



pizza chefs

COMPANY PROFILE

ABOUT US

Here at PizzaChefs we believe Pizza is LIFE!

Our passion for developing some of the best pizza around, has taken us years of dedication and commitment to the craft. We only use the highest quality ingredients and traditional Italian methods to represent our vision of the perfect Pizza!

We hand-make our dough which comes with handmade love.

We have dedicated years of experience to develop and create our vision of the next generation of pizzerias. Our 72-hour fermented dough is hand stretched to develop a light and tender authentic crust. All our pizzas are available in either 19cm, 30cm or the 50cm Massive Pizza.

We look forward to growing all our Pizza Chef stores around the country together with our amazing customers!



STORE LOOK AND FEEL

We have created a focus on our handcrafted mosaic wood-fired pizza oven, which gives our pizzas their incredible flavour



STORE LOOK AND FEEL

Our bright brand colours are incorporated in all our store entrances, allowing us to create a fun and exciting welcome for our customers



MENU OFFERING



Beef Burgers

The Classic R79 **R99**

Juicy beef patties, cheese, our secret mayo sauce, ketchup, lettuce, tomato, pickles & red onion on our homemade brioche bun

Bacon Cheeseburger R84 **R115**

Juicy beef patties, Applewood smoked bacon with cheese, mustard, ketchup, pickles & red onion on our homemade brioche bun

BBQ, Bacon & Cheddar R89 **R115**

Juicy beef patties, BBQ sauce with Applewood smoked bacon, cheddar & caramelized onions on our homemade brioche bun.

Spicy Jalapeno Baja R84 **R115**

Juicy beef patties, fresh jalapenos with guacamole, Jack Daniels BBQ, lettuce, tomato, red onion & chipotle mayo on our homemade brioche bun.

Chilli Cheese Burger R89 **R115**

Juicy beef patties, chilli cheese, secret mayo sauce, red onions and lettuce

Loaded Fries

Smashpizza Fries R35

Tossed in Italian Olive Oil, Rosemary and Garlic

Tikka Chicken R54

Topped with tikka chicken sauce, tikka chicken and a drizzle of mayonnaise



French Fries R30

Veggie Burgers

Veggie Classic R89

Cheese with our spicy mayo sauce, ketchup, lettuce, tomato, pickles & red onion on our homemade brioche bun.

Cheesy Veggie Burger R89

Cheese, mustard, ketchup, pickles & red onion on our homemade brioche bun.

Chicken Burgers

Classic R79

Lettuce with tomato, pickles, red onion & mayo on our homemade brioche bun

BBQ, Pine & Cheddar R89

BBQ sauce with pineapple, cheddar cheese & caramelized onions on our homemade brioche bun.

Spicy Jalapeno Baja R84

Fresh jalapenos with guacamole, Jack Daniels BBQ, lettuce, tomato, red onion & chipotle mayo on our homemade brioche bun

Handpoured
Milkshakes R45

CHOCOLATE • BUBBLE-GUM • STRAWBERRY




SERENE CENTRE | 217 GEORGE DANIEL STREET

www.pizzachefs.co.za

012 001 2932

MENU OFFERING

Pizza Classics

Cooked in a wood fired oven with a thick crust and a thin base

	REGULAR Thick	CLASSIC Thin	PERI-PERI Thin
Chicken Classic _____ R69 R119 R290 Chicken, tomato and onion			
Pepperoni Classic _____ R69 R119 R290 Pepperoni, tomato and onion			
Regina _____ R69 R124 R290 Ham and mushroom			
Greek Classic _____ R69 R124 R290 Baby spinach, feta and olives			
Hawaiian _____ R69 R119 R290 Ham and pineapple			
Billy Jean _____ R74 R129 R340 Chourico, onion, peppadews, feta and a drizzle of honey			
BBQ Chicken _____ R74 R124 R310 Bbq chicken, peri peri sauce and onion			
Cheese Lovers _____ R69 R124 R310 Mozzarella, blue cheese and Italian hard cheese			
The Bronx _____ R74 R134 R340 Chicken, mushrooms, avocado and onion			
Margherita _____ R54 R94 R250 Mozzarella and oreganum			
Miami Bliss _____ R74 R134 R340 Bacon, avocado and feta			
Vegetarian _____ R79 R139 R360 Tomato, rocket, basil pesto, feta, olives, onion and red pepper			
Four Seasons _____ R79 R134 R340 Olives, mushrooms, artichokes and ham			

Focaccias

Garlic and Herb _____ R59 Garlic, olive oil and oreganum
Mozzarella and Garlic _____ R79 Mozzarella, olive oil and garlic
Mozzarella, Garlic and Bacon _____ R89 Mozzarella, olive oil, garlic and bacon

Pizza Deluxe

Cooked in a wood fired oven with a thick crust and thin base

	REGULAR Thick	CLASSIC Thin	PERI-PERI Thin
Chicken Mayo _____ R74 R124 R310 Chicken, mayonnaise, onions & topped with parsley			
Tikka chicken _____ R74 R134 R340 Tikka chicken, peppadews, mushrooms and onion			
Mexicano _____ R74 R139 R360 Bolognaise, chillies, cheddar cheese and green pepper			
Rustic Special _____ R79 R149 R380 Chicken, mushrooms, garlic, rocket, caramelised onions and Italian hard cheese			
New York _____ R79 R144 R360 Steak, green pepper, Italian hard cheese, rocket and caramelized onion			
Meat Deluxe _____ R89 R154 R380 Bolognaise, pepperoni, bacon, ham, balsamic glaze and Italian hard cheese			
Brooklyn Feast _____ R89 R154 R380 Parma ham, rocket, Italian hard cheese, balsamic glaze and red pepper			
Miami Beach _____ R89 R154 R380 Steak, bacon, pepperoni, chourico, peppadews, caramelized onion and garlic			
Frutti di Mare _____ R89 R154 R390 Signature sauce, prawns, calamari, anchovies, tomato and rocket			
Double Trouble _____ R99 R164 R390 Chourico, pepperoni, salami, chicken, steak, ham and chili tomato sauce			
The Smash Pizza _____ R74 R134 R340 Steak, peri peri sauce, balsamic glaze, caramelised onion and Italian hard cheese			

Extra Toppings

Caramelized Onion, Chillies, Green Pepper, Onion, Red Pepper, Tomato

Piccolo R3 • Grande R6 • Infinito R12

Anchovies, Balsamic Glaze, Garlic, Peppadews, Peri-Peri Sauce, Pineapple

Piccolo R5 • Grande R10 • Infinito R20

Artichokes, Basil Pesto, Feta, Olives, Parmesan, Rocket

Piccolo R8 • Grande R15 • Infinito R30

Avocado, Bacon, Cheddar, Chourico, Ham, Mushroom, Pepperoni, Prawn, Calamari

Piccolo R10 • Grande R20 • Infinito R40

Beef Steak, Blue Cheese, Bolognaise, Chicken, Mozzarella, Parma Ham, Tikka Chicken

Piccolo R14 • Grande R27 • Infinito R54



Pastas

Freshly made to order with imported extra virgin olive oil

Aglio Olio _____ R79 Olive oil and garlic tossed pasta
Pesto _____ R79 Basil pesto tossed pasta
Arrabiata _____ R79 Chili surprise pasta
Napoletana _____ R79 Traditional tomato-based napoletano
Bolognaise _____ R109 Our secret bolognaise pasta
Chicken Italia _____ R109 Chicken, brown mushrooms, onions and peppers in a creamy sauce
Alfredo _____ R109 Bacon, ham and mushrooms in a creamy sauce
Steak Alalia _____ R109 Tender beef strips with mushrooms in a creamy white sauce
Chourico Magic _____ R129 Chourico flavoured with garlic, onion and white wine in a creamy napoletana sauce & fresh parsley
Prawn and Chourico _____ R129 Prawn shrimps with chourico, onions in a creamy napoletana sauce
Mixed Meats _____ R129 Bacon, chourico and salami mixed with onion, peppers and a creamy napoletana sauce
Frutti di Mare _____ R129 Calamari and prawns tossed in a white wine and napoletana sauce with garlic & fresh parsley

PASTA OPTIONS



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FRANCHISE OVERVIEW

- * Franchise Cost is R770 000 for stores up to 70m² and thereafter an additional R8000 per m²
- * Monthly Royalties 3% net of turnover
- * Monthly Marketing 2% net of turnover
- * Stock supplied from central head office kitchen and selected suppliers
- * All ingredients are prepared fresh daily
- * Average store size between 50-100m²
- * Stores currently open within Gauteng
- * Main menu consists of Pizza, Pasta and Burgers
- * PizzaChefs focuses on smaller stores to enable minimal operational costs to ensure maximum profitability

CUSTOMER-FACING

Our cooking areas are all customer-facing and open to showcase our chefs talents



STORE LOOK AND FEEL



STORE LOOK AND FEEL

Our KSP's are displayed to our customers for them to have an understanding of our differentiating factors



OUR STAFF

All our staff are qualified chefs, who focus on serving every menu item with maximum flavour and endless love!



FACTS ABOUT US

- * We only use 00 Flour imported from Italy which is naturally low in gluten
- * Our dough recipe is our special secret
- * Both our pizzas and burgers are cooked in the wood-fired oven
- * A live pasta station is displayed for our customers to view our cooking process
- * All our chefs are trained and qualified

"The secret to great pizza, is a secret"

Dino Nathanael

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