

COMPANY PROFILE

# <u>ABOUTUS</u>

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!



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





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





## MENU OTTERING





The Classic

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, BB0 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 & chigotle mayo on our homemade brinche bun.

Chilli Cheese Burger ...... R89 R115

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

#### Veggie Burgers

Veggie Classic V

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

Cheesy Veggie Burger ..... R89

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

#### Chicken Burgers

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 BBO, lettuce, tomato, red onion & chipotle mayo on our homemade brioche bun





#### Loaded Fries

Smashpizza Fries Tossed in Italian Olive Oil, Rosemary

Tikka Chicken ..

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

French Fries ...... R30

Bbg, Bacon & Cheddar .....

opped with BBQ Sauce. Diced Applewood Smoked Bacon and Cheddar Cheese

Spicy Jalapeno Baja ..... R54

Topped with Chipotle Sauce, Diced Jalapeno, Guacamole and Cheddar Cheese



## MENU OTTERING

		-			
b	Cooked in a wood	fired oven	with a thick r	crust and a	thin base
	50		Hen 2	GRANDE	MENTO.
ķ	Chicken Classic Chicken, tomato and		R69	R119	R290
	Pepperoni Classic Pepperoni, tomato ar		R69	R119	R290
ı	Regina		R69	R124	R290
ı	Greek Classic V Baby spinach, feta ar	nd olives	R69	R124	R290
ı	Hawaiian Ham and pineapple		R69	R119	R290
	Billy Jean	padews, fet	R74	R129	R340
	BBQ Chicken		R74	R124	R310
	Cheese Lovers		R69	R124	R310
	The Bronx		R74	R134	R340
ı	Margherita	anum	R54	R94	R250
ı	Miami Bliss Bacon, avocado and		R74	R134	R340
	Vegetarian V		R79	R139	R360

Mozzarella, olive oil, gartic and bacon

Four Seasons Olives, mushrooms, artichokes and ham

Gartic and Herb	A DESCRIPTION OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN
Mozzarella and Garlic	R79
Mozzarella, olive oil and gartic  Mozzarella, Gartic and Bacon	p89

R79 R134 R340

## Pizza Classics Pizza Deluxe

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



nicken, mayonnaise, onions			
topped with parsley			•
ikka chicken	R74	R134	R340
kka chicken, peppadews,		-	
ushrooms and onion			1

and green pepper			
Rustic Special	R79	R149	R
Chicken, mushrooms, gartic, rocke			
caramlised onions and Italian			

Bolognaise, chillies, cheddar cheese

hard cheese			
New York	R79	R144	R
Steak, green pepper, Italian hard			
cheese, rocket and caramelized or	nion		
Meat Deluxe	R89	R154	R

balsamic glaze and Italian hard ch	eese		
Brooklyn Feast		R154	R38
Parma ham, rocket, Italian hard ch	ieese,		

ialsamic glaze and red pepper			
Miami Beach	R89	R154	R38
Reak, bacon, pepperoni, chourico,			
eppadews, caramelized onion			

and gamic			
Frutti di Mare	R89	R154	R
Signature sauce, prawns, calamari,			
anchouse tomato and racket			

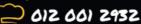
Double Trouble	R99	R164	R39
Chourico, pepperoni, salami, chicki	en.		
stock from and shift terroto come			

R134 R340

The Smash Pizza	R74
Steak, peri peri sau	ce, balsamic glaze,
coromlicad anion of	nd Italian

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hard cheese



### Extra Toppings

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

Piccolo R3 · Grande R6 · Infinite R12

Anchovies, Balsamic Glaze, Garlic, Peppadews, Peri-Peri Sauce, Pineagole Piccolo R5 · Grande R10 · Infinite R20

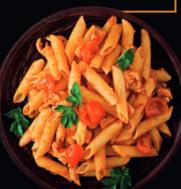
Artichokes, Basil Pesto, Feta, Olives, Parmesan, Rocket

Piccola RB - Grande R15 - Infinite R30

Avocado, Bacon, Cheddar, Chourico, Ham, Mushroom, Peoperoni, Prawn, Calamari Piccalo 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 plive oil

V	Aglio Olio Olive oil and garlic tossed pasta	R79
ď	Pesto Basil pesto tossed pasta	R79
v	Arrabiata	R79
	Chilli surprise pasta	
٧	Napoletana	R79
	Bolognaise	R109
	Chicken Italia	R10
	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 Chourico flavoured with gartic, onion and white wine	R12
	in a creamy napoletana sauce & fresh parsley	212
	Prawn and Chourico Prawn shrimps with chourico, onions in a creamy napoletana sauce	R12
	Mixed Meats	R129
	Bacon, chourico and salami mixed with onion,	II II Z
	peppers and a creamy napoletana sauce	
	Frutti di Mare	R12
	Calamari and prawns tossed in a white wine and	
	napoletana sauce with garlic & fresh parsley	

#### PASTA OPTIONS





# 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









**pizzachefs** 



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



# OUR STATT

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





# FACTS ABOUTUS

- \* 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



