



# OUR STORY

**Sovrano, LLC purchased the Gatti's Pizza brands in June 2015**

- **Stabilized and reinvigorated the Gatti's brand**
- **Increased corporate profitability - more capital to build the brand and support the franchise system**
- **FDD markets two flexible platforms for one distinctive pizza**
  - **Family Fast Casual**
  - **Family Entertainment Center**
- **Gigi's Cupcakes was added to the portfolio of brands in an affiliate holding company (June 2016)**

# OUR STORY

A passion for pizza for more than 47 years. Gatti's has a proud history of serving delicious pizza in innovative ways. Since 1969, we've strived to deliver unforgettable experiences for families in the neighborhoods where we live and work. Take a look at our past, and get a glimpse of where we're going.

## Fresh Ingredients

- Tomatoes fresh-packed 4 hours from harvest and steam peeled
- Dough is made fresh by hand daily and allowed to rise twice
- Provolone cheese is reminiscent of the flavor our customers grew up with.

# FAMILY FAST CASUAL

**MAKING MEMORIES OVER UNFORGETTABLE PIZZA.**



# FAMILY FAST CASUAL

***MAKING MEMORIES OVER UNFORGETTABLE PIZZA.***



- Reasonably priced
- Great menu variety providing choices for every family member
- Group events including birthday parties
- School fundraisers and spirit nights
- Family appropriate games
- Square footage range from 3,800 to 6,800
- Great in any town - urban or rural

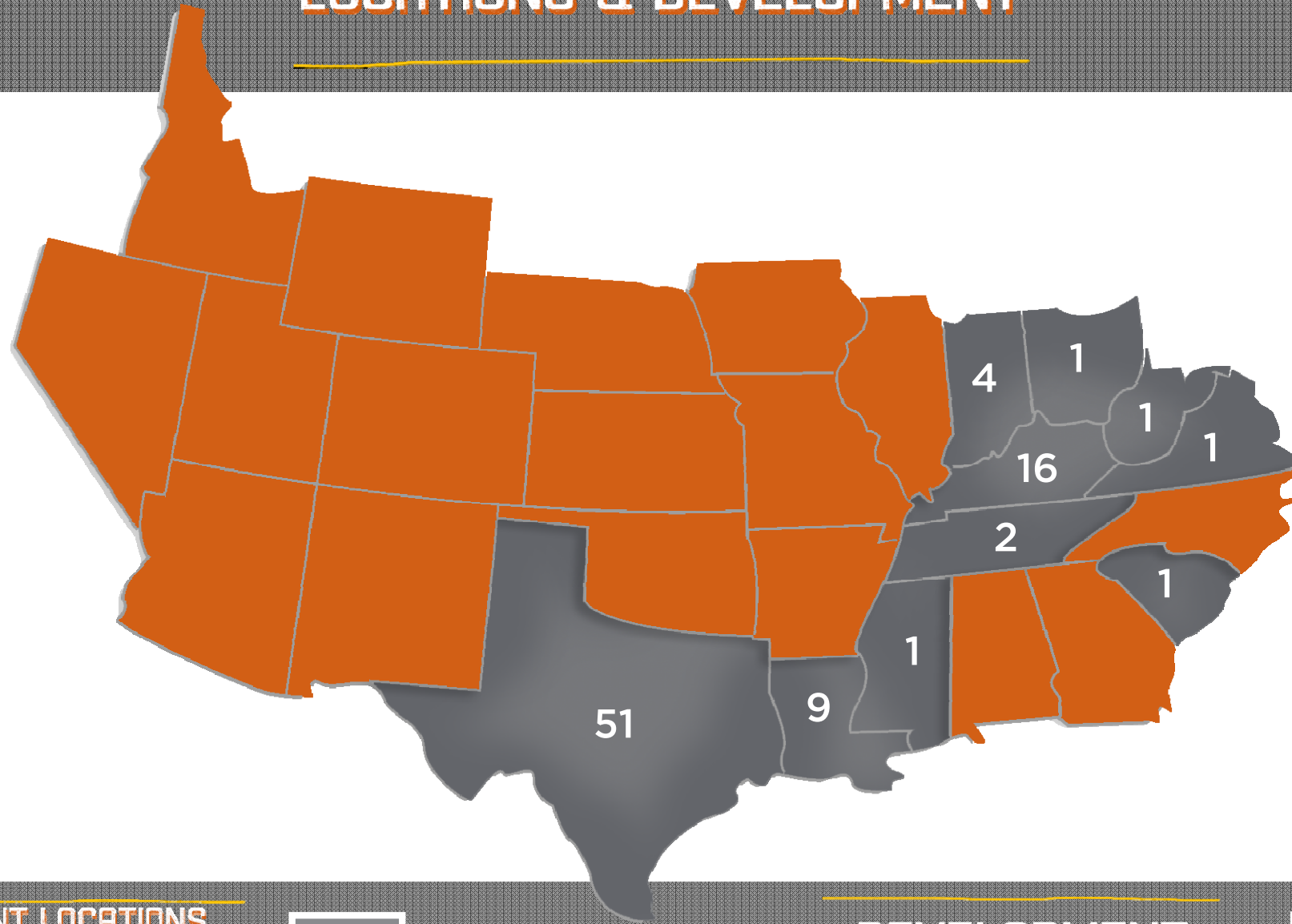
# FAMILY ENTERTAINMENT CENTER



*The family pizza place the **WHOLE FAMILY** will love*

- Large variety buffet served all day with fresh pizza and salad bar
- Endless pizza, pastas, desserts and salad bar with over 40 options
- Group events including birthday parties
- School field trips
- Commitment to games the whole family can enjoy
- Square footage ranges from 7,000 to 20,000
- Accommodates any size town

# LOCATIONS & DEVELOPMENT



CURRENT LOCATIONS  
& DEVELOPMENT



DEVELOPMENT



# WHY GATTI'S?

We are always looking for experienced, multi-unit restaurant operators and area developers to join our franchise community!

- Optimized profitability with ideal COGS and Labor falling well within acceptable industry margins
- Efficient build-out
- Cost effective FF&E
- Primary guest engagement through digital and social platforms
- Standardized operations include a comprehensive management training program, new store opening guide, ongoing field support including field marketing
- Training and full web-based LMS (Learning Management Systems)



# WHY GATTI'S?

- Family appropriate games including the world's largest Pac-Man video game
- Beer and wine optional
- Delivery optional
- Integrated technology (e.g. Online ordering, Facebook ordering and Android & iOS apps)

A person in a blue uniform is using a smartphone. In the foreground, there is a large pizza on a metal tray with various toppings like mushrooms, olives, and tomatoes. The background is slightly blurred, showing the person's hands and the phone.

# GUEST ENGAGEMENT

- National loyalty and gift card programs
- Primary social media platforms
  - Facebook, Twitter, Pinterest, Instagram and Snapchat
- Targeted Digital Advertising
  - Yelp
  - Google AdWords
  - Facebook
    - Guest Interaction
    - Service Recovery
    - Fresh Content with copywriting
    - LSM
  - High profile sponsorships including TCU and the University of Texas
  - St. Jude Children's Research Hospital is our primary corporate philanthropy



Mr. Gatti's Pizza is taking a different approach; we are defining our future by revisiting our past and reconnecting to its latency at a time and place when the brand had optimal market share and name recognition.

Our goal in launching this new franchising effort is to reconnect the brand to a loyal and passionate customer base that have now become parents and, thus, use that original consumer to introduce the brand to a new generation of guests.