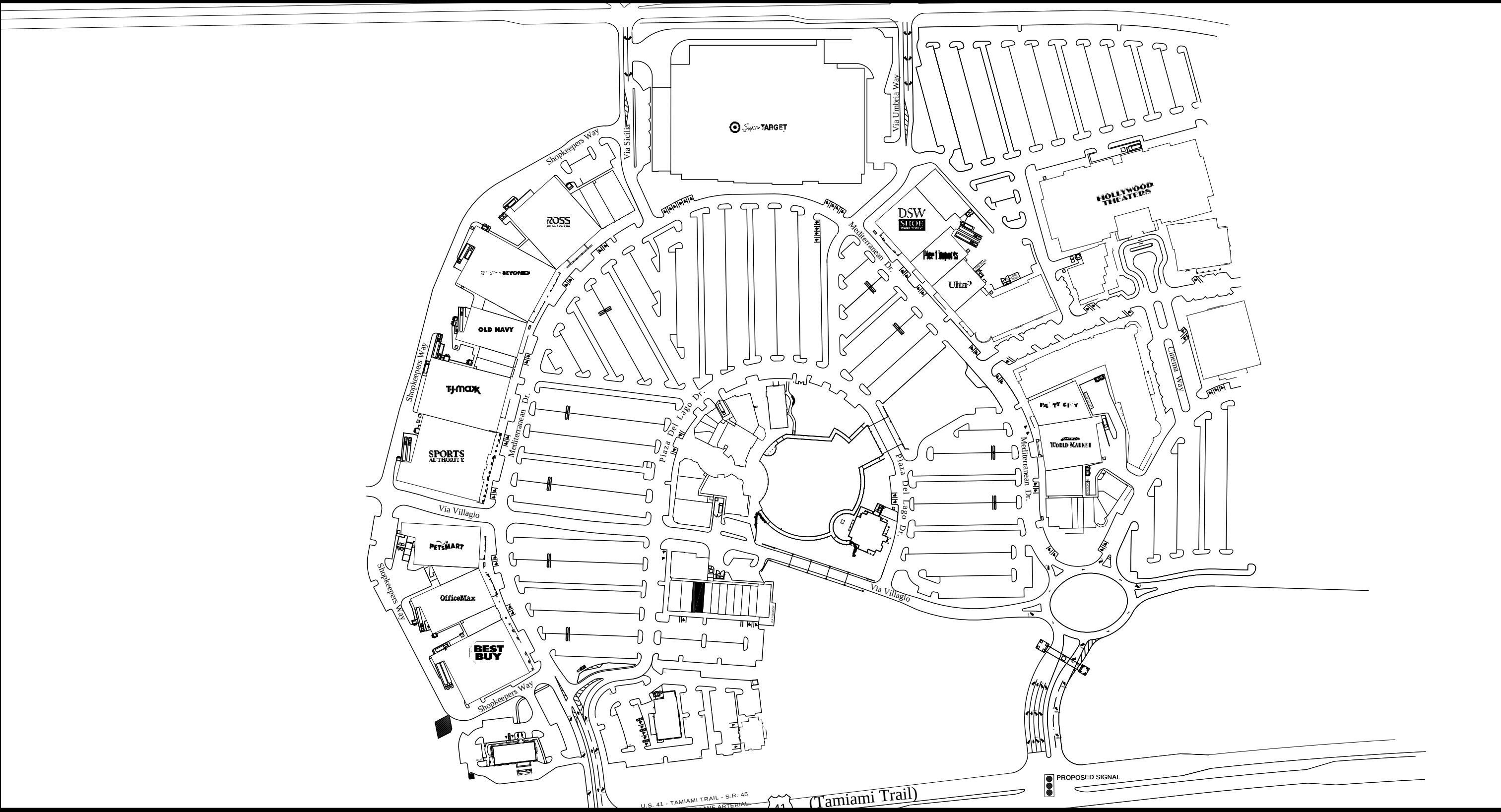

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