



FRANCHISING BROCHURE

DAL MORO'S FRANCHISE S.R.L.

WWW.DALMOROSFRESHPASTATOGO.COM

A close-up photograph of a wooden pasta press. The press is light-colored wood with a textured surface. Fresh pasta, including some spiral-shaped pasta, is visible inside the press. A sprig of fresh green basil leaves is placed on top of the pasta. The background is dark and out of focus.

DAL MORO'S **FRESH PASTA TO GO**



**NO FOOD
COMPARES WITH THE
GREAT TASTE OF
HOMEMADE PASTA ...**

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About

U S



"It is all about the comforts of tradition, health and freshness"

When Gabriele Dal Moro first conceived the concept of Dal Moro's Fresh Pasta To Go in 2012, even he could not have envisioned the huge success and popularity which would be associated with Dal Moro's Fresh Pasta To Go today. However, he did believe in the idea and knew it would work. After all Fresh Pasta has been around for many years and enjoyed by millions throughout the world, so the market was well established. With a combination of dishes ranging from the traditional classics to more contemporary ones, the right marketing, and a commitment to customer service (and a few little secrets), you have a recipe for success. Dal Moro's Fresh Pasta To Go is headquartered in Italy and is the sole owner of the Dal Moro's Fresh Pasta To Go brand, retaining the worldwide rights to the Dal Moro's Fresh Pasta To Go registered trademark.

At Dal Moro's Fresh Pasta To Go, the most genuine Italian tradition of simple and delicious food combines cleverly with the needs and demands of the modern customer, who chooses Dal Moro's Fresh Pasta To Go aware of the fact that feeling comfortable is as important as eating well. People meet and gather at Dal Moro's Fresh Pasta To Go, knowing they can find their own space in a carefree atmosphere where well-being and good taste are perfectly balanced. Dal Moro's Fresh Pasta To Go's cuisine is rigorously Italian: simple and healthy.

Gabriele Dal Moro



GABRIELE DAL MORO
CHAIRMAN & CULINARY DIRECTOR

GROUP HISTORY

2012 - DAL MORO'S FRESH PASTA TO GO VENICE

Location: Venice (ITALY)

The first maker of fast food fresh pasta and homemade sauces in the world.

2014 - DAL MORO'S FRESH LASAGNA TO GO VENICE

Location: Venice (ITALY)

First began serving fresh lasagna and homemade sauces in Venice. A new adventure of Dal Moro's family investing in another field of food industry: The Lasagna.

2017 - DAL MORO'S FRESH PASTA TO GO BARCELONA

Location: Barcelona (SPAIN)

We opened a 90 mq restaurant close to the Sagrada Familia cathedral in Barcelona.

2017 - DAL MORO'S FRANCHISE

Location: Venice (ITALY)

Born to protect and expand the brand Dal Moro's Fresh Pasta To Go, this company aims to achieve new frontiers of the fast food industry bringing innovation, freshness and quality to other countries.

OUR VISION

BEYOND 2017 AND FORWARD TO 2018

Our aim is to establish ourselves as the number 1 Fresh Pasta take away outlet throughout the World, providing high quality fresh pasta meals made with the same passion was used by our ancestors, where both time and love was vital for producing great tasting pasta.



STEFANO ROSSI
CFO & FRANCHISE MANAGER



Business

CONCEPT

In our eyes no other food compares with the great taste of a homemade pasta meal, so Dal Moro's Fresh Pasta To Go was born.

At Dal Moro's Fresh Pasta To Go we use this same philosophy to ensure our customers dining experience surpasses all expectations every time they visit Dal Moro's Fresh Pasta To Go. We pride ourselves in using tried and tested authentic recipes and methods to ensure our meals are as good as (if not better than) Mamma's used to make.

Dal Moro's Fresh Pasta To Go has adopted strict procedures and systems to ensure our standards remain at the highest possible level across the entire Dal Moro's Fresh Pasta To Go network. We aim to sustain this level of excellence by providing thorough training to all new franchisees, together with continued ongoing support and evaluation of all policies and procedures for the duration of the franchise agreement.



OUR MENU

- CLASSIC ITALIAN FRESH PASTA AND SAUCES
- ORIGINAL PRODUCT PRESENTATION AND CONTAINERS
- A COMBINATION OF TRADITION AND INNOVATION WITH A DELICIOUS FLAVOUR

Our menu is both traditional and at the same time creative





OUR CUSTOMERS TARGETS

- TOURISTS | STUDENTS | EMPLOYEES

OUR LOCATION TARGETS

- TOURISTS CITIES
- UNIVERSITY TOWNS
- FINANCIAL DISTRICTS



**DAL MORO'S FRESH
PASTA TO GO 2, 3
TIMES A WEEK...**

**IT'S AT THE TOP OF THE
EATING OUT PLACES
LIST.**



Daily

HOMEMADE PRODUCTION

THERE IS A DIFFERENCE WHEN IT COMES TO ARTISAN FRESH PASTA, AND WE ARE IT!

- OUR RECIPE FOR A SIMPLY DELICIOUS ITALIAN MEAL!
- GENEROUS PASSION LAYERED BY TRADITION AND A PINCH OF NOSTALGIA.
- FRESH PASTA IS A LIFESTYLE AND A CULTURE THAT IS THE ENVY OF THE WORLD, AND WE'RE PROUD TO HAVE BROUGHT ONE OF ITALY'S MOST TRADITIONAL ARTISANAL TRADES, DAL MORO'S FRESH PASTA TO GO, TO OTHER COUNTRIES.

OUR Final Product



OUR VALUES



FRESH & HEALTHY

We buy fresh ingredients daily at local markets and we transform everything into fresh pasta and homemade sauces. Tradition and freshness are the bases of our cuisine which is inspired by the recommendations of our grandmothers. We remember they told us that when it is fresh it is also healthy. We care of any H.A.C.C.C.P. regulations to guarantee our clientele with the best quality and healthiest food ever.



FAST & INFORMAL

From our production facility to our restaurants, our fresh pasta is made fresh daily. Our locations are informal, the perfect place for all social classes and variety of clientele. Everybody feels home at Dal Moro's Fresh Pasta To Go. We strive to provide a very fast service without lacking quality. Our technologies and know-how are the perfect combination between fast and quality.



TRADITION & INNOVATION

We are a combination of the old world Italian fresh pasta with the new world technology to produce the finest fresh pasta that our grandmothers would be proud of. All our pastas are non-pasteurized, the key to its freshness, homemade taste and unmistakable texture. Using traditional Italian recipes, we create 100% natural, no preservatives added, fresh pasta and sauces specialties.



VALUE FOR MONEY

We mix flour, water and other secrets with our passion for food that flows from our deepest Italian origins. Simple ingredients which are transformed into tasty and excellent sauces. Our expertise and deep knowledge of the Italian cuisine tradition allowed us to provide a quality product without breaking your wallet.



Franchise

O P P O R T U N I T I E S

OUR FRANCHISE

RATIONALE

Dal Moro's Fresh Pasta To Go system is the perfect way to start a business in the fast and informal food sector. The rationale for business format franchising is that Dal Moro's Fresh Pasta To Go has a highly appealing brand supported by successful, centralised social-media marketing, along with consistent presentation, standard and quality of the offering. Our management team will do its best to support the franchisees in all their needs, giving them a comprehensive business model which includes the service, branding, marketing, business and strategic planning, operational standards, systems and formats, training and quality control, as well as ongoing guidance and supervision.

FRANCHISE SUPPORT

Each Dal Moro's Fresh Pasta To Go franchisee receives in-depth, expert help & support from the management team who have established and developed the successful business model.

The Dal Moro's Franchise support structure will guide and advise in areas including (but not limited to);

1. Site selection
2. Store design – often working in partnership with local architects & shop fitters
3. Brand standards & packaging
4. Standard Operational Procedures manual
5. Food Safety Policy HACCP
6. Trademark registration
7. Equipment acquisition
8. Business and financial plans
9. Modelling and forecasting
10. Procurement
11. Menu development

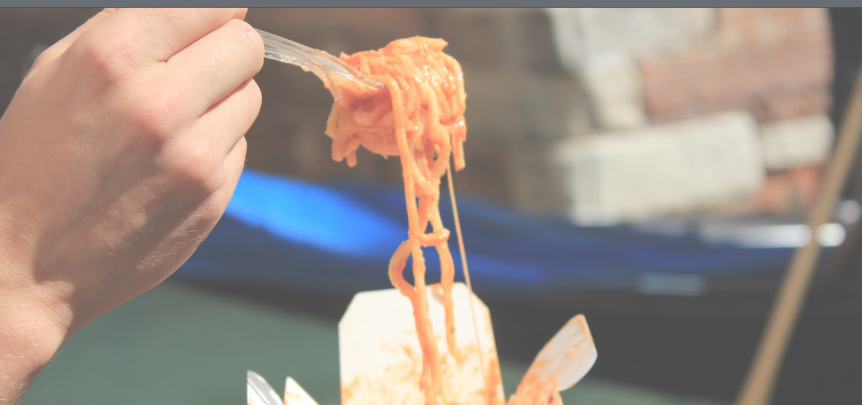


MARKETING SUPPORT

Dal Moro's Fresh pasta To Go offers an extensive support structure for all franchisees.

Our support includes:

1. Brand book and style guide
2. Social Media guidelines
3. Digital Marketing
4. Dal Moro's Fresh Pasta To Go newsletter and updates
5. CRM guidelines
6. Sales and marketing training
7. Annual marketing plan
8. Website and Social Media pages





The

INVESTMENT

MODEL & FEES

OPERATION & TRAINING MANUALS

All franchisees will be provided with comprehensive Operations and Training Manuals. These manuals are designed to give information and provide assistance in the day to day running of your store. Dal Moro's Fresh Pasta To Go is continually refining its methods and procedures to ensure we stay ahead of our competitors. At times these manuals will be updated to reflect these changes, and keep franchisees up to date with relative information.

OPERATIONAL & TRAINING MANUAL

DAL MORO'S FRESH PASTA TO GO.





MASTER - 25,000€ + VAT



ROYALTY - 10%

A typical restaurant requires between 50,000€ and 100,000€ (EUROS) for equipment and shop fitting. In addition to above there are other costs like franchise fee, solicitor's fee, property acquisition, electricity connections etc. The cost varies depending on a number of factors from size of the shop to location.

TRAINING

At Dal Moro's Fresh Pasta To Go we believe that what makes a good store is good people. You will be trained in every aspect of running an outlet with our name. We expect all franchisees to be competent in all areas of operations from ordering goods to cooking to serving customers to cleaning. Your training could be held in one of our company owned stores or at the new location and will involve working 5-10 days full time, dependent on skills and ability. After this time you should have gained the necessary knowledge and skills to operate your own store. Remember, help is never far away.

F E E A N D R O Y A L T I E S :

MASTER FRANCHISE

Rights start from 25,000€ + VAT for the territory and one unit. Master franchisees should have a minimum required capital to secure the rights and open at least one take away restaurant for a territory. A detailed development schedule will need to be provided outlining how many take away restaurants will be opened over a set period of time.



ROYALTY FEE

10% calculate on the gross sales. The royalty fee is used to build and maintain the Dal Moro's Fresh Pasta To Go social network marketing, and will be directed towards growth, product development, support personnel and the ongoing support to your store.





They

TALK ABOUT US



ONLINE

REPUTATION

Dal Moro's Fresh Pasta To Go is mentioned in several travel guides and food magazines. Our popularity is due to the fact we offer prime quality Italian food in a new and original way. Our popularity is also very high on the web where many bloggers and tourist sites linked our web page. Social media is really important to us and to our sister companies and locations which can count on our amazing online reputation.

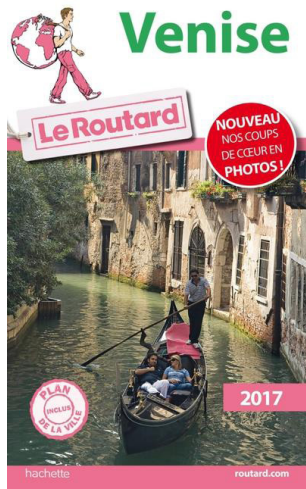


CERTIFICATE OF EXCELLENCE

We are obviously delighted by the recognition and we would like to take the opportunity to thank all our past guests who took the time to complete a review on the TripAdvisor site.

IN THE PRESS

FOR A COMPLETE
UPDATED LIST OF
ALL MEDIA REVIEWS
PLEASE VISIT OUR
WEBSITE.



LE ROUTARD
VENISE 2017



LONELY PLANET
VENICE & THE VENETO



FIDELITY VIAGGI
DOVE E COSA MANGIARE A
VENEZIA



DESTINATION DORWORTH
ITINERARY FOR VENICE,
ITALY



HER GRAND TOUR
CHEAP EATS IN VENICE



THE CULTURE TRIP
WHERE TO EAT THE BEST
PASTA IN VENICE, ITALY



LAVIVA
CITYTRIP: LAGUNENSTADT
VENEDIG

Testimonials

A SAMPLE FROM THE REVIEWS OF THOUSANDS OF SATISFIED CUSTOMERS



DAVID - TRIPADVISOR

Loved our lunch here. The pasta was so fresh and the sauces were great. I had the 4 formaggi with pancetta and my wife had the pesto with mozzarella. Both were excellent and we will probably be returning again.



LASATA - YELP

OMG! My mouth is watering as I write the review for this place. I became a huge fan of pasta after I tried this place. The chefs are also very dashing. However, this is strictly based on the freshness and the taste of the pasta.



VIVIAN - GOOGLE

We made a trip to Dal Moro's after hearing about it in some travel articles. Now we know what all the hype is about! The pasta was delicious, well-priced, and best eaten immediately!!! We loved the experience.



DISCLAIMER

Please note, that as a Franchisee you are an independent entrepreneur in legal and economic terms. You will act on your own behalf, for your own account and at your own risk. The Franchisor is not liable for any success and viability and gives no warranties in this respect. You are not entitled to bind, or act on behalf of, the Franchisor. Whenever acting in any business transaction as an independent entrepreneur, you have to make your status recognizable by stating that you are the owner of the business.

THANKS

We also ask you to understand that we receive about a hundred inquiries each month from prospective partners. We would not be able to give the attention each applicant deserves if we did not follow this procedure. The whole process takes a bit of time, but that is the best way to assure that we can get to know each other well before committing to this important partnership.

We look forward to hearing from you soon.

Kind regards,

Your Dal Moro's Fresh Pasta To Go Franchising Team





DAL MORO'S FRANCHISE S.R.L.

Piazzale Rossarol, 8 30175, Marghera, Italia (VE)
E-Mail: dalmoro.venezia@gmail.com
Web : www.dalmoros.it

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