



**FRANCHISE BROCHURE**





Choose a franchise  
that conquered  
2024 with a  
**\$1.1M AUV\***



## RECIPE FOR SUCCESS

Vocelli Pizza has been delivering the highest quality pizzas and sides for over 30 years.



Top 100 Pizza Companies in the U.S.



Top 400 U.S. Franchise Systems



Top 500 U.S. Restaurants



\*AUV of the Top 25% Franchise Locations as reported in item 19 of the Franchise Disclosure Document (FDD). There is no guarantee you will make as much.

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

### DOUGH

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

### SAUCE

Our fresh pack sauce is produced annually from vine ripened tomatoes in California.

### CHEESE

100% Real Mozzarella Cheese made with fresh, Grade A Milk, aged cheddar, parmesan and imported Pecorino Romano Cheeses.

## CRUST OPTIONS



### TRADITIONAL CRUST

Available in Small 10" 6 slices,  
Medium 12" 8 slices & Large 14" 8 slices



### THIN CRUST

Available in Large 14" 8 slices



### NEAPOLITAN CRUST

Available in Neapolitan 16" 12 slices



### COLOSSO CRUST

Available in Colosso 18" 12 slices



### GLUTEN FREE CRUST

Available in Small 10" 6 slices



### CAULIFLOWER CRUST

Available in Large 14" 8 slices



## HIGH DEMAND

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

\* Technomic Pizza Consumer Trend Report





## AWESOME MENU

Vocelli® offers an extensive menu that goes far beyond pizza. Developed from 30-years of experience and research, our menu features Artisan Pizza, Stromboli, Vocelli Rolls, House Baked Subs, Pasta, Oven Roasted Chicken Wings, Salads and Desserts.

## TECHNOLOGY

Our state-of-the-art technology makes it easy for customers to order. It includes a state of the art Loyalty Program, Cheesy Rewards, and a Vocelli® APP. 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.







## MENU

- SIGNATURE CUPPED CRISPY PEPPERONI
- STROMBOLI
- HOUSE BAKED SUBS
- OVEN ROASTED CHICKEN WINGS
- VODELLI ROLLS
- BREADSTICK & BREADSTICK BITES
- TUSCAN GRILLED CHICKEN SALAD
- HOUSE BAKED COOKIES

BUILD YOUR OWN PIZZA			
10" SMALL (Traditional)	6 slices	120 cal per slice (crust only)	
10" GLUTEN FREE CRUST	6 slices	150 cal per slice (crust only)	
12" MEDIUM (Traditional)	8 slices	130 cal per slice (crust only)	
14" LARGE (Traditional)	8 slices	170 cal per slice (crust only)	
14" LARGE THIN CRUST	8 slices	180 cal per slice (crust only)	
14" CAULIFLOWER CRUST	8 slices	110 cal per slice (crust only)	
16" NEAPOLITAN	12 slices	110 cal per slice (crust only)	
18" COLOSSO	12 slices	110 cal per slice (crust only)	

  

ASK ABOUT OUR TWO PIZZA SPECIAL			
1-Topping included for each pizza			

  

ARTISAN PIZZA			
SMALL	10" (6 slices)	DELUXE HAWAIIAN	880 CHICKEN
GLUTEN FREE CRUST*	10" (6 slices)	SPRING VEGGIE	GARLIC SPINACI
MEDIUM	12" (8 slices)	MAC AND CHEESE	MEAT MAGNIFICO
LARGE OR THIN	14" (8 slices)	QUATTRO CHEESE	BUFFALO CHICKEN
CAULIFLOWER CRUST*	14" (8 slices)		
NEAPOLITAN	16" (12 slices)		
COLOSSO	18" (12 slices)		

  

DESSERTS	
HOUSE BAKED CHOCOLATE CHIP COOKIES	
1/2 Dozen	• Dozen
120 cal per cookie	
CINNAMON BREADSTICKS	
8 breadsticks	1 1440 cal
CANNOLI 2 cannoli	
150 cal per cannoli	
ICE CREAM	
Pint	1 560-880 cal
CINNAMON ROLLS	
8 rolls	1 880 cal

  

BEVERAGES	
We proudly serve 20-oz. & 2-Liter Pepsi® products!	
20-oz.	1 0 - 420 cal
2-Liter	1 0 - 1020 cal

APPETIZERS	HOUSE BAKED SUBS	VODELLI ROLLS
OVEN ROASTED CHICKEN WINGS Bone-In Wings 10 wings 1050 - 1520 cal Boneless Wings 10 wings 590 - 1070 cal (Wing count may vary depending on size)	WHOLE SUB SERVED ON ITALIAN ARTISAN BREAD STEAK 1040 - 1070 cal ITALIANO 1030 - 1030 cal CLUB 990 - 930 cal MEATBALL 1170 - 1200 cal CHICKEN PARMESAN 990 - 1020 cal PESTO VEGETARIAN 880 - 910 cal TURKEY BACON CHEDDAR 930-960 cal CLASSIC: CHICKEN 890 - 890 cal TURKEY 840 - 870 cal HAM 830 - 880 cal	8 rolls PEPPERONI 1060 cal SPINACH MUSHROOM 870 cal BACON CHEDDAR 950 cal GARLIC 860 cal
CHICKEN TENDERS 4 tenders 1 560 cal BREADSTICKS 8 breadsticks 1 760 cal BREADSTICK BITES 760 cal CHEESESTICKS 12 cheesesticks 1 1260 cal		<b>SALADS</b> CHOOSE YOUR DRESSING: Italian, Caesar, Fat-Free Italian, Blue Cheese, Balsamic, Vinaigrette or Ranch 15 - 230 cal <b>MEDITERRANEAN</b> Side 140 cal • Regular 230 cal <b>TUSCAN GRILLED CHICKEN</b> Side 180 cal • Regular 320 cal <b>GARDEN DELLA CASA</b> Side 120 cal • Regular 200 cal
<b>STROMBOLI &amp; LOW-CARBOLI</b> STROMBOLI use signature dough envelopes your favorite ingredients. LOW-CARBOLI equals NO DOUGH! STEAK 1360 cal   Low-Carboli 680 cal PEPPERONI 1350 cal   Low-Carboli 650 cal SPICY ITALIAN 1450 cal   Low-Carboli 760 cal PICK THREE 1090-1490 cal   Low-Carboli 400-790 cal		<b>PASTA</b> SERVED WITH PENNE NOODLES AND GARLIC BREAD MEATBALL MARINARA 1220 cal CHICKEN PESTO 1030 cal CHICKEN PARMESAN 950 cal CHICKEN ALFREDO 1190 cal WHITE CHEDDAR MAC AND CHEESE 970 cal *White Cheddar Mac and Cheese is served with Pappardelle Rigate Pasta



FRANCHISE BROCHURE







## FRANCHISING

We are currently partnering with single and multi-unit franchisees plus master franchising 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 - STANDARD:**  
Ideal size is 1,000 to 3,000 square feet
- **STREET LOCATIONS - NON-TRADITIONAL:**  
Ideal size is 400 to 1,000 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
- Airports
- Mixed Use Projects (retail, residential, office)
- Universities

## FEES - STANDARD

- **FRANCHISE FEE:** \$30,000
- **ROYALTY FEE:** 5% of Gross Sales
- **MARKETING FUND:** 1-2% of Gross Sales
- **TOTAL INVESTMENT RANGE:**  
\$156,000 to \$598,000 (USD)

## FEES - NON-TRADITIONAL

- **FRANCHISE FEE:** \$5,000
- **ROYALTY FEE:** 5% of Gross Sales
- **MARKETING FUND:** 1-2% of Gross Sales
- **TOTAL INVESTMENT RANGE:**  
\$25,000 to \$264,000 (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 the Vocelli® Family!

## **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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