

*Teng'tiemp*

[I have plenty of time]

**...the authentic  
Neapolitan pizza  
in the world...**

*Vac'e'pressa*

[I'm in a hurry]

# Our history

Our history begins in 1988 in Naples, the city that invented the pizza. In twenty years we have created and improved a never before applied managerial system to a so traditional and handicraft world: that of pizzerias...

We have created two concepts of pizzerias:

## **Rossopomodoro**

for those who have time and can try the "Verace" Neapolitan pizza cooked in a firewood oven with table Service.

## **Rossosapore**

for those who are in a hurry, and want to taste a slice of authentic "Sorrento pizza a metro" cooked in our traditional oven, choosing directly from the showcase which type of pizza to try!

## **transform the authentic Neapolitan pizza in your business**

Our proposal is founded on an strong element: the pizza.

The Neapolitan pizza, with a soft border, D.o.p. buffalo mozzarella and fresh basil is one of the most traditional dishes that Italy can offer...

Anyone who has been in Naples has not been able to do less than taste one of these pizzas, made with delicious products that characterize and exalt it's taste.

We give you the possibility to bring in your city, both in Italy than abroad, these flavors, this piece of Neapolitan character! The products will be those that you can find in the our Neapolitan restaurants and the pizza chefs and the cooks will be of Neapolitan school: the only ones that can enhance the taste of that pasta, of that tomato, of that oil...

We will teach you the secrets of managing all this and in the end our pizza...  
will become your life !

POMODORO



**...two brands,  
a unique concept:  
quality...**





## How do I become one of your Franchisees?

The first evaluation of your idea about how and where to create one of our franchising is made by our offices in Naples. Verified the feasibility of your entrepreneurial project, we give you the possibility to verify our system and observe more in-depth our world, spending some days in one of the pilot restaurants, so to do the training. At that point if you're convinced and have convinced us, we proceed with the signature of the contract. From that moment starts the planning phase of the opening of your restaurant: Training, restaurant project, personnel search.



## What's the training, how do you help me with the personnel?

After the signature of the contract begins the most important franchisee phase: the training. It varies whether the Rossosaporo or the Rossopomodoro brand is chosen. This last one has a longer and more complex training period, in fact you must achieve to manage a more complex menu, more elaborated computer software and above all must learn to manage a team, that of your restaurant, that in many cases is over 10 units. The training period lasts about 4 months and consists of various phases that correspond to different learning levels. The Rossosaporo training period lasts about 2 months. The formation is made in some of our restaurants displaced in three different areas, in Italy. The personnel that will work in the sales point will be selected ( in the area where the restaurant will open ) by you personally with our help, and for the professional figures, pizza chefs and cooks, there is a training, regarding all the dishes in our menu. The opening phase of a place is the most important moment, in fact the customers, attracted by the mark and by what it means in terms of quality, will be interested in it, but their judgments will be severe and important for your restaurant and so we have predisposed an opening team that will be with you in the first month of life, capable of facing all the production and management problems!



## In how much time do you create a restaurant?

Carried out the project lay-out and obtained all the authorizations to start the possible restructuring works, in 60 days we are able to carry on an "all included" project of one of our restaurants.



## What do we supply and how do you check the restaurant?

Our menu changes several times during the year. Rossopomodoro has for example a menu for each season, so to use always fresh products and lower the costs. The products are the most important elements of our menu and are essential and irreplaceable. In the time we have selected for us and for you some little suppliers of which we know all the productive chain. These products: the flour, the Sorrento olive oil, the buffalo mozzarella, the tomatoes of the nocerino area, are marked by Rossopomodoro and arrive in all our restaurants from Naples...to Tokio !

Obviously the quality of these products is the fundamental aspect of our franchising, but it is also important that in the end we know how much money we are earning. Our menu is carried out starting from a products list that is inserted in the managerial software of the restaurant. The list changes when varying the menu, this allows to manage the orders automatically and to be sure of the incidence of product costs. The system also allows you to know at any time and from any place, even if you're not in your restaurant, how much you are spending to produce what you're selling, or what is the personnel incidence cost, but above all how much you are earning!

### ROSSOSAPORE

#### DESCRIPTION

**Commercial place of about 40/50 sq m with at least 2 show-cases. In central city areas in zones with high pedestrian traffic. Commercial place of 50 sq m with one showcase, in a shopping centre.**

#### CHARACTERISTICS

**Necessity of an insulated chimney flue of at least. 20 cm inside circumference. 30 Kw of electricity.**

#### RESTAURANT CREATION

**works: 800 euro sq m. Total 40.000 euro  
Equipments and furniture: 800 euro sq m. Total 40.000 euro**

### ROSSOPOMODORO

#### DESCRIPTION

**Commercial place of about 350 sq m with various show-cases in central City areas in busy zones also on two levels. Commercial place of 400 sq m, also with one showcase in a shopping center.**

#### CHARACTERISTICS

**Necessity of two insulated chimney flues, one of at least 25 cm of internal circumference and the other of at least 40 cm of internal circumference. 100 Kw of electricity**

#### RESTAURANT CREATION

**works: 600 euro sq m. Total 240.000 euro  
Equipments and furniture: 600 euro sq m. Total 240.000 euro**



**...why  
a franchising  
with us...**



# ROSSOPOMODORO *Teng'tiemp* [I have plenty of time]

Brand: "ROSSOPOMODORO"

The authentic Neapolitan pizzeria

It's the most known pizzerias brand in Italy, the over 80 restaurants are recognized by the customer for the quality of the products and for the always innovative menu

The Rossopomodoro seasonal menu proposes an offer that it is composed of:

- KITCHEN: Starters, Pasta, Salads, Pan & Grill
- PIZZERIA: Pizzas, Panini pizzas, fried pizzas
- DESSERT AND FRUIT: homemade tradition desserts

The menu changes four times a year based on the seasons so to use always fresh products and so to have better prices, this is one of the secrets of the low cost percentages. Many products used are slow food presidiums of Campania, so to give a particular charm to this menu.

## THE PROJECT

One of the strong points of "ROSSOPOMODORO" is the architectural project: The final result is a beautiful place, with the centrality of the firewood oven, also in the patented version "biggest firewood oven in the world", studied by Riccardo Dalisi industrial designer, with the kitchen always at sight and the exact study of the lights, with the handmade paintings by the Neapolitan artist, Manuel Di Chiara. The settings result for the customer a sensorial experience, even before being one of tastes and fragrances... Obviously the Rossopomodoro construction materials are always in line with the tradition, the wood, the copper, the ceramics.

### ROSSOPOMODORO IN NUMBERS

Initial investment (cont.+leasing agreement) euro 400.000  
Accession Fee of euro 50.000  
Deposit euro 30.000

Royalty 4%  
Advertisement 1%

Economic theoretical parameters\*: Ros 18 % - Ret. on invest. 3years

*\* economic theoretical parameters are of indicative value and may vary from place to place and don't constitute a contract obligation.*

# ROSSOSAPORE *Vac'e'pressa* [I'm in a hurry]

Brand: "ROSSOSAPORE"

Represents the quality of the "Sorrento pizza a metro", the symbol of the San Marzano tomato, always present in the Rossopomodoro mark, evokes the quality of the ingredients and the artisanship of the production.

## GLOBAL EXPERIENCE

We transmit across the training of our franchisee, our experience and our philosophy, so that he can concentrated entirely on the management of the place, on the customer satisfaction. We have experimented for him, the sales formula, the prices, the offer and above all the managerial system.

## GASTRONOMIC OFFER

The offer for the Rossosapora clientele, is based on many specialties, both of rotisserie and pastry products, all Neapolitan, but the true "star" is the Sorrento pizza a metro cooked on the traditional cotto surface. The pizza in 18 different variations, so as the rustic 'cannolo', the croquets, the rice balls, the 'saltimbocca', the sfogliatella, the fresh sandwiches done at the moment with dop buffalo mozzarella and fresh tomatoes. The products are presented in an way that allows the customer to choose and it eat them immediately, also as take away, without even waiting a minute to be served. This system is based on a very easy management, where the manipulation and the transformation of the ingredients are reduced to the minimum, and with a short training you can succeed to produce and manage, there is no need of a pizza chef, but the quality is constant and high.

## MERCHANDISING

Rossosapora apart from the showcase with all the gastronomic specialties is characterized by a sales corner to the public of all Campania region specialties: the dop buffalo mozzarella, extra virgin Sorrento olive oil, the bronze drawn pasta, the San Marzano tomato, the Cetara anchovies... And many other products, some of which are Campania slow food presidiums. All of these products are the ones used in the production of the pizzas, so the customer can buy them and bring them home in a nice packaging, also ideal for gifts. Customers can prepare a nice evening with bronze drawn spaghetti, nocerino tomatoes and Sorrento oil.

## AMBIANCE

Rossosapora is thought and created to give a warm ambience and so to let the customer live the preparation process. All is at sight, the choice of the pizzas and of the other products are in front of the customers, illuminated so to inspire heat and color. The products on sale are displaced so to remember the old "Puteche" (shops) that sold traditional and genuine products. Pizzas are taken out of the oven towards the customers, our oven has two mouths, one facing the preparation area and another facing the sales area where the pizzas are taken out of the oven, its traditional cooking surface is made of Sorrento cotto and is one of our registered patents.

### ROSSOSAPORE IN NUMBERS

Initial investment (cont.+leasing agreement) euro 80.000  
Accession Fee of euro 20.000  
Deposit euro 10.000

Royalty 4%

Economic theoretical parameters\*: Ros 17% - Rit. on invest. 3years

*\* economic theoretical parameters are of indicative value and may vary from place to place and don't constitute a contract obligation.*



