



Delivering Classic Italian Quality

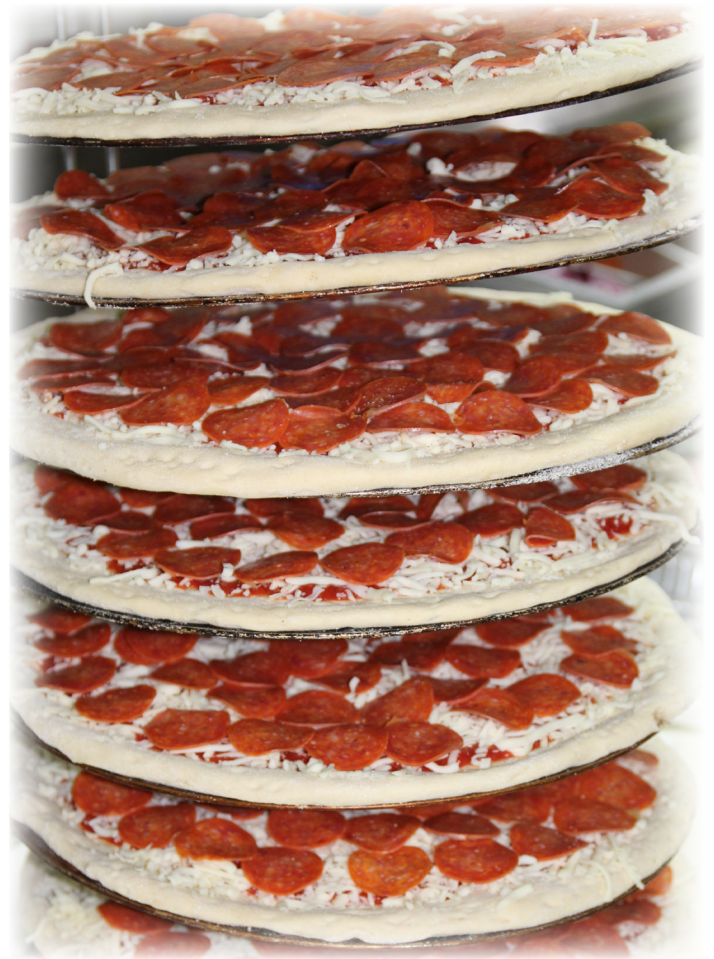


FRANCHISE BROCHURE



RECIPE FOR SUCCESS

Our franchise system has had over 30-years proving itself in the highly competitive \$45 billion per year U.S. Pizza segment. Varol Ablak, the Chairman & Founder, felt that our artisan products could be delivered to your door in 30-minutes without sacrificing quality. As a result, Vocelli® has been consistently ranked in the top 30, 40 or 50 of all the top pizza chains in the U.S.



HIGH DEMAND

- 83% of consumers eat pizza at least once a month.*
- 43% of consumers eat pizza at least weekly.*



AWESOME MENU

Vocelli® offers an extensive menu that goes far beyond a list of pizza toppings. Developed from 30-years of experience and research, our menu features multiple product categories and flavor options that attract new customers.

USER FRIENDLY TECHNOLOGY

Our dynamic online ordering website scales to the appropriate size to fit a customer's screen, including a mobile device. This user-friendly technology makes it easy for customers to order their Vocelli® favorites for delivery or carryout. Touch screens in the store reduce training time and make it easier for team members to quickly and accurately capture orders. And several key reports are readily accessible via a mobile phone, reducing the time required to be instore.



WHEN YOU START WITH GREAT INGREDIENTS YOU DELIVER A GREAT PIZZA!



DOUGH

Our recipe includes spring wheat and extra virgin olive oil placed right into the dough. The water is filtered so nothing but the purest water is used to formulate the dough.



SAUCE

We use our own private-label sauce that's made from freshly packed, vine-ripened tomatoes. Better tomatoes equal better sauce.



CHEESE

100% Wisconsin Cheese that's never frozen. Rich moisture mozzarella and aged cheddar, parmesan and imported Pecorino Romano Cheeses.

CRUST OPTIONS

- TRADITIONAL HAND-TOSSED CRUST
- THIN CRUST
- GLUTEN FREE CRUST
- CAULIFLOWER CRUST

While taste is still the most popular menu driver. 44% of consumers say that the pizza with the best crust will play a role in restaurant choice.*





CUSTOMER FAVORITES (BEYOND THE PIZZA)

- OVEN ROASTED CHICKEN WINGS
- VOCELLI ROLLS
- BREADSTICK & BREADSTICK BITES
- ITALIAN HOUSE BAKED SUB
- STEAK HOUSE BAKED SUB
- PICK 3 STROMBOLI
- TUSCAN GRILLED CHICKEN SALAD
- HOUSE BAKED COOKIES
- SIGNATURE CUPPED CRISPY PEPPERONI



WHAT YOU GET

\$5 Off your next order! Usable with menu priced orders or with a coupon, specials excluded.

HOW IT WORKS

Every time your order total is over \$10, you earn 1 point. After you get 5 points, you can redeem your points for \$5 off your next order.

WHERE TO SIGN UP

Enroll online, on the phone or in the store.

BONUS

You get 2 points for signing up!





FIT FOR FRANCHISING

We are currently partnering with single and multi-unit franchisees to build a large footprint of restaurants across the U.S. and internationally. We are primarily interested in centers that service both lunch/daytime traffic and dinner/nighttime traffic (residential and entertainment). We prefer co-tenancy with similar contemporary brands.

STORE REQUIREMENTS

- **STREET LOCATIONS:** Ideal size is 1,200 to 1,800 square feet
- **FRONTAGE:** 16 feet minimum
- **VISIBILITY:** Unrestricted from primary access
- **SIGNAGE:** Prefer 1 sign plus 1 monument or pylon

PREFERRED LOCATIONS

- Urban Storefronts
- Shopping Centers (end-caps & pads)
- Mall Food Courts
- Lifestyle Centers
- Entertainment Centers
- Transportation Centers
- Mixed Use Projects (retail, residential, office)
- University adjacent

FEES

- **FRANCHISE FEE:** \$30,000
- **ROYALTY FEE:** 5% of Gross Sales
- **MARKETING FUND:** 1% of Gross Sales
- **TOTAL INVESTMENT RANGE:** \$156,000 to \$330,900 (USD)

WHAT KIND OF SUPPORT DO I GET WITH A VOCELLI® FRANCHISE?

You get our entire operating system including brand procedures and recipes, incredible training, vendor contracts, store build-out and trade dress, website and social media and all marketing support. You also become part of a dynamic, fun, healthy concept!

DOES VOCELLI® PROVIDE TRAINING FOR FRANCHISEES?

Yes, we provide initial training for the franchisee of 3 weeks. In addition, we continue to provide ongoing training for the franchisee and team.



WHAT IS THE NEXT STEP TO OWNING MY OWN VOCELLI® STORE?

STEP 1: MEETING WITH FRANCHISE REP

Discuss the brand, your plan and the territory

STEP 2: APPLICATION

Complete a Franchise Application

STEP 3: FDD

Franchise Disclosure Document (FDD)

STEP 4: OPERATIONS INTERVIEW

Discuss business plan with CEO

STEP 5: EXPERIENCE AND BACKGROUND

Resume, Financial and Background Information

STEP 6: DISCOVERY DAY

Guest visit at the Franchise Support Center

STEP 7: FRANCHISE REVIEW BOARD

Approval to Award You the Franchise

STEP 8: SIGN DOCUMENTS

Sign the Franchise Agreement



FOR FURTHER INFORMATION PLEASE CONTACT

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