



california
PIZZA KITCHEN



MEDIA KIT



our story

hand-tossed artisan pizzas

classic, unique pastas and salads

fresh, seasonally inspired ingredients

hand-shaken cocktails, premium wines and craft beers





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introduction

about

California Pizza Kitchen (CPK), a **global polished-casual concept**, is opening its first restaurant in Australia this **spring 2016**. The flagship, full service restaurant will be located on the boardwalk of the Hillarys Boat Harbour at the former Jetty's Restaurant.

WITH VIEWS OF Perth's beautiful coastline, CPK is an ideal destination to enjoy the freshest, seasonal ingredients Western Australia has to offer.

In 1985, we opened the first California Pizza Kitchen in Beverly Hills and introduced the world to California-style, hearth-baked pizzas, such as The Original BBQ Chicken, Thai Chicken, and Jamaican Jerk Chicken, cooked in an open kitchen. Today, we are approaching 300 restaurants in 16 countries worldwide.

Since the beginning, we've been bringing California creativity to every meal we serve. We use fresh and seasonal ingredients in unexpected ways. Our food is prepared fresh in our kitchen daily. We hand-toss our dough and cook our pizzas in an open-hearth oven. Flavours from around the world inspire our imagination. From our innovative pizzas to our one-of-a-kind main

mission statement

We are **passionate individuals** committed to **inspiring others** by bringing **California creativity** to every meal.

plates, pastas, salads and desserts, we strive to be original in everything we do.

Our drinks include hand-crafted sangrias and premium signature cocktails incorporating fresh fruits and herbs. We carefully curate premium wines, designed for exploring a range of international flavours. We proudly serve craft beer on draught and in bottles, along with local beer selections. We also offer unique, non-alcoholic beverages made fresh to order.

Our people are united by our passion for our food, and creating memorable guest experiences. We have created a dining experience that reflects our honest dedication to the smallest details. Every guest and every ingredient matters.

Our community is built on local people helping local people. Our fundraising efforts support charities,

schools and non-profits. We partner with local schools to help make learning fun. We sponsor local sporting teams and clubs that need uniforms and individuals running a race for a cause. Through CPKids Tours, we make our restaurants places to learn about food, cooking and hospitality.

A welcoming experience where you can enjoy a fresh slice of the California vibe, with food and beverage offerings created for you using unique recipes and the best ingredients.





2016

California Pizza Kitchen first Australian store September 2016.

Daily Meal recognition: Named CPK America's Favourite Pizza Chain.



2015

Next Chapter brand transformation launch.



2014

CPK was recognised by Entrepreneur magazine and its readers as one of The 120 Most Trusted Brands.



2013

CPK was named America's Best Pizza Chain in a survey conducted by The Daily Meal.



August 18, 2011

G.J. Hart was named President, Chief Executive Officer and Executive Chairman.



July 7, 2011

Golden Gate Capital completed the acquisition of CPK and as a result of the acquisition the company's common stock is no longer publicly traded.



August, 2000

California Pizza Kitchen completed an initial public offering and traded on the NASDAQ National Market under the ticker symbol CPKI.

company background





history

From a **legendary pizza** to a **global brand**.

IN 1985 FORMER federal prosecutors Rick Rosenfield and Larry Flax combined their passion for food with fresh high-quality ingredients to create innovative hearth-baked pizzas cooked in an open kitchen. The restaurant gave California a place in the pizza pantheon alongside Chicago and New York. The California twist on global flavours resonated with guests and CPK became a bustling spot for business and family gatherings.

Almost immediately after the first location opened, we expanded from California and are now approaching 300 restaurants in 16 countries worldwide. In the USA, CPK is also located in major airports, stadiums and colleges, as well as in supermarkets with a premium Oven Ready range.

The latest step in CPK's journey is the transformational "Next Chapter" initiative. Introduced in 2015, the brand transformation elevates the casual dining experience through an inspired approach to food and beverage and best-in-class hospitality. The new look and feel within the restaurants is fresh and full of energy, comfortable and with a neighbourhood feel.

profiles



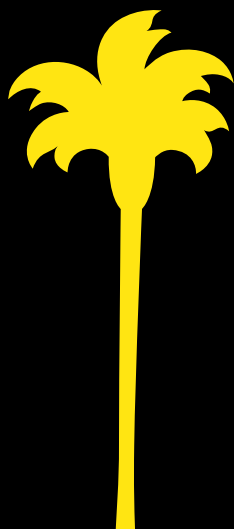
G.J. Hart **EXECUTIVE CHAIRMAN & CEO OF CALIFORNIA PIZZA KITCHEN**

Since joining CPK in August 2011, Hart has led the 31-year-old chain into its “next chapter,” through a holistic brand transformation that takes the best of the company’s history and soul – grounded foremost in innovation – and makes it relevant to today’s consumer. This includes a brand new experience in culinary offerings through continuous food and beverage innovation and introduction of a new menu, a world-class hospitality model, and a fresh, contemporary look and dining experience using natural elements and sustainable materials.

A highly respected industry leader with 35 years of foodservice operations and management experience, Hart has a proven track record of growing casual dining concepts. Prior to joining CPK, he served as President and CEO of Louisville-based Texas Roadhouse restaurants where he expanded the brand to nearly 400 restaurants in 49 states and two international markets. Hart has been consistently recognised for his innovative leadership ideas in employee engagement, culture and philanthropy. His personal philosophy of leading with your heart and promoting positive change has resulted in powerful and unique organic initiatives such as CPK’s Inspired Acts community restoration and renewal program and CPK’s Kindness Fund, a charitable fund established and funded by CPK employees to provide assistance to fellow employees who have a sudden financial emergency due to a catastrophe or crisis in their life.

GJ is also a finalist for the EY Entrepreneur Of The Year® 2016 Award in Greater Los Angeles. The awards program recognises entrepreneurs in more than 145 cities in 60 countries who demonstrate excellence and extraordinary success in such areas as innovation, financial performance, and personal commitment to their businesses and communities.

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The Australian Executive team

Through diverse career backgrounds, Peter Peard, Russell Hextall and Hannah Peard each bring a variety of strengths and best practices to the business and direction of CPK in Australia.

*Australian executive team members are available for interviews



Peter Peard
DIRECTOR

Peter is the founder and CEO of Peard Real Estate. Peard Real Estate is a privately owned, award winning West Australian Real Estate company. In 1997, Peter established Peard Real Estate Hillarys, and has since launched a further 11 offices, and settlement and loans businesses, in the Perth region and the Pilbara. Collectively, the offices are turning over 40 million dollars a year and the Group is recording the highest number of sales per branch in Western Australia. In 2014, Peard Real Estate was recognised as a National Industry Leader as an ABA 100 winner.

Peter's most recent ventures have included opening the innovative Peard Career's Centre, as well as launching PRIMO Life, WA's first lifestyle, entertainment and property magazine. Outside of the Peard Group, Peter is heavily involved in land syndication, capital raising and subdivision.



Russell Hextall
**DIRECTOR & OPERATIONS
MANAGER**

Russell's expertise in the hospitality industry is vast with over 35 years' experience as a qualified baker/pastry chef, business owner and operations manager. Most recently, in early 2015, Russell Hextall and Peter Peard acquired the business Little C's, formerly known as Little Caesar's, which has two restaurants in Leederville and at Hillarys Boat Harbour, Perth. At the time Little C's was in liquidation and debt due to poor management. In six months Russell was able to turn the business around and generate 20% net profit.

Russell became a tradesman at the age of 21 and developed a small pie manufacturing business with a friend. Since then he has set up a series of in-store bakeries for a franchise supermarket and owned several cafés/ bakeries. Currently, Russell's involvement in property development includes ownership of a shopping centre and commercial spaces in Kununurra.



Hannah Peard
**DIRECTOR & CORPORATE
OPERATIONS MANAGER**

Hannah has over 10 years' experience in the hospitality industry which includes a variety of roles such as; management, cookery, barista, and marketing. In 2013 she completed a Bachelor of Commerce Degree with a double major in Public Relations, Tourism and Events Management and had the opportunity to study internationally and gain insights to global trends. A keen traveller, Hannah is inspired by global business concepts and the diverse food and beverage industry across the world. Hannah's business mindset is strongly influenced by her father's business, Peard Real Estate, as she has learnt firsthand the importance of company culture and best practice principles for success. She believes CPK is an exciting opportunity to grow an innovative global brand in Australia's rapidly developing hospitality industry; while simultaneously combining her passion for quality produce and honest service.

australian partnership with CPK

In **early 2015** Peter Peard, Russell Hextall and Hannah Peard **travelled to the USA** to experience CPK first-hand and meet the Senior Leadership Team; at the Restaurant Support Centre in Los Angeles.

IN EARLY 2015 Peter Peard, Russell Hextall and Hannah Peard travelled to the USA to experience CPK first-hand and meet the Senior Leadership Team; at the Restaurant Support Centre in Los Angeles. Immediately, they were extremely impressed with CPK's culture, passion and hand crafted approach to hospitality. They identified an opportunity for this concept to fill a gap in the Australian market for a fresh, polished casual franchise. By November 2015, they had become the International Franchise Partners for Australia.

What primarily impressed them about CPK was that despite being a large international

brand, CPK embraces brand localisation in every international market. CPK know that local concept tailoring is required to make the brand and menu relevant to the local market. By aligning CPK's operations with the country's culture they are able to capture local flavour profiles. Consequently, as the Australian Franchise Partners, they have the flexibility to adapt concepts to society's needs and tastes. This guarantees that in Australia local ingredients will be used, local suppliers are supported and everything is prepared fresh in the kitchen daily.



Culture

The synergies between Australia and California's cultures informed the foundations of the Australian partnership. CPK is distinctly Californian; however, it's not about a place, but rather a mindset and values. Much like Australia, California is known for being a melting pot of different cultures. CPK emulates this by drawing inspiration from different countries around the world and places a unique twist on classic dishes.

At CPK, the people are united by their passion for the food and creating memorable guest experiences. By hiring passionate and hospitality minded people the company is supported and encouraged with knowledge and understanding. CPK employees are encouraged to be who they really are, to make real connections with guests and bring their best to work and to the community.

The restaurants are designed to complement the local environment with elements such as outdoor dining, reclaimed wood, an exhibition kitchen, open spaces, green herbs and yellow accents to represent sunshine and warmth. Much like the beautiful Southern Californian coastline, our first restaurant celebrates WA's iconic coastline with views of the water from the boardwalk at Hillarys Boat Harbour.

Brand immersion & training

When CPK opens internationally, it is required that the executive team and restaurant managers complete a Cultural Immersion Management Training Program. In February 2015, Russell Hextall, Hannah Peard, and the General & Kitchen Managers spent two months in Los Angeles to learn all aspect of CPK's culture; including corporate operations, service style and day-to-day restaurant responsibilities. This ensures smooth and consistent operations from the first day it opens.

Management training includes service, kitchen and overall management responsibilities, with intense focus on food preparation, the essence of the California Pizza Kitchen experience. An extensive series of interactive modules and on-line quizzes are used in conjunction with on-the-job training. In addition, CPK have written operating procedures, standards and controls, finance modules, food quality assurance systems and safety programs.

Annual Operators' Conference

In February 2015 just before their training, Peter, Russell and Hannah attended the Annual Operators' Conference. The conference was held at the Omni La Costa Resort and Spa, Carlsbad, California for three days. The conference gathers employees, international franchise partners and vendors to celebrate the year's success. Presentations from CPK's senior leadership and keynote speakers reflected on the year's highlights, financial information, and company's future direction. Throughout the conference competitions and community events, Inspired Acts and the KINDNESS Fund, encouraged guests to contribute to the local community.

International Restaurant Opening Team

Approximately two weeks prior to opening a new restaurant, an opening team travels to the location to begin intensive training of all new employees for that restaurant. The training team remains on site during the first two weeks of operation. This investment in a new restaurant ensures customers enjoy a quality dining experience from day one. After a restaurant has been opened and is operating smoothly, the Regional Partner and General Manager supervise the training of all new employees with certified trainers in each restaurant.





Further information

Career Development

CPK endeavour to motivate and retain employees by providing them with structured career development programs for increased responsibilities and advancement opportunities, in addition to performance-based bonuses tied to sales, profitability and qualitative measures. As we grow throughout Australia, our most successful team members will have the opportunity to develop into senior positions; such as general and regional managers, culinary lead, training managers, and corporate operations roles. CPK place a high priority on management development programs in order to ensure that qualified managers are available for future growth. We believe these advantages contribute to the company's culture, quality work environment and staff loyalty.

Charity events & sponsorship

From the very beginning being involved in the local communities is an integral part of the CPK culture. Throughout the USA and internationally CPK runs a variety of initiatives to support not for profits, schools and clubs in each restaurants community. On a national level in the USA, CPK recently partnered with the Make-A-Wish Foundation.

In Australia we will support local organisations by donating 20% of their purchases at CPK back to the group, when they host an event at CPK, or dine with us over a specific period. Other initiatives include CPKids Restaurant Tours, which give the opportunity for schools to go behind the scenes and make their own pizzas. This program gives young people the opportunity to learn about the art of cooking and managing restaurants.

Functions

Situated on the boardwalk at the Hillarys Boat Harbour, California Pizza Kitchen is the ideal destination to host your next function. Whether it's a private dinner, work sundowner or corporate conference you can sit back and enjoy Perth's beautiful coastline and the freshest, seasonal ingredients Western Australia has to offer.

fact sheet

A global restaurant franchise, specialising in **authentic California-style cuisine**. CPK is widely known for its **innovative dishes**, from signature hearth-baked pizzas, creative salads, pastas, soups and sandwiches to extensive beer, wine and cocktail lists.

OPENING DATE:

September 2016 –
official date to be confirmed.

FIRST AUSTRALIAN RESTAURANT

LOCATION:

Shop 223 Sorrento Quay Boardwalk, Hillarys
Boat Harbour (formerly Jetty's Restaurant)
Perth, Australia 6025

AUSTRALIAN EXECUTIVE TEAM:

Peter Peard

DIRECTOR

Russell Hextall

DIRECTOR & OPERATION MANAGER

Hannah Peard

DIRECTOR & CORPORATE OPERATIONS MANAGER

WEB ADDRESS:

www.cpkaustralia.com.au

MENU OVERVIEW

Fresh, seasonal ingredients and original
flavour combinations that owe their influence
to cultures from around the world.

SPECIALTIES:

- » CEDAR PLANK SALMON - Salmon roasted on a cedar plank in our hearth oven with smoked paprika and lime. Served with white corn & spinach succotash and topped with feta.
- » FIRE-GRILLED RIBEYE - Ribeye grilled with house-made Cabernet salt and topped with creamy bleu cheese butter. Served with roasted Royal Blue potatoes and lemon-garlic wild rocket salad.
- » ROASTED GARLIC CHICKEN + SEASONAL VEGETABLES - Pan-sautéed chicken breast in lemon-garlic sauce with hearth-roasted Royal Blue potatoes, cauliflower, Mediterranean herbs and seasonal vegetables.
- » RED-BERRY SANGRIA - A rich blend of red wine, Rémy VSOP, Monin Blackberry, raspberry puree, cranberry juice and lemonade.

RESTAURANT SIZE:

900 square metres, approx. 370 seats.

Established
in Los Angeles,
March 27, 1985



DÉCOR AND FEEL:

- » An exhibition kitchen centred around the open hearth oven, where guests can watch their meals prepared fresh from scratch and our pizza chefs hand-tossing dough.
- » The honest feel of reclaimed wood, steel, and green herbs going inside the restaurant.
- » Situated on the boardwalk at the Hillarys Boat Harbour, California Pizza Kitchen is the ideal destination to enjoy Perth's beautiful coastline and freshest seasonal ingredients.

COMMUNITY INVOLVEMENT & EVENTS:

- » Community involvement is a fundamental part of our culture worldwide.
- » We host FUNdraising events to help schools and non-profits raise money by donating 20% of their purchases on a designated date.
- » We host free Restaurant Tours to educate children on the hospitality industry.
- » We sponsor local classrooms and sports teams by donating school supplies and help to pay for uniforms or other team-related costs.

HISTORY:

- » CPK opened the first restaurant in Beverly Hills in 1985.
- » Our California twist on global flavours resonated with guests, and almost immediately, CPK became a bustling spot for business and family gatherings.
- » Today, we are approaching 300 restaurants in 16 countries worldwide. Countries include; Australia, USA, Mexico, Chile, China, Japan, Hong Kong, Philippines, Singapore, Taiwan, South Korea, Guam, United Arab Emirates, Saudi Arabia and India.
- » California Pizza Kitchen completed an initial public offering in August 2000 and traded on the NASDAQ National Market under the ticker symbol CPKI.
- » On July 7, 2011, Golden Gate Capital completed the acquisition of CPK and as a result of the acquisition; the company's common stock is no longer publicly traded.
- » On August 18, 2011, G.J. Hart was named President, Chief Executive Officer and Executive Chairman.

contact

For further information **please contact:**

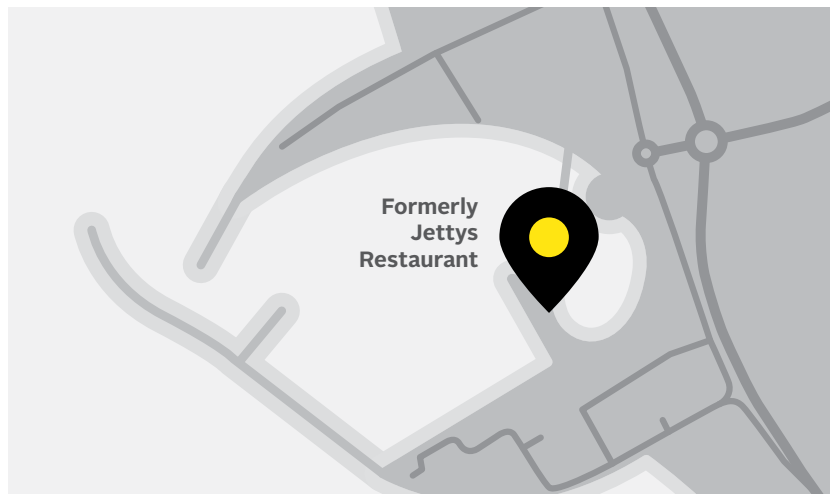
Hannah Peard

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