







## *Alfredo's History*

**Alfredo Di Lelio**, just a boy, had a great desire to work and a strong passion for cooking that led him to success and worldwide fame, starting in 1908 with a small family restaurant in Piazza Rosa in Rome (Piazza disappeared in 1910 following the construction of the Galleria Colonna / Sordi).

It all began in the small restaurant above when his wife Ines, in 1908, gave birth to their firstborn. The woman was very prostrate after the birth of Armando (Alfredo II) and her husband, who was worried for her health, did everything to help her back to health with nutrients foods.

The idea of the dish was born in such situation and then became famous for worldwide.

With his own hands, he prepared noodles mixed with butter and fresh Parmesan.

Then he prayed St. Anna (protector of pregnant women) and served the dish to Ines saying: "if you don't like such dish, I eat it ". She ate with great pleasure and she also suggested to add the dish to the menu of their small restaurant.

The contemporary birth of Alfredo and the "blondes", that he lovely used to call "Fettuccine", are the strength of his worldwide reputation.

His tireless work together with his great enthusiasm, favored the attraction of customers from all over the world.





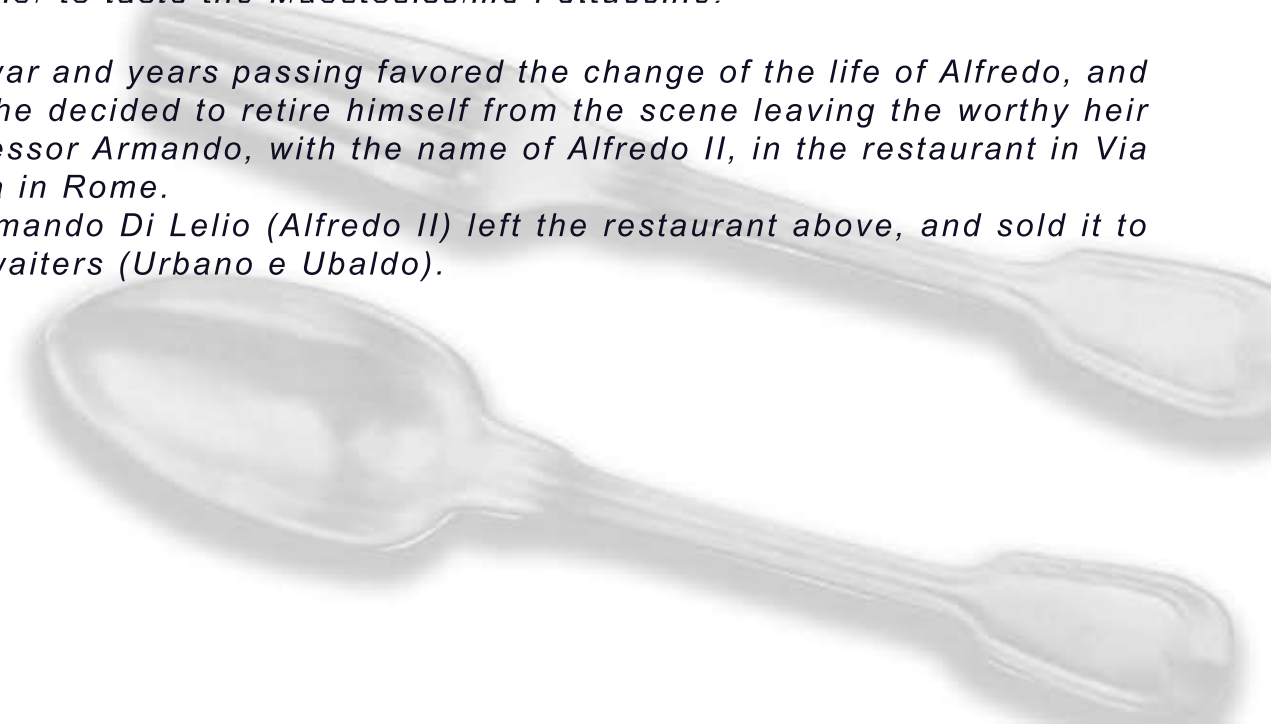
*In 1914, Alfredo Di Lelio (Alfredo I) opened his restaurant "Alfredo" in Rome in Via della Scrofa.*

*Another significant moment for his success and satisfaction was represented by the meeting in 1927 with Douglas Fairbanks and Mary Pickford, the two famous American actors of the silent movie, that during their honeymoon in Rome and after tasting his delicious and original dishes in his restaurant in Via della Scrofa, gave him the gift of two gold tableware as a tribute to his friendly and warm welcome.*

*These are a fork and a spoon of solid gold engraved with the writing: Alfredo's history "to Alfredo the King of the noodles", read by every famous person who had the honor to taste the Maestrosissime Fettuccine.*

*The world war and years passing favored the change of the life of Alfredo, and so in 1943 he decided to retire himself from the scene leaving the worthy heir to his successor Armando, with the name of Alfredo II, in the restaurant in Via della Scrofa in Rome.*

*In 1946, Armando Di Lelio (Alfredo II) left the restaurant above, and sold it to two of the waiters (Urbano e Ubaldo).*





ALBERTO SORDI E MONICA VITTI

With the experience gained over time alongside his father and his undoubted charismatic personality, he has always welcome guests with a beautiful smile that opened beneath his mustache "Umberto", the same who later became the symbol of "Alfredo".

Over time, his character will obtain the merit to be known not just as the King, but as the Emperor of Fettuccine.

In 1950, Alfredo Di Lelio (Alfredo I) decided to hand the reins and to open with his son Armando a new restaurant in Rome, "Il Vero Alfredo" in Piazza Augusto Imperatore 30, where is currently continuing the family tradition managed by his son Armando until 1982, and now by his grandson Alfredo (Alfredo III) with his sister Ines.

From father to son, from son to grandson, in that way Alfredo has become a true dynasty.

Alfredo III, in fact, inheriting the inspiration of his grandfather and of his father, has the merit of having continued worthily the path traced by his predecessors, bringing the name of this historic restaurant around the world.

The restaurant "Il Vero Alfredo" is now in the Registry of "Historic Activities of Excellence" of Rome the Capital.

Visit also the website of "Il Vero Alfredo"



ALFRED HITCHCOCK



AVV. GIANNI AGNELLI



GEORGE BUSH



ROBERT KENNEDY



ELIZABETH TAYLOR



FRANK SINATRA



JOHN WAYNE

# Brand "IL VERO ALFREDO"



**ALFREDO**

*"le roi des fettuccine"*

BIENVENUE A LA

**TOUR DE SUPER CRANS**

# Guestbook and Photogallery



**ALFRED HITCHCOCK**



**JOHN F. KENNEDY**



**ORSON WELLES**



**ELLA FITZGERALD**



**GEORGE BUSH**



**GINGER ROGERS**



**CLARK CABLE**



**AVA GARDNER**



**SYLVESTER STALLONE**



**FRANK SINATRA**



**RINGO STAR**



WALT DISNEY E FAMIGLIA



JOHN WAYNE



SOPHIA LOREN



LUCIA BOSE'



RICHARD NIXON



AVV. GIANNI AGNELLI

*From over one century, there have been many celebrities who have tasted the famous "Fettuccine Alfredo". An incredible collection of pictures and images of Alfredo and his most famous clients since 1950*



KIRK DOUGLAS - EDWARD G. ROBINSON - BARBARA RUSH



VITTORIO GASSMAN



INGRID BERGMAN



HENRI FORD E SIGNORA



CHARLTON HESTON



# Franchising

*Il Vero Alfredo restaurant, famous for its original fettuccine "double butter", created in 1908 by Alfredo I and carried out today, even abroad with the business of franchising, by Alfredo III and his family.*

*Fettuccine Alfredo are not only a dish imitated throughout the world with various inaccurate recipes but also a unique brand of quality.*

*Il Vero Alfredo offers in the franchise abroad its strengths:*

- High quality of Italian cuisine;*
- Transfer of know-how and staff training;*
- Supply of the ingredients of the main dish, fettuccine all'Alfredo, served at the table with a ritual and historical mixed ;*
- Design and atmosphere, creating elegant restaurants that call the same atmosphere of the location of Rome, characterized by photos of celebrities that adorn the walls.*
- Other characteristics of the brand are the golden tableware and the guestbooks,*
- Points of merchandising in the restaurants.*



# Trademark

International Trademarks "Alfredo", "know-how and image rights (pictures and images of Alfredo and his most famous clients since 1950).

Assigned to the franchisee on the basis of license agreement.



Mexico



Kuwait

United Arab Emirates

Qatar



Brazil



Italy



Mexico



Saudi Arabia

China

Canada

Italy

Chile

Greece

Italy



San Marino

European Union

Turkey

Greece

Costa Rica

Turkey

European Union

Japan

Peru

San Marino

Puerto Rico

United States



Chile

Honduras

Puerto Rico

China

El Salvador



Mexico



Peru

Mexico

Panama

Puerto Rico



Chile

Colombia

Guatemala

# Know-How

*Granting the know-how of the franchisor:*

- *initial training (before the opening of the restaurant franchise) and periodic (every year) at the Restaurant "Il Vero Alfredo" in Rome of the chef/chefs of the new restaurant;*
- *start-up of the new restaurant with the presence of the owners of the restaurant "Il Vero Alfredo" and the chef of the restaurant itself;*
- *periodic visits of the owners / representatives of the restaurant "Il Vero Alfredo" at the new restaurant (even at festivals, major events);*
- *creating a link between the website of the Restaurant "Il Vero Alfredo" and the website of the new restaurant;*
- *internal structure and image of the new restaurant that recall the historic features of the Restaurant of Rome: in particular, menu including, in addition to the "Fettuccine all' Alfredo", also some typical dishes of the menu of the restaurant Alfredo, pictures on the walls of well-known customers from 1950, interior decoration.*



*Alfredo I*



*Alfredo II*



*Alfredo III*

# Design Project

*Internal structure and image of the new restaurant that recall the historic features of the Restaurant of Rome: in particular, menu including, in addition to the "Fettuccine all' Alfredo", also some typical dishes of the menu of the restaurant Alfredo, pictures on the walls of well-known customers from 1950, interior decoration.*



# Menu and products

High quality food and international standards, a selected menu of Italian and International dishes, where fettuccine Alfredo are the main speciality.



## Alfredo in the World



**MEXICO** (since 1995 - Mexico City - Puebla, Cozumel, Puerto Vallarta):

franchisee on the basis of exclusive trademark license in Mexico



**BRAZIL** (since 1992 - Salvador de Bahia): franchisee on the basis of exclusive trademark license in Salvador de Bahia



**UAE** (since 2012 – Dubai): master franchisee on the basis of exclusive trademark license in Arab countries.



**USA** (since 1975 – New York): relationship on the basis of exclusive trademark license in U.S.A.



-  Restaurant "Il Vero Alfredo"
-  Franchising relationships and other with "Alfredo"

# Restaurant Concept

Internal structure and image of the new restaurant that recall a mix of history and modern style features of the Restaurant of Rome.



# Alfredo's Events

Event planning is the process of planning a festival, ceremony, party, concert, or convention.

The events represent a lever of communication that allows a direct contact (face to face) with internal public, dealers, consumers or spectators.



# Merchandising

*Possible development of sale for food products with brand "Alfredo" on the basis of specific license agreement.*





# TO FRANCHISEE



**Trademark**



**KnowHow**



**Staff Training**



**Franchisee Kit**



**Operational Manual**



**Financial Plan**



**Assistance**



**DesignProject**



**Merchandising**



**Communication**

## FRANCHISEE KIT



**Franchising Manual**



**Operative Manual**



**Customer Service Manual**



**Design Manual**



**Security Manual**



**Payments Procedures**



**Communication Manual**



**Image Manual**



**Merchandising Catalogue**



**Food and Beverage Manual**



**Administration Manual**

# Historic Activities of Excellence of Rome



*The restaurant "Il Vero Alfredo" is now in the Registry of "Historic Activities of Excellence" of Rome the Capital.*



*Ristorante "Il Vero Alfredo" di "l'Originale Alfredo all'Augusteo s.r.l."- piazza Augusto Imperatore n. 30. Ristorazione.  
Classe: Pubblici Servizi*



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