



F R A N C H I S I N G

What helps people,
helps business. *Leo Burnett*



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INTRODUCTION



PastaRè is a concept naturally addressed to whom wants to enjoy good food at proper price.

We believe that a careful product search activity and a high attention to Italian producers of quality food are the key facts to promote our territory and to provider customers with choice and value.

Italy is rich of traditions linked to food. The “good eating style” is a common attitude across the entire country and different generations and it’s the solid base for a healthy life. All this goes under the name of “Mediterranean diet”, a true world heritage.

Our project aims at empowering the trust between producers and consumers. This takes place by reducing the unnecessary intermediation costs, by supporting producers to preserve the traditions of our country and hence by offering higher quality to consumers.

Therefore we appreciate the efforts of local producers and their associations, who helped us to build our concept based on the healthy nutritional culture. A journey that leaves from Italy to reach and engage consumers worldwide.

Welcome to PastaRè!



TRADITION,
INNOVATION
AND HEALTH



PastaRè is an Italian project aiming at offering an innovative formula to fans of pasta and Italian food.

The look and feel of our restaurants, the food, the customer care, everything is specifically designed to engage and surprise our customers.

Moreover, the PastaRè style recalls the Italian kitchen atmosphere: warm and welcoming. Our restaurants clear reference to tradition, creativity and to the highest care to food products. All this is what generally goes under “made in Italy”.

The wooden counter reminds the place at home where housewives used to mix white flour and water to prepare home made pasta, in the kitchens where the families traditionally met.

The majolica wall behind the counter is an additional distinctive sign of the Italian craft work.

This is the atmosphere created around PastaRè customers: a true mix of tradition and innovation where a selection of hundred of different types of pasta dishes are cooked and freshly served in very few minutes just in front of the customer, using only highly care selected ingredients.

Our goal is to put the best possible care in offering the dishes of the “Mediterranean diet”: much more than a nutritional behavior. A true life style.

Pastarè. A moment to take care of yourself.



COMPANY HISTORY



PastaRè was constituted in 2011 after a careful study of pasta products and potential market.

The founders and shareholders have a solid background, built in years in several industries: territory and social development, franchising networks, international export of Italian food concepts, management of complex international businesses in competitive environments. The PastaRè concept arises therefore from the synergy of various competencies, within a reliable team of professionals capable to handle businesses in multinational environments.

Our mission is to spread a healthy nutritional approach and value the Italian typical food products starting obviously from pasta, and become a key conjunction ring between local Italian food producers and consumers all over the world.

Main ingredient of our success is our strong relation with food producers, who became true PastaRè partners. They are fully involved in our customer satisfaction objectives.



NUTRITIONAL FACTS ABOUT PASTA

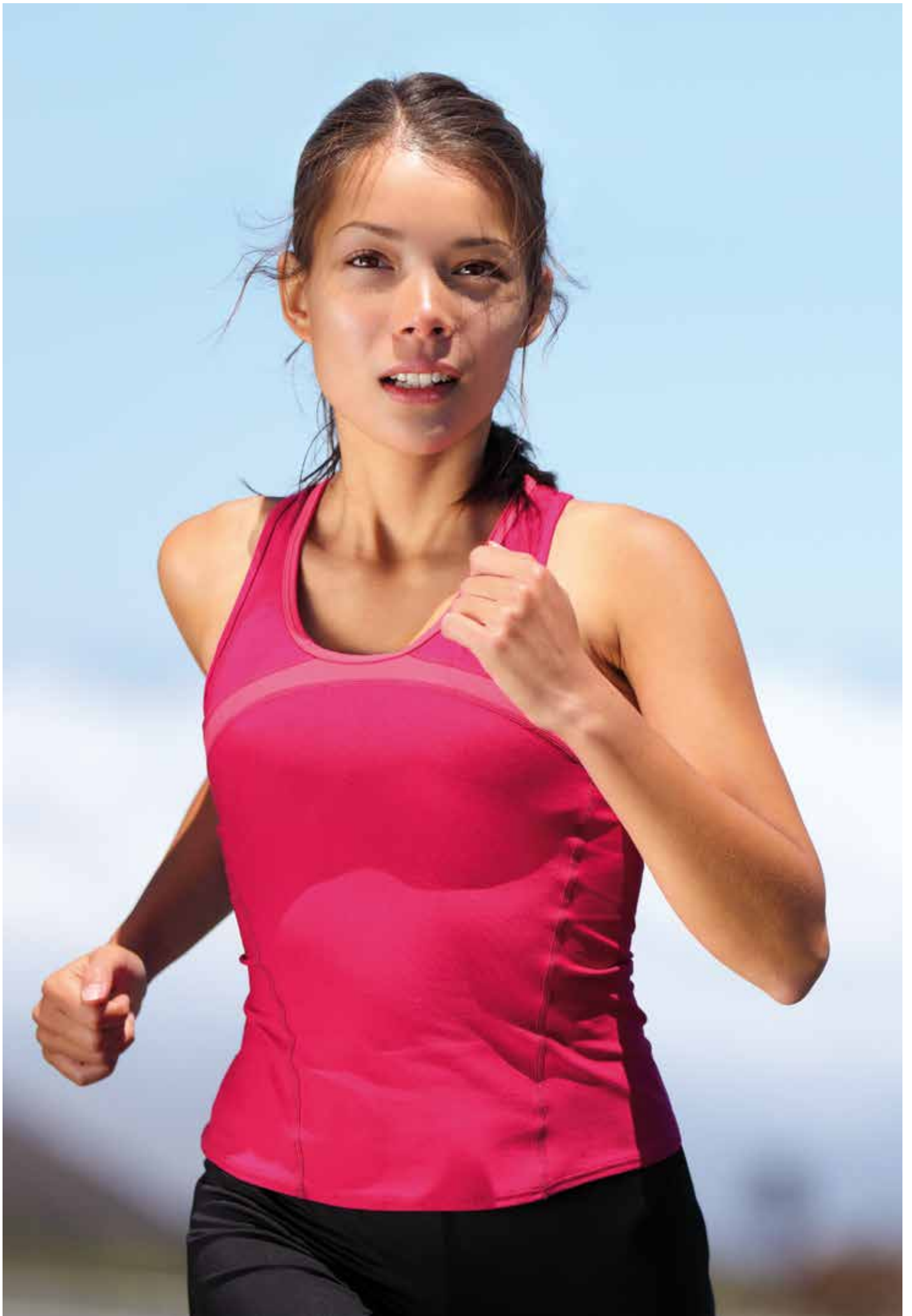


Pasta is the key element of the “Mediterranean diet”, considered as the best possible of our times by experts worldwide. From a nutritional perspective pasta is a complete food and a necessary component within a healthy and balanced diet, strongly recommended to children, elderly persons, diabetics, hypertensive’s, and people with several other diseases. And obviously to sportspersons.

Pasta is rich of starch (up to 75%) and therefore very digestible. Differently from someone’s opinion, pasta doesn’t make fat and contains only less than 1% of fat. 100 grams of pasta provide 350 calories, a suited value (14% of the calories needed per day) considering that a wealthy average person need 2400 calories per day. Therefore pasta is commonly considered as one of the most wealthy food, thanks to its natural and balanced components.

100 grams of pasta contain:

- 356 Kcal
- Animal proteins: 0 g
- Vegetal proteins: 10,8 g
- Carbohydrates: 82,8 g
- Fat: 0,3 g
- Fibres: 2,6 g
- Iron: 1,3 mg
- Calcium: 17 mg



PASTA AND SPORT

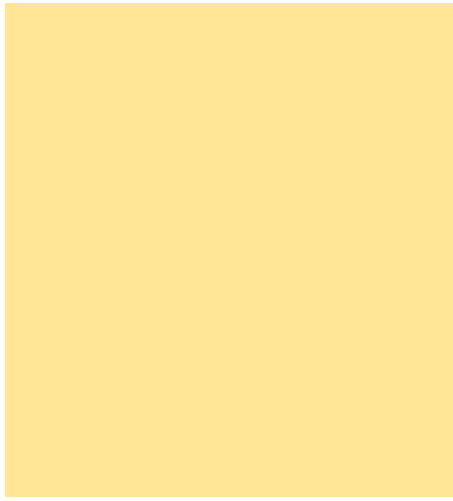


Within the nutritional pyramid which ranks food according to daily needs, carbohydrates have a place at the bottom, as the daily need for them is the highest, while fat is at the top.

Those are simple rules valid for everybody, but even more for sportspersons. For them a correct diet and carbohydrates in particular are key: they allow for the build up of DNA and provide energy.

Pasta is the ideal food for all sports: for those in which the muscular activity is fast and strong as well as for long lasting efforts. A very interesting case is the one of marathon runners who use to adopt the "hyper carbohydrate diet" for days before the competition, in order to cumulate enough fuel for their competition.

Carbohydrates are therefore the base for our diet and provide us at least with 50% of the calories we need every day. This precious help is even more important for whom burns high volumes of calories with an intense sport activity.



PASTA AND BUSINESS



Without any doubt Pasta is considered THE healthy food in our modern times by nutritional experts in all world. This globally well known product is the key component of the “Mediterranean diet”; its gastronomic versatility and reasonable price are additional facts to explain the success of pasta and its diffusion worldwide.

For these reasons, in particular nowadays, pasta has triggered new habits in consumers, unlocking an enormous potential for the business connected to it. As a matter of fact, 50% of pasta produced in Italy (which is the first producer and exporter in the world) reaches other countries.

In Italy each inhabitant over 14 years of age consumes about 28 kg of pasta/year. And 53% of Italian citizens eat pasta every day.

After studying carefully the social aspects connected to pasta, the PastaRè concept was developed on three key elements:

- quality and variety of the products (pasta and sauces)
- fast service
- very competitive cost

which constitute the base for the SLOW FAST FOOD concept. Innovation and tradition, together with the management experience of the PastaRè team are a solid certainty for those who are interested to invest in a business with a huge potential.

PastaRè
SLOWFASTFOOD



PASTARÈ FRANCHISING



In order to develop the PastaRè concept, the PastaRè management team has selected the franchising formula, one of most successful within food business.

Through the different network elements of franchising, PastaRè offers full support to entrepreneurs who are interested in investing in the concept, who, in his turn, complies with the PastaRè franchising agreement.

The PastaRè franchising agreement gives to entrepreneurs a fully equipped and ready to start PastaRè restaurant, training for all staff and restaurant manager, standard agreement with market leaders in the food industry, marketing and operational support for anything related to the start up and operational stage.

One can affiliate to PastaRè franchising via two types of possible business implementations: a dedicated restaurant and a corner.

Dedicated PastaRè restaurant

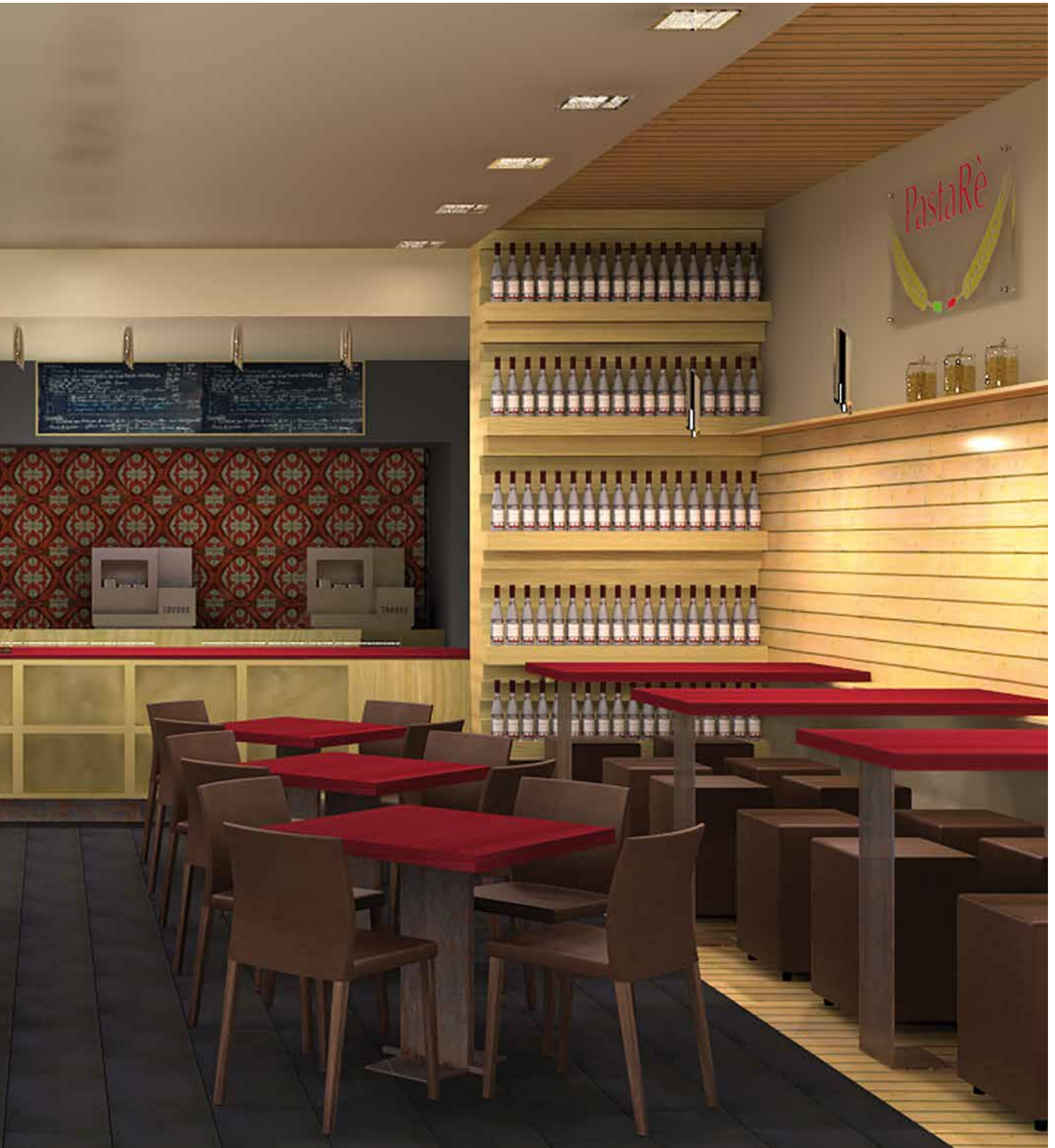
- it's a fully equipped dedicated restaurant, designed according to the PastaRè format
- it's an independent lease, immediately recognizable via the PastaRè brand
- it requires a foot print of about 60 square meters or more
- it requires all furniture and equipment to offer food and beverages
- complete equipment (furniture, machinery)
- it requires all licenses to sell food and beverages which apply in the specific country
- a full staff to handle the operations is needed, under the supervision of a restaurant manager or directly of the owner/entrepreneur

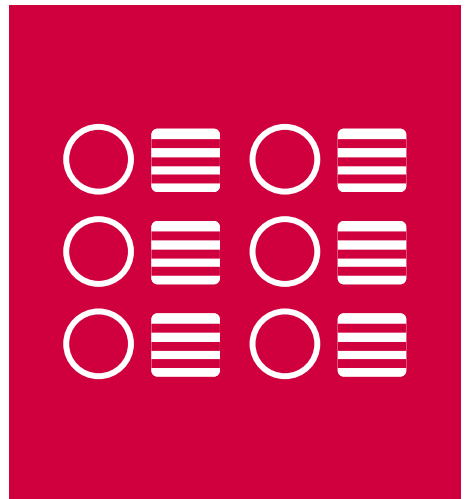
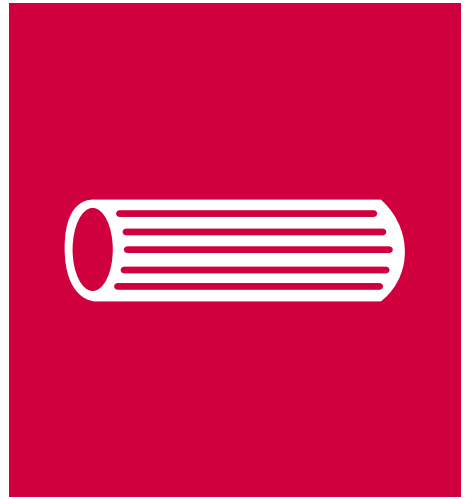
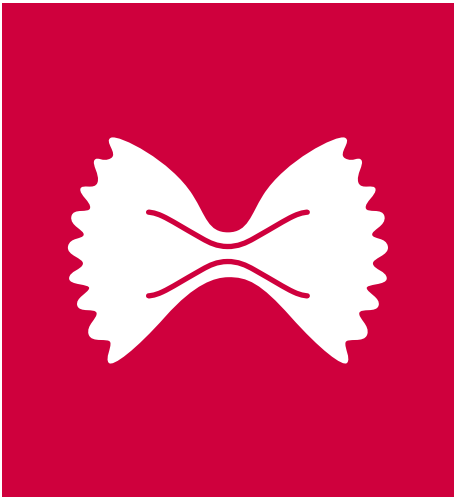
PastaRè corner

- it's implemented within an existing lease where food and beverages are already served
- it requires a very limited space
- it allows for a number of synergies about assets and resources already in place in the existing lease
- it doesn't require any additional license
- only a minimum set of furniture and equipment is needed
- use of the staff already employed in the lease
- the start-up investment it's extremely low
- it can be done via a "standard corner" to be positioned in a free area of the lease as an isle or can be customized for specific foot prints that may be available



PASTARÈ
FRANCHISING





PASTARÈ
PRODUCT

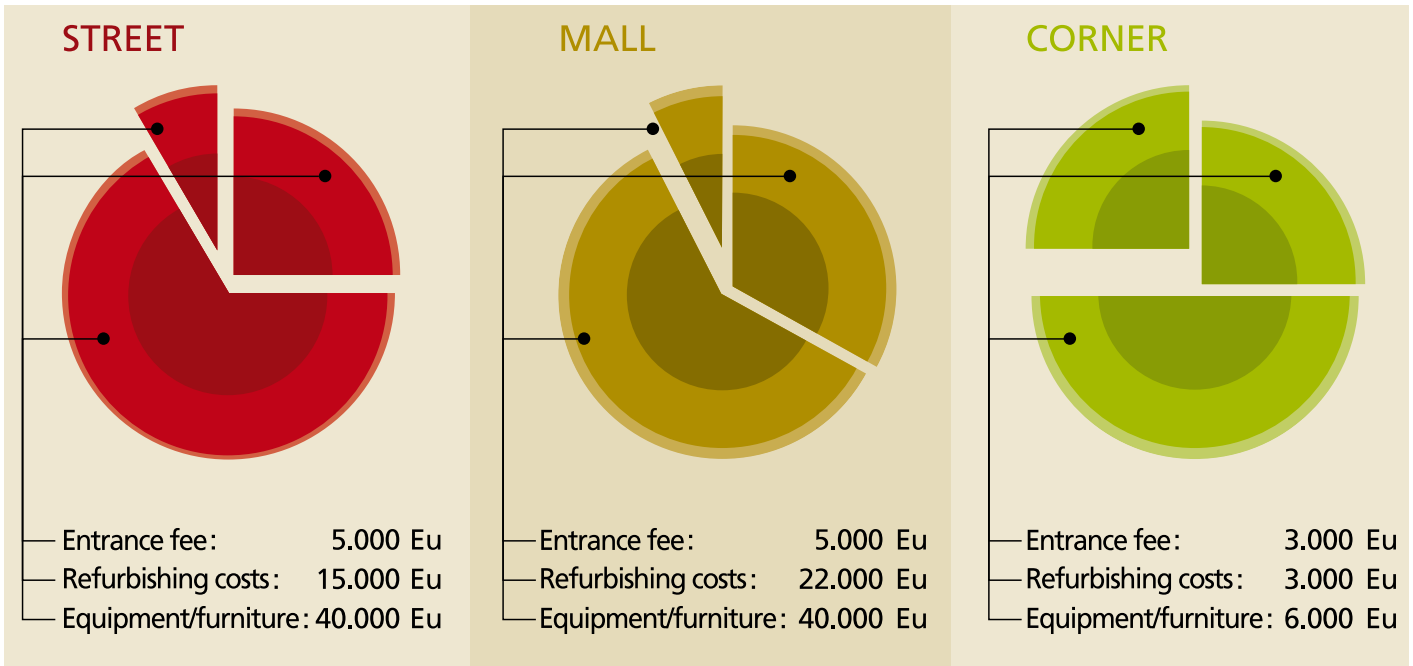


Pasta is the king food within the PastaRè offering, which also includes other dishes, desserts, wine and beverages. Despite some pasta dishes are the most known within the Italian tradition, the PastaRè offering goes well beyond this and includes over 600 dishes, thanks to the combination of several types of pasta and sauces. So one can find the most famous ones (e.g. spaghetti al pomodoro e basilico, ragù bolognese), as well as many others selected carefully by the PastaRè product team within the Italian territory at the sites of local producers. Examples of these dishes are the ones in which fresh or filled pasta is cooked with several types of game sauces, different regional “pesto” sauces, mushrooms and truffle sauces and more. And each of those hundred of dishes is ready within less than 2 minutes from order!

The selection of products within the large variety existing in Italy it's the cornerstone of the SLOW FAST FOOD concept: a meal cooked quickly but linked to quality, tradition and atmosphere of the restaurant and in general to the traditional principles of the Italian eating style.

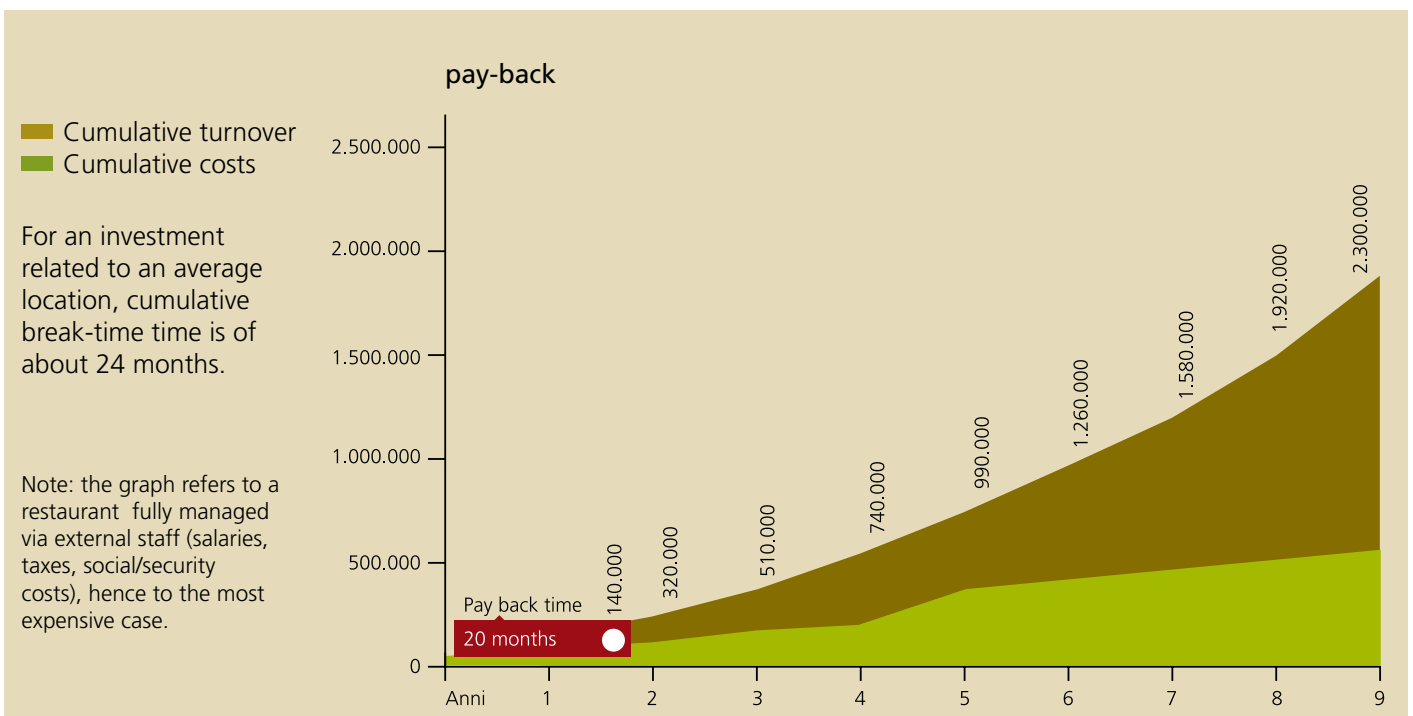
The high care to all these aspects gives to PastaRè the role of absolute expert within the world of pasta.

As a complement of the offer described so far, the PastaRè concept also includes the selling of a variety of food products made in Italy. All of them are carefully selected and sold after they get the PastaRè quality stamp and branding.



Average location cost				
	Refurbishing costs	Equipement furniture	Entrance fee	Totale
STREET	15.000	40.000	5.000	60.000
MALL	22.000	40.000	5.000	67.000
CORNER	3.000	6.000	3.000	12.000

Costs indicated in the Street and Mall options refer to a lease of about 60 square meters. Costs indicated in the Corner option refer to a foot print of about 12-15 square meters.



INVESTING IN THE PASTARÈ BUSINESS



Pasta is a widely spread consumer good hardly threatened by recession. The traditions and quality connected with the “food made in Italy” make the rest: a business formula with huge potential. Investing in PastaRè therefore constitute a balanced choice, based on a solid background and on a innovative business idea.

In practical terms the investment to build up a PastaRè point (either as a dedicated restaurant or as a corner) ready to cook and serve hundred of different great pasta dishes it's really modest.

A dedicated restaurant of about 60-70 square meters built from scratch and fully equipped (from all plants to the staff uniforms) requires an investment of about 55.000 euro. Cumulative break-even is of about 24 months.

A corner within a pre-existing lease requires an investment of about 12-16 k only, with a cumulative break-even time of about 18 months.

The team of PastaRè professionals offers a structured support to whom is interested in investing in the concept. Depending on the type of restaurant (dedicated/corner) and on the type of management solution selected (direct management or via external resources) a customized Business Plan will be defined and discussed in detail, to evaluate all components of business, including a more accurate analysis of the break-even point.

Very important: in this early stage of the PastaRè brand development, the first restaurants will benefit from special commercial conditions. This is the ideal phase to join PastaRè.



10 KEY REASONS TO JOIN PASTARÈ



- pasta is the king food of the Italian tradition, and it's a fundamental good which is historically very hardly influenced by recession. For Italians, and now for million of people worldwide too, it's impossible to think to a healthy diet without pasta.
- In times of attention to health and well being, a balanced diet is key. Pasta is a food strongly recommended to everybody by nutritional experts world wide.
- PastaRè merges solid nutritional tradition with an innovative and successful business idea.
- The SLOW FAST FOOD concept of PastaRè is based on three key elements, perfectly living together: 1) product quality 2) quick service 3) very competitive cost
- With several hundred of combinations of pasta and sauces ready in few minutes, PastaRè is the absolute reference player in the international market of pasta.
- In addition to freshly cooked pasta dishes, the offering also includes a variety of PastaRè branded food products. All of them are carefully selected within the Italian territory at local producers sites and are sold in the PastaRè restaurants.
- The PastaRè franchising offers several options according to different business and investment needs.
- The investment needed to join PastaRè are extremely limited both in absolute value and in proportion to the business potential. A small and well calculated investment risk is part of the PastaRè business development strategy.
- In this early brand development stage, PastaRè has decided to adopt special and particularly attractive commercial conditions for investors who are willing to join the franchising.
- The PastaRè project has been launched by a team of professionals with experience in several fields and with solid backgrounds, able to support PastaRè investors in all phases of their business activity.



PastaRè is a trademark of PastaRè srl, an Italian company headquartered in Naples, in the heart of the Mediterranean area in which an healthy diet habit has become the fundamental of the culture of a country and a world heritage.



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