



**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 METHODS TO REPRESENT OUR VISION OF THE PERFECT PIZZA!**

**WE HAND-MAKE OUR DOUGH WHICH COMES WITH HAND-MADE 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 OUR MASSIVE 50CM PIZZA.**

**WE LOOK FORWARD TO GROWING ALL OUR PIZZACHEF 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

 **pizzachefs**



# 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

SERVED WITH FRIES

SMALL PRICE LARGE PRICE

**The Classic** ..... R84 R115

Juicy beef patties, lettuce, tomato, pickles, red onion our secret mayo sauce & ketchup on our burger bun. Add Cheese Slice R8

**Bacon Cheeseburger** ..... R96 R130

Juicy beef patties, Applewood smoked bacon with cheese, mustard, ketchup, pickles & red onion on our burger bun. Add Cheese Slice R8

**BBQ, Bacon & Cheddar** ..... R96 R130

Juicy beef patties, BBQ sauce with Applewood smoked bacon, cheddar & caramelised onions on our burger bun. Add Cheese Slice R8

**Spicy Jalapeno Baja** ..... R96 R130

Juicy beef patties, fresh jalapenos with guacamole, BBQ sauce, lettuce, tomato, red onion & chipotle mayo on our burger bun. Add Cheese Slice R8

**Chilli Cheese Burger** ..... R96 R130

Juicy beef patties, chilli cheese, secret mayo sauce, red onions and lettuce. Add Cheese Slice R8

## Loaded Fries

**Smashpizza Fries** ..... R35

Tossed in Italian olive oil, rosemary and garlic

**Tikka Chicken** ..... R58

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



**French Fries** ..... R30

## Chicken Burgers

SERVED WITH FRIES

**Classic** ..... R84

Lettuce with tomato, pickles, red onion & mayo on our burger bun. Add Cheese Slice R8

**BBQ, Bacon & Cheddar** ..... R96

BBQ sauce with bacon, cheddar cheese & caramelised onions on our burger bun. Add Cheese Slice R8

**Spicy Jalapeno Baja** ..... R96

Fresh jalapenos with guacamole, BBQ sauce, lettuce, tomato, red onion & chipotle mayo on our burger bun. Add Cheese Slice R8

## Handique Milkshakes

..... R48

CHOCOLATE • BUBBLE-GUM • STRAWBERRY



## Loaded Fries

**Bbq, Bacon & Cheddar** ..... R58

Topped with bbq sauce, diced applewood smoked bacon and cheddar cheese

**Mixed Meats** ..... R58

Topped with pepperoni, bacon, ham & gherkins in tomato sauce

**Chilli Cheese** ..... R58

Topped with chillies, cheddar cheese tossed in hot sauce & spicy mayonnaise

**Spicy Jalapeno Baja** ..... R58

Topped with chipotle sauce, diced jalapeno, guacamole and cheddar cheese

**Chourico Peri Peri** ..... R58

Topped with chourico, garlic and chillie tossed in peri-peri sauce & spicy mayonnaise



Silverton Village

068 009 3746

Fourways Gardens Centre

078 902 0696

Jukskei Meander Centre, Randburg

076 507 0495

Serene Centre, Menlyn

012 001 2932

Posthouse Link Centre, Bryanston

073 803 7842



**pizzachefs**

[www.pizzachefs.co.za](http://www.pizzachefs.co.za)

# MENU OFFERING

## Pizza Classics

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



	THICK CRUST	STANDARD CRUST	THIN CRUST
<b>Chicken Classic</b>	R70	R125	R315
Chicken, tomato and caramelised onion			
<b>Pepperoni Classic</b>	R70	R125	R315
Pepperoni, tomato and caramelised onion			
<b>Regina</b>	R70	R125	R315
Ham and mushroom			
<b>Greek Classic</b>	R70	R125	R315
Baby spinach, feta and olives			
<b>Hawaiian</b>	R70	R125	R315
Ham and pineapple			
<b>Billy Jean</b>	R75	R145	R365
Beef chicken, onion, peppadews, feta and honey			
<b>BBO Chicken</b>	R75	R130	R325
Bbq chicken, peri peri sauce and onion			
<b>Cheese Lovers</b>	R70	R130	R325
Mozzarella, blue cheese and Italian hard cheese			
<b>The Bronx</b>	R75	R155	R390
Chicken, mushrooms, avocado and onion			
<b>Margherita</b>	R50	R95	R250
Mozzarella and oregano			
<b>Miami Bliss</b>	R75	R145	R365
Bacon, avocado and feta			
<b>Vegetarian</b>	R80	R150	R375
Tomato, rocket, basil pesto, feta, olives, onion and red pepper			
<b>Four Seasons</b>	R80	R150	R375
Olives, mushrooms, artichokes and ham			
<b>Salami Classic</b>	R75	R130	R325
Mozzarella, salami, tomatoes, caramelised onion and oregano			
<b>Peri-Peri Chicken</b>	R75	R130	R350
Chicken, chillies, peri peri sauce, green pepper, garlic, mozzarella and oregano			
<b>Carbonara</b>	R75	R145	R365
Chicken, bacon, mushrooms, mozzarella, garlic, parmesan and oregano			

## Pizza Deluxe

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



	THICK CRUST	STANDARD CRUST	THIN CRUST
<b>Chicken Mayo</b>	R75	R140	R350
Chicken, mayonnaise, onion & topped with parsley			
<b>Tikka Chicken</b>	R75	R145	R365
Tikka chicken, peppadews, mushrooms and onion			
<b>Mexicano</b>	R75	R140	R350
Bolognese, chillies, cheddar and green pepper			
<b>Rustic Special</b>	R80	R155	R390
Chicken, mushrooms, garlic, rocket, caramelised onions and Italian hard cheese			
<b>New York</b>	R80	R155	R390
Steak, green pepper, rocket, chicken, mushrooms and caramelised onion			
<b>Meat Deluxe</b>	R90	R155	R390
Bolognese, pepperoni, bacon, ham, balsamic glaze and Italian hard cheese			
<b>Brooklyn Feast</b>	R90	R155	R390
Parma ham, rocket, Italian hard cheese, balsamic glaze and red pepper			
<b>Miami Beach</b>	R90	R155	R390
Steak, bacon, pepperoni, chorizo, peppadews, caramelised onion and garlic			
<b>Frutti di Mare</b>	R90	R170	R425
Signature sauce, prawns, calamari, anchovies, tomato and rocket			
<b>Double Trouble</b>	R90	R170	R425
Chorizo, pepperoni, salami, chicken, steak, ham and chili tomato sauce			
<b>The Smash Pizza</b>	R75	R155	R390
Steak, peri peri sauce, balsamic glaze, caramelised onion and Italian hard cheese			



## Extra Toppings

Caramelised Onion, Chillies, Garlic, Green Pepper, Pineapple  
Onion, Honey, Red Pepper, Peri-Peri Sauce, Tomato  
Piccolo R3 • Grande R6 • Infinito R12

Basil Pesto, Balsamic Glaze, Feta, Peppadews, Ham, Bacon, Olives, Parmesan, Bolognese, Tikka Chicken,  
Piccolo R6 • Grande R12 • Infinito R24

Artichokes, Anchovies, Chorizo, Cheddar, Pepperoni, Rocket, Seafood mix, Beef Steak, Chicken,  
Piccolo R8 • Grande R16 • Infinito R32

Salami, Tikka Chicken, Blue Cheese, Mushroom, Mozzarella,  
Prawn, Calamari, Avocado, Parma Ham,  
Piccolo R11 • Grande R22 • Infinito R44

## Pastas

Freshly made to order with imported extra virgin olive oil

<b>Aglio Olio</b>	R80
Olive oil and garlic tossed pasta	
<b>Pesto</b>	R80
Basil pesto tossed pasta	
<b>Arrabiata</b>	R80
Chili surprise pasta	
<b>Napoletona</b>	R80
Traditional tomato-based napoletana	
<b>Bolognese</b>	R110
Our secret bolognese pasta	
<b>Alfredo</b>	R110
Bacon, ham and mushrooms in a creamy sauce	
<b>Chicken Italia</b>	R130
Chicken, brown mushrooms, onions and peppers in a creamy sauce	
<b>Steak Alalia</b>	R130
Tender beef strips with mushrooms in a creamy white sauce	
<b>Chorizo Magic</b>	R130
Chorizo flavoured with garlic, onion and white wine in a creamy napoletana sauce & fresh parsley	
<b>Prawn and Chorizo</b>	R130
Prawn shrimps with chorizo, onions in a creamy napoletana sauce	
<b>Mixed Meats</b>	R135
Bacon, chorizo and salami mixed with onion, peppers and a creamy napoletana sauce	
<b>Frutti di Mare</b>	R135
Calamari and prawns tossed in a white wine and napoletana sauce with garlic & fresh parsley	

PASTA OPTIONS



## Pizzettas

R37  
Add Drink  
R52

**Tikka Chicken**  
**Bolognese**  
**Hawaiian**  
**Spinach & Feta**  
**Chicken Mayo**  
**Meaty Pocket**

## Focaccias

<b>Garlic and Herb</b>	R55	<b>Salad</b>	R109
Garlic, olive oil and oregano		Ava, mushrooms, mozzarella, feta, rocket and oregano	
<b>Mozzarella and Garlic</b>	R86	<b>Mozzarella, Garlic and Bacon</b>	R94
Mozzarella, olive oil and garlic		Mozzarella, olive oil, garlic and bacon	

# FRANCHISE OVERVIEW

- FRANCHISE COST IS R850 000 FOR STORES UP TO 70M<sup>2</sup> AND THEREAFTER AN ADDITIONAL R8000 PER M<sup>2</sup>.
- MONTHLY ROYALTIES CHARGED AT 3% OF NET TURNOVER
- MONTHLY MARKETING CHARGED AT 2% OF NET TURNOVER
- STOCK SUPPLIED FROM HEAD OFFICE AND SELECTED APPROVED SUPPLIERS
- ALL MENU ITEMS ARE PREPARED FRESH TO ORDERS
- AVERAGE STORE SIZES BETWEEN 60M<sup>2</sup> AND 100M<sup>2</sup>
- MAIN MENU CONSISTS OF PIZZA, PASTA AND BURGERS
- PIZZACHEFS FOCUSES ON SMALLER STORES TO ENABLE MINIMAL OPERATIONAL COSTS TO ENSURE MAXIMUM PROFITABILITY
- FOOD COST AVERAGE AT 32% ACCROSS THE ENTIRE MENU





# 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 GO THROUGH  
TRAINING TO ACHIEVE OUR 'CHEF'  
STATUS WHO FOCUS ON SERVING  
EVERY MENU ITEM WITH MAXIMUM  
FLAVOUR AND ENDLESS LOVE!  
CUSTOMERS ALWAYS TASTE WHAT  
THE STAFF PREPARE**





**'THE SECRET TO A GREAT PIZZA, IS A SECRET'**

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