



BUILD
YOUR OWN
ITALIAN
EMPIRE

Right in Your Neighborhood!



Welcome to our Family!

Benvenuto and thank you for your interest in Vocelli Pizza! At Vocelli, we believe our authentic Italian pizzas are the very best in the business, and that our franchise opportunities are equally fresh and exciting. Through our proven business methods - honed and ripened since 1988 - and our smart, interactive operations style, you will enjoy inherent advantages in starting your own successful, quality pizza business... right in your neighborhood.

And no surprise, we distinguish ourselves from other national pizza chains by consistently focusing on providing the highest standard of quality. We incorporate everything we've learned from our own rich pizza tradition, in every product we sell, and by supplying exceptional support systems to our valued franchise partners — our family. Simply put, we believe in making and serving the quality of pizza we want our own family to enjoy - the very best.

As we familiarize you with Vocelli Pizza, we trust that you will get a true sense of our commitment to our outstanding product and our ongoing support of you, our valued - essential – franchise partners.

On behalf of everyone at Vocelli Pizza, we look forward to working with you as a partner and a vital part of our Vocelli family..



Grazie,

Varol Ablak
Founder & Chairman®



Famiglia Tradizione

To make a pizza that keeps people talking, eating, and ordering more, you have to start in the neighborhood. At least that's the way we saw it in 1988 when we created the very first location. Back then, Founder Varol Ablak started a tradition of taste that would eventually deliver Vocelli Pizza into the national spotlight. Vocelli Pizza is now recognized by the industry's top trade magazines as a leader in the pizza segment, ranking Vocelli among the top 100 Pizza Companies in the US, while highlighting our goals and aggressive "neighborhood" marketing strategy.

Founded on a fresh recipe and an even fresher delivery idea, we earned a distinct reputation for hearty authenticity and gourmet taste for the serious pizza eater. Starting with our daily hand-tossed dough, mixed with extra virgin olive oil, our award-winning pies are then topped with our signature sauce, made from freshly-packed, vine-ripened tomatoes and covered with 100% Real® mozzarella cheese. Each pie is then finished with only market-fresh toppings — from snow white mushrooms and crisp green peppers, to savory pepperoni and farm-fresh sausage.

The name "Vocelli" represents our high quality products, including a wide variety of Gourmet Pizzas made to signature taste standards. Fresh, made-to-order Strombolis, Gourmet Subs, Salads, and Appetizers perfect the Vocelli menu.

Today, Vocelli Pizza has grown to over 100 locations. Armed with an innovative marketing plan that supports our position as the "neighborhood pizza shop", we are poised for continued success. This marketing plan focuses on award-winning products delivered right in your neighborhood. This appetizing and localized message is communicated and reinforced through an extensive local store marketing program.

It's no surprise that our overall goal is to create the best "neighborhood" pizza concept in the world. And with steady store growth, our fierce commitment to quality, and our strong franchise-focused support structure, we will continue to deliver classic Italian quality.... right in your neighborhood!



2010 GOLD
VOTED
BEST
PIZZA
Pittsburgh
MAGAZINE

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- SILVER -

2008
- GOLD -

2007
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Our Promessa



At Vocelli Pizza, we believe in keeping our promises. As we continue to grow into our position as a national leader in the pizza delivery marketplace, we have made promises not only to stay true to our fantastic products, but to:

- Our franchise partners, whom we strive to make successful through our support services
- Our Franchise Support Center Team, who provide the dedication, insight, and hard work necessary to grow our chain
- Our customers, who love our product!

Franchisee Support

At Vocelli's "Franchise Support Center" we are committed to franchise support services. This support shows our commitment not just to selling franchises, but to building a strong company of individual stores as well. Our core purpose is: To work alongside our franchise partners to motivate, support and help each Vocelli store be more successful

Extensive Training Program

Vocelli Pizza training for owners and operators is second to none. New Franchisees spend significant time in a Vocelli classroom and working in an actual Vocelli store to learn everything they need to know. From making our pizzas to our consistent standards, to using point of sale equipment effectively, franchisees are given the skills to help their businesses reach full potential, or more simply put, to sell a lot of pizzas. In addition, Vocelli Pizza's crew training program helps owners develop their own great teams!

Site Selection

Vocelli Pizza will provide you with assistance in all aspects of locating and building out your new store. This assistance includes initial market research and analysis including demographics, mapping and on-site visits. Once a site has been identified and approved, we will then assist you with lease approval, design, equipment lists, purchasing guidance, and additional site visits as necessary.

Equipment Lists

We will provide you with a detailed list of everything you will need to open your very own Vocelli Pizza. This encompasses a full range of major equipment, including ovens and walk-in coolers, and the "small stuff" like pizza boxes and cutters.

National Pricing/Distribution

The ingredients that go into making a Vocelli Pizza and items used to successfully run your Vocelli Pizza store are specified and available through our national distributors. Our ability to purchase in large quantities allows you to get top quality products at great prices.

"Neighborhood" Marketing Program

Vocelli's Marketing Department provides you a store-specific, "neighborhood" marketing program designed to meet the needs of your local opportunities, and assist you in implementing them. We have created an online marketing toolbox for you to access many local store marketing tools, as well as join with other franchise partners to save money with print enrollments.

**A RECIPE OF
PROVEN SUCCESS:**

Ranked among the
Top 50 of *Pizza Today's*,
Hot 100 Pizza Companies



Human Resources

Through our experienced Human Resources Department, we will make available ongoing support with employee paperwork and related issues and provide guidelines on federal and state labor law and posting requirements.

Localized Franchisee Support

As a new Vocelli Pizza franchisee, you will have a Franchise Consultant who is trained to provide expert assistance during your new store opening. Your consultant will also give you personal on-going operations support, including quality assurance, marketing, business management, and special help with new promotions and product roll-outs.

Our Home



Warmer Elements

The design of the Vocelli Pizza look took nearly a year, involving three design firms as well as internal resources. The criteria were extensive. We wanted a design that gave the look and feel of an old Italian villa. The design needed to be professional and upscale — a “more than a customer expects” décor with warm finishes and textures.

Precise Details

High-quality materials are used in the customer area where customers form their first impression. Several short sections of wall limit the customer’s view into the kitchen, but give the impression of an open “hearth.”

Vocelli Pizza’s walls are “dressed up” with high-quality vinyl covering above an oak chair-rail with faux

6" x 6" natural stone

porcelain tile

below. The floor is a faux 12" x

12" natural stone textured porcelain tile. An oak crown molding and corner blocks are used at the top of the walls and the pick-up window is framed in oak as well. All of the oak is stained with classic cherry and coated with semi-gloss polyurethane for durability. An archway over the customer counter adds visual interest.

The warmth of the wood and stone is enhanced by rich green marble-like countertops and the walls are complimented by an eggshell satin finish. A garden-style waiting bench completes the look.



Online Resources

Online Ordering

Would you like a way to reach potential customers, decrease costs and increase your average ticket? Then Online Ordering is for you! Vocelli has developed an Online Ordering system that allows your customers the flexibility to order online and take advantage of online specials. This means less time taking orders on the phone and more time making and delivering pizzas. We have also found that transactions done online have a significantly higher average ticket than orders that were called into the store.



Development, Store Support, Communications and Event Calendar. The site also has special links to vendors and offers only found at the Team Vocelli website. A great way to stay plugged in!



Team Vocelli Website

Here’s an easy way to stay connected to the Franchise Support Center... the Team Vocelli Website. This password protected, franchise-only extranet was created to keep you up to date on the latest Vocelli news, programs, and communications. The site has four main parts: Store



Gourmet Club

This permission-based email marketing club helps franchisees increase sales, decrease marketing costs and increase customer loyalty. Registered members automatically receive welcome, anniversary and birthday offers. Franchisees can also manage email promotions for their club members with pre-formatted, promotional templates and track the results right on the internet. With a 27% open-rate for these LSM offers, the Gourmet Club continues to exceed national averages in the restaurant category.

FINANCIAL INVESTMENT & QUALIFICATIONS

And Some of the Lowest Costs in the Biz!

Fees

- Franchise Fee: \$20,000
- Royalty Fee: 5% of gross sales
- Advertising Fee: 4% of gross sales

Initial Investment Requirements

The average investment to open a Vocelli Pizza Store is \$229,750.*.

The average investment breakdown is partially represented below and appears completely in **Item 7 – Your Estimated Initial Investment** of the Franchise Disclosure Document (FDD):

Franchise Fee	\$20,000
Opening Inventory	\$3,000 to \$6,000
Advertising (Grand Opening)	\$7,000 to \$16,000
Leasehold Improvement	\$50,000 to \$120,000
Equipment Supplies	\$53,000 to \$147,500
Miscellaneous Expenses	\$3,000 to \$11,000
Additional Working Capital**	\$4,000 to \$25,000

Financial Qualifications

Minimum net worth of \$250,000 per restaurant; and the same in cash, liquid assets, available financing or a combination of the above*.

*Additional qualifications and requirements may be needed.

Location and Lease

The store space and location are the responsibility of the franchise partner. However, we can assist you in finding an acceptable location. Each franchise store will be granted a Delivery Zone. In other words, we won't open another Vocelli Pizza right next door. Multiple store development territories are available for qualified, prospective franchise partners.

*Other expenses to consider are Signage, Post-Store Opening Advertising, Training Expenses, Deposits, Labor & other Miscellaneous items.

**Working Capital will vary based on your experience, management skills, business acumen, local economic and competitive conditions, how quickly break-even is achieved and whether you are developing single or multiple stores.

Any Questions?



Q. With the rapid growth of Vocelli Pizza, are prime territories still available?

A. We have only begun to tap the national market. Many territories are still available.

Q. Are there protected areas for my location?

A. Yes. Each store has a Delivery Zone and no other franchise or corporate store may deliver into your Delivery Zone. You may also purchase a multi-unit territory.

Q. How well can I do with a Vocelli Pizza franchise?

A. The success of your franchise store is dependent on many factors including: (1) your business acumen, (2) prior experience in the related industry, (3) your willingness to follow a proven system, (4) the "sweat equity" applied to your business and (5) your ability to manage the financial aspects of your business and personal life.

Q. What are the franchise fees and royalties?

A. Currently the franchise fee for a single unit is \$20,000. The royalty fees are 5% of sales.

Q. How much must I spend on marketing?

A. The primary focus of the Marketing Program is to engage in programs that enable us to increase sales measurably, while creating a bond with our local communities and neighborhoods. Vocelli Pizza is committed to supporting franchisees with help to increase their sales and profitability. One way to do this is through local store marketing. Stores contribute 4% to Vocelli's National Advertising Group; 1% is used by the National Cooperative for national programs and services and the balance of 3% contributed by each store is reimbursed to them for approved local store marketing activities in accordance with the Local Store Marketing Reimbursement program.

Q. Do I have to buy my food and equipment from the Corporate Office?

A. Franchisees secure their inventory and equipment through approved third party distributors. Vocelli works to select the assortment of products and equipment necessary to produce our signature products. We negotiate on behalf of the franchise community to secure the lowest possible prices and pass the savings to our franchisees through third party vendors. This helps insure that the consumer experience is the same regardless of the geographical location of our units and allows our franchisees to focus on delivering great service and fresh products.

Thank you for taking the first step in learning more about Vocelli Pizza and the *delicious* possibility of working with our organization. We look forward to the opportunity of working with and learning more about you. We have provided a quick outline of the steps that we follow in order to better prepare you. After today, you can:

- Contact our Franchise Development department to discuss your thoughts, circumstances, and questions. You can do so at 412-919-2100 x526.
- Return the enclosed application, so we can review your budget and geographical preferences, and provide you with your options.
- Upon qualification, we would like to invite you to join our next informational seminar. This meeting includes a tour of an operating store and a presentation to discuss the Vocelli brand, infrastructure, training, and marketing support. You may review our upcoming seminar schedule and/or RSVP by visiting vocellipizza.com and clicking on Franchise Opportunities and Seminar info.

Vocelli team members wish you all the best and hope we have the opportunity to work with you in developing your own Vocelli Pizza!



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