

The secret of **Tuscan cuisine.**



DALLOSTE
FIRENZE
FLORENCE STEAKHOUSE

BUSINESS OVERVIEW

The frontier of the Italian restaurant industry.



Our business model

TRATTORIA DALL'OSTE was founded in 2009 at the initiative of experts in the restaurant industry in Florence.

Becoming independent in 2012, thanks to the business vision of Antonio Belperio, it was originally born as a Tuscan trattoria, specialising in meat-based dishes, the crown jewel of its menu.

TRATTORIA DALL'OSTE started as an entrepreneurial idea, a mission, namely being recognised as one of the best restaurants serving Tuscan cuisine and bistecca alla fiorentina - the traditional Florentine T-bone steak - in the whole world, with a vision to export the quality of Tuscan cuisine around the world and become a leading international business in the restaurant industry.

TRATTORIA DALL'OSTE has been able to tap into the large Italian market - but more importantly, the international market, too - thanks to its ability to embody values such as honesty, humility, cooperation, creativity and enthusiasm.

The focus of the menu offered at TRATTORIA DALL'OSTE is its bistecca alla fiorentina, prepared according to the most traditional of recipes.

The raw materials are top-quality, as demonstrated by the selection of Chianina PGI beef and the choice of products that are certified after carefully selecting the suppliers and verifying the producers' supply chain.

TRATTORIA DALL'OSTE is a format with a markedly Tuscan soul, of which the cuisine itself is a natural extension.

Starting from this foundation of quality and refinement, TRATTORIA DALL'OSTE established itself in the region as a true benchmark for restaurants.



In the spirit of the food experience.

Our format

Nobody can come to Florence without sampling its cuisine at least once.

Given this strong identity, TRATTORIA DALL'OSTE presents all the necessary features and qualities to be able to expand its network, especially abroad.



TRATTORIA DALL'OSTE was conceived with the aim of offering its diners an oasis of relaxation thanks to a combination of excellent gourmet Tuscan cuisine and a welcoming, 100% Italian atmosphere.

The customer cannot help but appreciate not just the menu, but the restaurant itself, which turns any place where the format is opened into a little piece of Italy.

The success of TRATTORIA DALL'OSTE is also owed to the spectacular level of recognition that it has earned from both national and international customers.


Thanks to intelligent web marketing strategies, the management of the Trattoria has been able to attract potential customers and convey the excellent quality of the experience it offers. The replicability of the format also includes sharing such marketing strategies with the network.

The franchising market only rewards the best products - only the most successful formats.

The management of the raw materials, the appetising menu, the Italian identity of the brand, the quality of the service and the beauty of the location all make TRATTORIA DALL'OSTE one of the safest bets for the imminent future of the restaurant industry.


All the recipes for quality.

The menu




Meat • Bistecca alla fiorentina (T-bone), Sirloin, Sliced steak and Fillet of Chianina PGI beef.

These products are the "princes" of the TRATTORIA DALL'OSTE menu. The supply chain is monitored at every step from rearing to plating the dishes, which are presented according to traditional Tuscan recipes.




First courses • The TRATTORIA DALL'OSTE menu also offers a wide variety of first courses ranging from tortelli in a wild boar ragù to a very simple pasta alla carbonara.

Just like the starters and the fish mains, the whole menu is designed to present diners with dishes that are prepared according to Tuscan recipes.




Fish • The spaghetti with lobster or egg tagliolini with squid ink are just some of the dishes that have conquered the hearts of our customers from all over the world.

Crustaceans and shellfish, such as oysters, round off an extremely varied, always top-quality menu choice.



Desserts • Italy is also the land of sweet things, and the most indulgent part of the meal is sure to include a contribution from Tuscany.

A customer looking to have a selection from all parts of the menu can, after a first course and a meat or fish course, finish their meal by choosing from a pleasant selection of the best traditional desserts.



Wine cellar • The selection of wines tops off a menu in which every last detail is designed to offer the diner a set of dishes that cover every possible requirement.

The wine list is carefully paired with the dishes offered on the menu.



Our meat

Fillet, bistecca alla fiorentina, sliced steak: no matter how our chef prepares the meat, TRATTORIA DALL'OSTE can assure its diners that the raw ingredients have been selected according to strict requirements before arriving in the kitchen.

The range we offer is always certified, PGI meat, raised according to natural standards.

Scottona, vitellone, beef, wagyu and veal are the types of animals that we consider central to the menu.

The breeds chosen and offered to customers are central to our formula and crucial for the success of the business model, and these include:

	Chianina	Pezzata rossa	Vitellone toscano	
	Marchigiana	Rubia gallega	Black Angus	
	Wagyu	Wagyu USA		

High quality, selectiveness and complete control over the entire supply chain allows us to offer only the best to our customers.

Professionalism, hospitality, quality and continuity are the values that distinguish TRATTORIA DALL'OSTE.

The strict selection, careful monitoring and ongoing management of our meat purchasing translate into a guarantee of safe, high-quality products that are tasty and a delight for the senses.

TRATTORIA DALL'OSTE follows the meat selection process through every step, from raising to slaughtering, butchering to processing, and finally the ageing it undergoes before reaching the kitchen.

So, from the carefully-followed supply chain to the ageing process, TRATTORIA DALL'OSTE guarantees its customers total respect for the quality of the raw materials, providing the franchise with a major competitive advantage.

We seek out
and select
**the best beef
in the world.**

The best products come from home..

Our supply chain

The farms

The animals all come from farms that are inspected and certified, where they are fed top-quality feed without the use of hormones and antibiotics.

These farms are such as to allow the animal proper growth in terms of its wellbeing, with ethical methods that respect their routines, avoiding unnecessary suffering. For our own wellbeing, it is important to choose healthy feed that is safe on a qualitative level.

Maturation

Maturation is the ageing process that makes meat tenderer and, above all, tastier. It is a very important process for meat connoisseurs.

TRATTORIA DELL'OSTE dry-ages its beef "on the bone" in a clean cold store for at least 3 weeks, during which time the meat loses around 20% of its liquid.

This process makes the meat tasty and flavourful, giving it a drier, fuller flavour on the palate.

The times and methods of ageing vary according to the characteristics of the animal (breed, age, type of diet, fat content and type of cut).

TRATTORIA DALL'OSTE follows the meat selection process through every step, from raising to slaughtering, butchering to processing, and finally the ageing it undergoes before reaching the kitchen.

The supply chain is supervised by our partners, who provide us with all the necessary information about quality and food safety.

Quality is the main characteristic that the meat must have.

I nostri fornitori



A rare franchising opportunity.



Why should you become a part of our franchising?

1. The heart of Florentine culture

TRATTORIA DALL'OSTE has been able to establish itself in a highly competitive market and currently enjoys a constant stream of customers.

The quality of the meat and cuisine in general, as well as the wine selection and service, have made TRATTORIA DALL'OSTE one of the centres of Tuscan culinary culture.

The level of its cooking now allows us to offer our franchisees a high-yield format with our precise, highly identifiable knowledge.

2. The guarantee of a business

Franchisees can take advantage of constant support for structuring marketing strategies and communication plans.

The transfer of the TRATTORIA DALL'OSTE's knowledge aims to consolidate the experience accumulated over the years.

The parent company also guarantees, in addition to ongoing training, to provide a business development course to address all the challenges of the modern restaurant market.

3. "Turnkey" location

Becoming a franchisee of TRATTORIA DALL'OSTE means receiving a "turnkey" restaurant that is ready to operate, fully fitted down to the slightest detail.

The proposed format includes the implementation of a rational layout that is optimised for managing all the processes involved, from production to sales to customer service and hospitality.

The parent company provides a location complete with all furnishings and equipment of an extremely high standard, which are key to ensuring the right market positioning for the business.



A choice that makes an impression..



The management of TRATTORIA DALL'OSTE has designed a format capable of replicating in every possible way the winning formula that has made the original location a landmark in the region.

From the careful consideration of the menu to the intelligent layout, but also thanks to a discerning selection of suppliers and strict supervision of the meat's supply chain, the franchising formula leaves nothing to chance.

The franchisee will enter fully into a business that can take root in any internazionale grazie alla forte identità del brand e alla qualità della sua cucina.

Il format della Trattoria dall'Oste è rivolto anche ai coloro che intendono investire in un business ad alto rendimento. Situato nelle grandi città e con un ampio bacino di clientela, il format assicura un'importante presenza commerciale sul territorio.

Aprire un ristorante diventa così un affare imperdibile. international environment thanks to the brand's strong identity and high-quality food.

The format of Trattoria dall'Oste is also aimed at anyone who is interested in investing in a high-yield business.

Located in big cities with a large customer base, the format promises to create an important commercial presence in the area.

With terms like these, opening a restaurant becomes an unmissable deal.

From the heart of Tuscany
to the centre of the world..



Via Luigi Alamanni, 3/5r · 50100 Firenze
www.osteriadalloste.it