

**PIZZA ROSSA**  
**COMPANY PRESENTATION**



We passionately believe that  
food is central to the enjoyment of life.

Our mission is to give everyone the chance  
to find a moment in their busy day  
to savour a slice of that passion for themselves.

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# Executive Summary

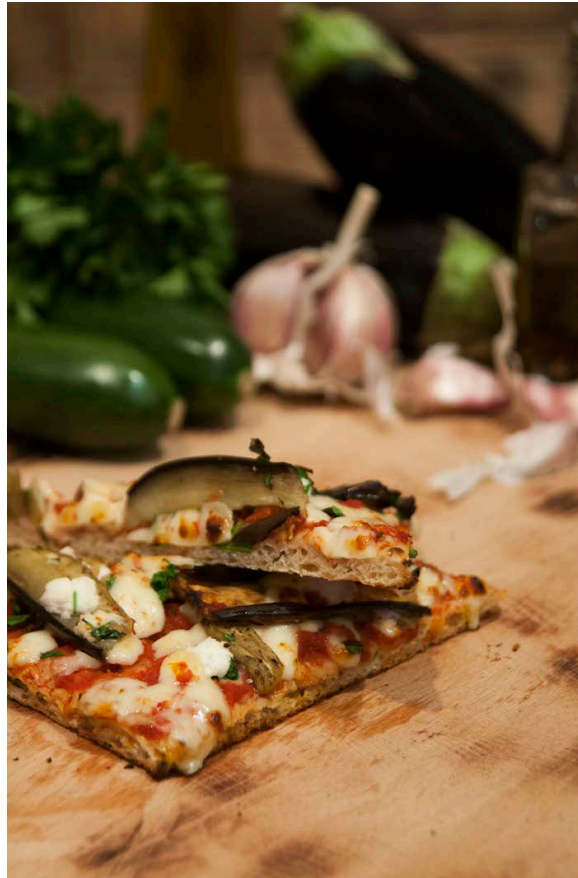
- **The Opportunity**

- Create the first high quality Italian pizza on-the-go offering in Turkey
- Significant scalability potential in high streets, leisure locations, education facilities (universities, colleges), travel hubs and shopping malls
- Flexibility of trading models: eat in, take away and delivery

- **Range of Products**

- Delicious pizza by-the-slice, low calorie, highly digestible (ideal for quick meals while shopping, travelling, lunch breaks at work), ready in less than two minutes
- Complementary offering includes pasta, salads, soups, paninis, lasagne, desserts and coffee

# Our Pizza



In our London outlets consumers are also offered a range of other authentic Italian products for most meal occasions

# Our Range of Products

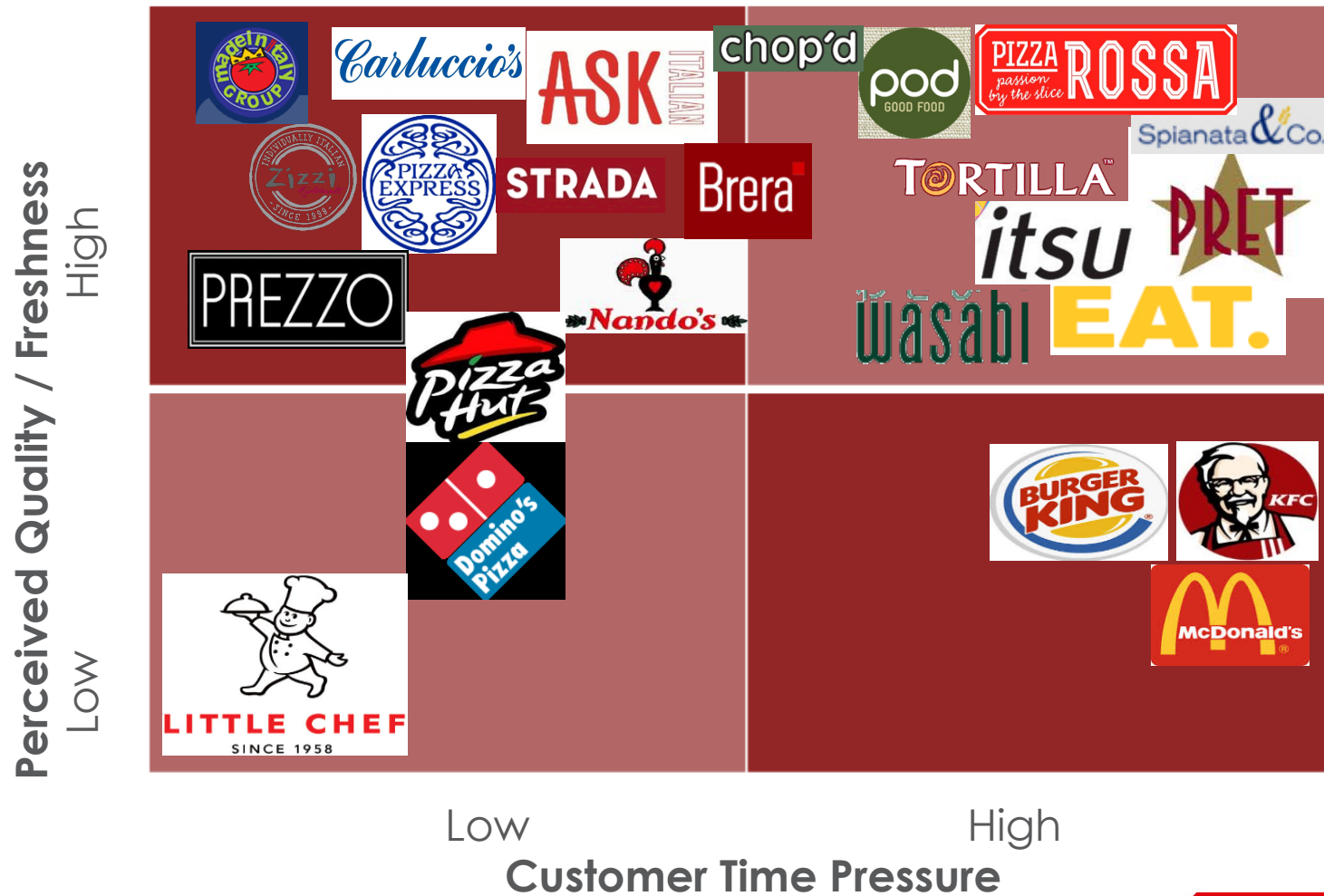
In addition to our range of exciting pizzas by the slice we also offer consumers a range of authentic Italian products for most out of home meal occasions



# Our Pizza's Unique Selling Combination

<b>Taste / Quality</b>	Deliciously crunchy and crisp 85% of our high quality ingredients sourced from Italy
<b>Speed</b>	Served quickly for eat in, takeaway or home delivery
<b>Portability</b>	Easy to eat-on-the-go, can be wrapped like a burrito
<b>Variety</b>	Vegan, vegetarian, dairy-free and meat options
<b>Ambience</b>	Artisanal branded outlets
<b>Value for Money</b>	Single slice can retail from £2.00
<b>Healthy and light</b>	From 180 calories per slice, highly digestible Vegetarian pizzas provide 1 of your 5-a-day portion

# Our Positioning in London Market



No other Pizza offering in High quality - High speed segment





# Strong Consumer Feedback

- “It is like my grandmother’s pizza used to taste”, Italian homesick expat
- “Delicious”
- “A world apart from P...a H.t”
- “Pizza made friendly for the lunchtime rush”
- “...hmmmm, *buonissimo*”
- “One of the best doughs I ate for a long time”
- “Gourmet lasagne, Michelin-star quality”
- “Quality difficult to find even in Italy”, Italian journalist
- 80% of customers surveys: “Extremely” to “Highly” likely to return

# Production Set Up & Logistics

## **Pizza Rossa will provide the following from our central kitchen**

- Capability to produce thousands of meals daily
- Complete standardisation of products allows extensive quality control
- All food hand made centrally and frozen without affecting quality and artisanal feel
- Pizza bases produced exactly as for stores (packed in 4s or 5s)
- Two proposed types :
  - sauce only (for vegan pizza)
  - sauce and mozzarella fior di latte (margherita base for all toppings)
- Frozen transport weekly
- Direct supply of high quality Italian products
- Branded Pizza Rossa packaging : bags, boxes, napkins
- Clear manuals (with photos) on how to deliver Pizza Rossa pizzas to your consumers

# Production Set Up & Logistics – Cont'd

## The Franchisee will

- Temper the pizza bases to chilled or room temperature
- Finish all pizza in situ, with authentic Italian ingredients supplied by us
- Display refrigerated (longer reheat) or room temperature
- Serve re-heated in deck or conveyor ovens
- Pack in branded Pizza Rossa packaging at pos : bags, boxes, napkins

Note: Pizza Rossa's supply chain can scale up indefinitely at relatively short notice depending on demand

# Initial Product Mix

The franchisee will be required to commercialise at least 8 types of pizza, selected from our range of vegan, vegetarian and non-vegetarian toppings, pasta, beef-based lasagne, salads, paninis, desserts and coffee.

The dough we produce is vegan and it allows to satisfy various dietary and religious requirements such as Halal, pork-free, etc



Margherita



Tuna and Onions

# Outlet Approach

- **Flexibility and Limited space requirement**
  - We can operate from a dedicated section in an existing shop to a full-seated restaurant space to an outdoors marquee or a street market
  - 10sqm can suffice in high footfall locations
- **Low cost setup costs**
  - Minimum requirement includes:
    - Pizza re-heating deck (or conveyor) ovens
    - Refrigeration
    - Extraction over the ovens would be a significant plus
    - EPoS system (we use a fully integrated system between kitchen and shops)
    - Pizza Rossa-branded signage and marketing materials

# Pizza Rossa's Design Ethos

- Pizza Rossa marries antiquity and modernity in true Italian style
- Classic, natural materials with clean, modern lines
- Accents of colour and upbeat music to create warm, trendy and welcoming destinations
- Friendly and smiling staff serving throughout



# Franchising Contractual Basics - 1

- Term – 5 years and renewable for a further 3 or 5
- Right to use Pizza Rossa's trademarks
- Exclusivity – Pizza Rossa to be available only to a national master franchisor, subject to minimum number of outlets to be open
- Franchise fee – TBC
- Capital investment – belongs to Franchisee
- Invoicing and payment – payment max 30 days from shipment
- Termination – 6 months' notice with clauses to rectify issues and arbitration

# Franchising Contractual Basics - 2

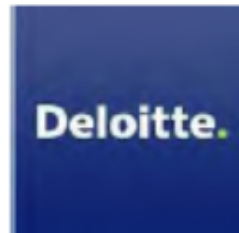
- Products used for the toppings are proprietary and will be specified by Pizza Rossa
- Confidentiality - Standard clauses required to protect Pizza Rossa's IP
- Physical representation of the brand - Pizza Rossa to sign off any proposals
- Minimum number of outlets - Franchisee to guarantee TBC number of outlets over a period of 24 months
- Manual to be produced by Pizza Rossa, Initial Franchisee's staff training to be carried out at Pizza Rossa's CPU



# Awards



WINNER  
ANNUAL BUSINESS  
PLAN COMPETITION  
2013



WINNER OF THE 2013  
DELOITTE INSTITUTE OF INNOVATION  
& ENTREPRENEURSHIP  
FOUNDER'S AWARD



RUNNER-UP  
2013



WINNER  
INNOVATION WAREHOUSE  
PITCHFEST CONTEST MAY 2013



★★★★★  
HIGHEST EVER FUNDED  
START-UP FROM A EUROPEAN  
CROWDFUNDING PLATFORM



MEMBER  
LBS BUSINESS  
INCUBATOR  
2013/14



# What They Say About Us

## IN THE PRESS



## THE TIMES



**Pizza Rossa hungry for a slice of City lunchtime trade**  
By Carina Perkins • 17-Apr-2014  
Related topics: Venues

**Pizza grab-and-go concept Pizza Rossa will open its first outlets in the City later this year after breaking a European record for securing start-up funding through crowdfunding.**

The brainchild of Italian chartered-engineer Corrado Accardi, Pizza Rossa aims to bring 'pizza al taglio' – pizza by the square slice – to the streets of London.

The venture raised 157 per cent of the capital needed – £440,000 – in just 17 days from over 100 people and is close to securing its first three sites in the City.

It hopes to open its first outlet – a pop-up in a 'prominent' position in the Square Mile, next month.

**Market gap**  
Pizza Rossa aims to fill a gap in the market for high quality pizza-to-go, satisfying the needs of city workers who want quality, tasty, healthier food even when time is short.

"Because of the way we make it, the dough of our pizzas itself is vegan and highly digestible so if you eat it for lunch you won't feel bloated afterwards," explained Accardi.

"It is also low calorie – our slices of pizza will be in most cases under 300 calories. We will also have types of pizza that satisfy the requirement for one of your five-a-day, and others which will be perfect to eat on the down-days of the 5:2 diet."

The brand also puts an emphasis on convenience, with plans to serve within 90 seconds from ordering.

Italian-living



Pizza Rossa hopes to open at least 15 sites in the City over the next five years

