

COLCACCHIO

FRANCHISEE PROSPECTUS 2022



29

BRINGING PEOPLE TOGETHER ONE GREAT PIZZA AT A TIME

This is just your typical Boy meets Girl, Boy falls in love with Girl, Boy joins forces as master entrepreneur and master restaurateur to create South Africa's most loved eatery Story. Their vision was to build a restaurant that would serve the most mouthwatering Italian inspired meals made with love and the finest, freshest ingredients.

With artisanal wood-fired pizzas, sumptuous pastas and gourmet salads, it was not long before the Col'Cacchio magic spread far and wide. And now, 29 years later, with restaurants all over the country, the mention of Col'Cacchio sends taste buds into a wild frenzy. It's more than a menu. It's a celebration. A journey. A story of 29 years in the making, of love, passion, adventure and loads of pizza.





**AFTER 29 YEARS
COL'CACCHIO HAS
+-26 BRANCHES THAT
MAKE UP THE VIBRANT
& PASSIONATE GROUP.**

**"I have
arrived."**

Thanks for the invite.
I'm piping hot, deliciously delicious
and ready for anything. I'm a crowd
pleaser, a fan favourite, a lifesaver, a
ray of sunshine.
I'm ready for the rush
for the top-

nd-first-date-meal
meal, for the
and-I-don't-care meal
rdinary day into a
of angels singing.
will be equally good
s talking!''

COL'CACCHIO



CULTURE

EVERYONE LOVES PIZZA AND SO DO WE!

We work hard to maintain the high level of quality artisanal food that made our first restaurant such a success. A hands-on approach and passion for everything we do has been an essential part of our company's growth.

In keeping with Col'Cacchio's vision to always remain innovative and customer responsive, we offer a number of meal options from low carb to vegan dishes. Our menu is easily and happily adapted to any market and we have something to suit every palate and age group.

WHO ARE OUR CUSTOMERS?

Our target market is broad and ranges from families to business people. It's our customer's appreciation for good, homemade, quality food that identifies them, rather than demographics.





OUR MISSION

IS BRINGING PEOPLE TOGETHER,
ONE GREAT PIZZA AT A TIME.

OUR CORE VALUES:

PASSION.

WE LOVE WHAT WE DO.

QUALITY.

WE STRIVE TO SOURCE THE FRESHEST
INGREDIENTS, USING ONLY THE BEST
TO PRODUCE THE BEST.

FUN.

WE HAVE FUN DOING WHAT WE DO.

INTEGRITY.

WE DO THINGS RIGHT.

SOCIAL RESPONSIBILITY.

WE STRIVE TO FIND WAYS TO GIVE
BACK, USING THE STATUS OF OUR
BRAND TO RAISE AWARENESS AND
SUPPORT FOR THOSE IN NEED.

INNOVATION.

WE LEAD, NEVER FOLLOW.





RESTAURANT

COL'CACCHIO IS FOR EVERYONE, EITHER FOR A FULL SIT-DOWN OR QUICK CASUAL MEAL. WE OFFER HIGH QUALITY FOOD AND GREAT SERVICE WITH A RELAXED FRIENDLY ATMOSPHERE.

It's the perfect setting to have a business meeting over lunch or to enjoy a meal with friends or family. A creative environment is fostered for families, as children can play with dough and draw up their own pizza designs on our brown paper table overlays while they wait for their food.

Our restaurants invite you to eat in, takeout or phone-in for a convenient delivery.

ACCREDITATIONS

- FASA - Franchise Association of South Africa
- FEDHASA - Federated Hospitality Association of South Africa

RECENT AWARDS

- Voted as one of the Top 100 SA Restaurants in the Eat Out Awards 2010 - 2014
- Voted Best Pizza in Joburg in the Leisure Options Best of Joburg Awards 2013 & 2014
- Gold Award in the Diners Club International Wine List Awards 2009 - 2016
- Voted Best Italian Franchise in the Leisure Options Best of Joburg Awards 2011 & 2012 & 2016
- Col'Cacchio pizzeria Cape Town (the original store) listed in the book "Where Chef's Eat" by world acclaimed Chef Luke Dale Roberts



**A CASUALLY SOPHISTICATED
AMBIENCE, AFFORDABLE PRICES
AND FRIENDLY STAFF MAKE FOR
AN ENVIRONMENT THAT WELCOMES
YOUNG AND OLD ALIKE.**



FOOD

WE PRIDE OURSELVES IN SOURCING THE FINEST INGREDIENTS AND OFFERING NUTRITIOUS MEALS OF EXCEPTIONAL QUALITY.

Our menu provides a wide choice of delicious dishes and meal combinations, including artisanal wood-fired pizzas, pastas, fresh crisp salads and some stores now offering classic inspired Italian main dishes, light meals and breakfasts. Options range from favourites like the principessa pizza (a classic margherita made with fior di latte mozzarella, topped with cherry tomatoes, fresh basil and a drizzle of olive oil) to more exotic dishes like the moghul pizza (made with Indian butter chicken, yoghurt, fior di latte mozzarella, coriander and crispy onions.) For customers wanting the best of both, we offer our Half & Half pizzas, allowing them to try one of our listed combinations or create their own.

There are no added preservatives or MSG in any of our dishes and all are made fresh to order. We offer many vegetarian options, now even including vegan pizzas, salads and desserts.

Patrons who are not pizza fans can try one of our pastas, with the option to substitute wheat pasta for zuchetti (zucchini spaghetti) or wheat and gluten free pasta. Patrons can also enjoy one of our gourmet salads, or can create their own salad from our mouth-watering list of ingredients. These dishes are not meagre in size either; our salads are meals in themselves!

In true Col'Cacchio fashion, we constantly strive to stay ahead of the times and at the forefront of food innovation, our menu offering is part of a continually growing story.





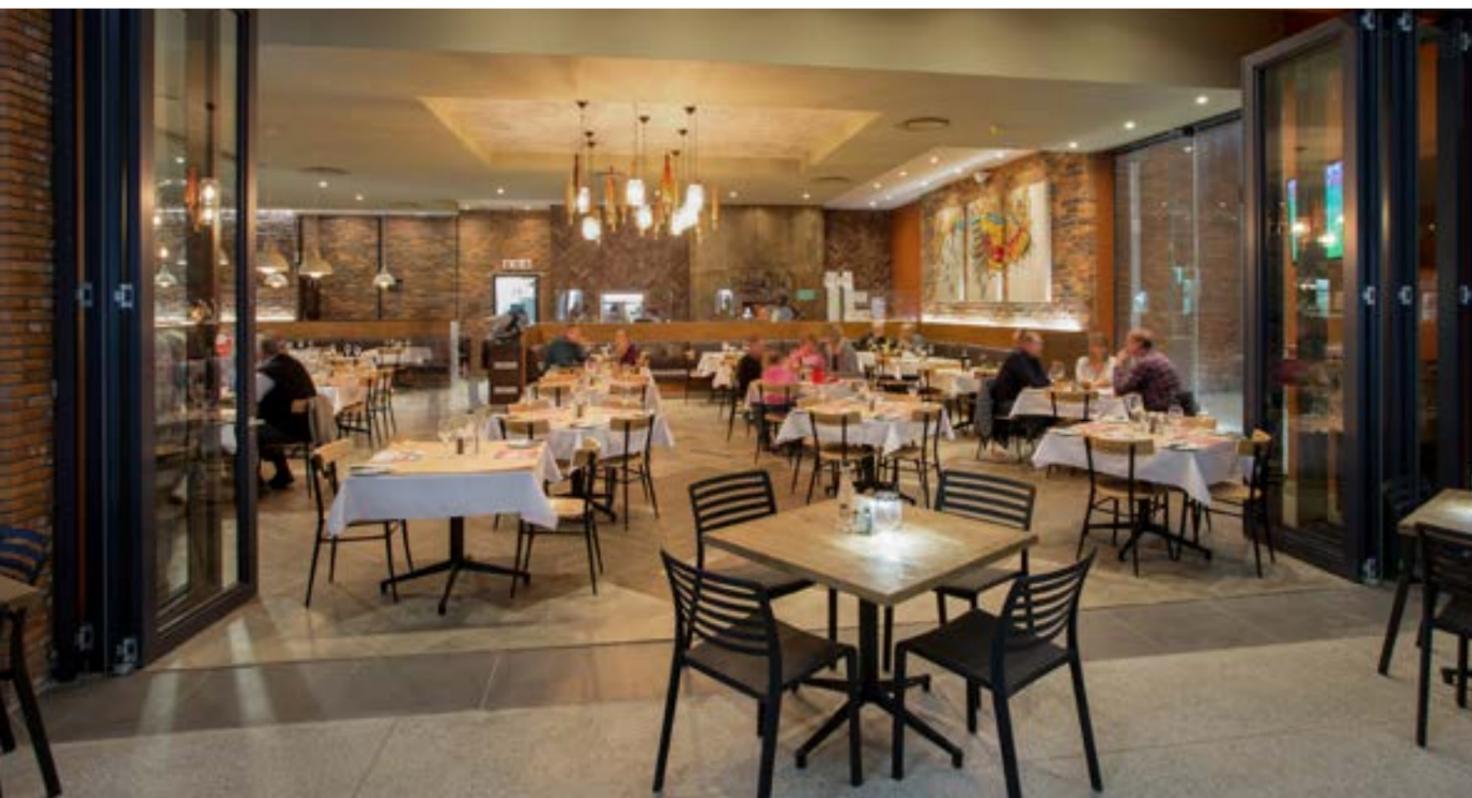
TRAINING & SUPPORT

FULL TRAINING IS PROVIDED BY OUR EXPERIENCED OPERATIONS TEAM PRIOR TO OPENING A NEW STORE.

Ongoing support includes practical on-site training, classroom work and our interactive online video training programme for franchisees made up of various modules.

These include:

Brand Induction, Stock Control, Hygiene & Life skills Training, Waitron Training, Menu Knowledge, Manager Training, and Coffee and Cocktail Training. The Operations & Procedures Manual is available to all franchisees.



MARKETING & BRAND AWARENESS

OUR MARKETING INITIATIVES ALWAYS STRIVE TO BE INNOVATIVE AND TREND SETTING.

From humble beginnings as a single restaurant and favourite pizza spot for locals in Cape Town, South Africa, our brand has grown into a well-known and much-loved international group of restaurants. We have a strong brand reputation and loyal customers who keep coming back for more.

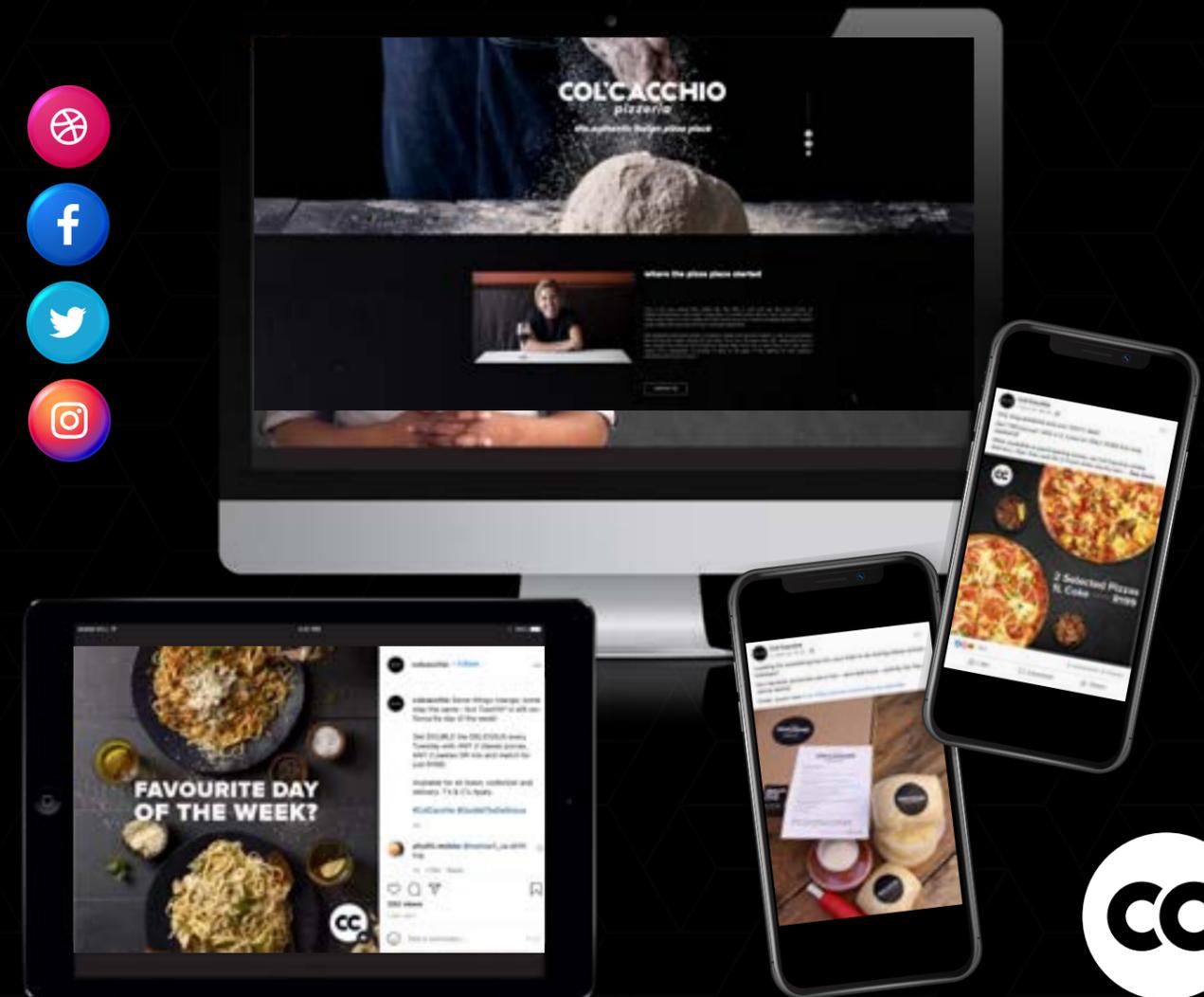
Our innovative digital marketing initiatives have been used as case studies in university programmes globally.

(Source: Quirk e-Marketing Edition 5)

OUR KEY MARKETING OBJECTIVE IS TO STRENGTHEN NATIONAL BRAND AWARENESS THROUGH CONSISTENT COMMUNICATION YEAR ROUND.

In line with our core value to innovate, our marketing is no different. Our brand tone is bold, quirky, elegant and fun and has won us much recognition, including the following prestigious South African advertising awards:

- Bronze Award at The Bookmark Digital Awards 2012.
- Nomination as a finalist in The Loerie Awards 2012.
- Nomination as a finalist in The Loerie Awards 2015.





FRANCHISE OPPORTUNITY

WHY OWN A COL'CACCHIO FRANCHISE?

Join our vibrant franchise group and reap the rewards of owning and managing your own business with the support of our experienced head-office team.

There is a great company culture at Col'cacchio, one of hard work combined with good fun. We love what we do and the operations team is keen to share that feeling with you! With only a small number of stores allocated to each Field Service Manager, you can expect extensive support during training and once your store is up and running. So too from the marketing team, who work tirelessly to take our brand to even greater heights.

WHAT DO WE LOOK FOR IN A FRANCHISEE?

All Col'cacchio stores are owner operated and the most successful stores are those in which the owner invests extra time in their stores. The operating partner needs to own at least 25% of the business.

KEY QUESTIONS

ARE YOU:

- Happy working a 16-hour day?
- Prepared to grind it out when the going gets tough?
- Someone who sees things through to the end?
- Looking for more than a job?
- Prepared to take on responsibility for 40+ staff?
- Prepared to guide, teach, be compassionate and lead by example?
- Looking to control your own destiny?

KEY ATTRIBUTES

To be a Col'cacchio franchise owner you should possess:

- An entrepreneurial spirit and a desire to run your own business.
- A strong work ethic and the willingness to spend time in your business.
- The ability to deal with pressure.
- A 'do not quit' attitude.
- Leadership and management skills.
- Business acumen.
- A customer service orientation.
- The same passion for the brand as the rest of the Col'cacchio team.

WHAT WE LOOK FOR IN A FRANCHISEE

The best business owners are hard-working and not afraid of long hours. They are always proactive in building their business and will do whatever it takes to succeed.

They have the ability to deal with pressure and to keep on going, regardless. Successful franchisees should not over extend themselves financially and have the ability to re-pay loans, if applicable.

THE COST OF YOUR INVESTMENT

COL'CACCHIO (full sit-down store)

The following estimates are Ex VAT.

Total investment from
*2 500 000

MIO COL'CACCHIO (takeaway & delivery)

The following estimates are Ex VAT.

Total investment between
*1 500 000 - 1 800 000

*This estimate is based on an average store.
Pricing may vary depending on the size and location of the store.
The figure excludes any landlord allowances.

MONTHLY FEES

Management Service Fee:
6% of turnover per month.

Marketing Fee:
2% of turnover per month

WHAT CAN I EARN?

You can earn up to 25% of EBIDTA (Earnings before Interest, Depreciation, Tax and Amortization).

WHAT DO I GET FOR MY INVESTMENT?

- A complete store (turnkey)
- Full training for you and your staff for a minimum of two months before your store opens
- A full month of on-site support after your store opens
- Opening stock
- Ongoing support from Head Office

STORE DESCRIPTIONS

COL'CACCHIO

(full sit-down store)

Full sit-down, family restaurant.
± 80 seats. ± 180m² - 200m²

MIO COL'CACCHIO

(fast, casual store)

Express store, focussing on take-away and delivery.
± 60m² - 80m²



#Food #With aStory



OUR AVOCADO

If you stack up all of the boxes of avocados we sold last year they would be three and a half times the height of Table Mountain! That's nearly 4 kilometers.



OUR ARTICHOKE HEARTS

We use Italcarciofi artichoke hearts, renowned for their succulence and meatiness. This versatile, delicious delicacy – the bud of a giant flower – has long been prized in Italy where it has graced tables from the times of the Medici. It can be served hot or cold, in an antipasti, main course or as a decadent side dish.



OUR BALSAMIC VINEGAR

At Col'Cacchio pizzeria our choice of balsamic vinegar – best described as a reduction made from cooked grape juice aged in barrels – is the Aceto Balsamico di Modena. Matured in oak and cherry wood barrels for a minimum of three years, this is a high-quality Italian balsamico marked by a rich array of aromas and flavours.



OUR PASTA

We use an Italian brand of pasta called Granoro because of its superior quality and unmistakable flavour and texture. The founder of Granoro, Attilio Mastroianni, is a descendent of a family that has been producing pasta for generations. It's produced in Corato, an area recognised as a source of some of the best durum wheat in the world.



OUR PARMESAN

Our Italian parmigiano cheese is the real deal: Grana Padano, imported from Italy. The name comes from the noun grana (grain), which refers to the distinctively grainy texture of the cheese. Padano refers to the valley Pianura Padana where this particular cheese originates.



OUR TOMATO POLPA

Our tomato puree comes from the finest sun-ripened Italian tomatoes grown in the Po River valley in Italy. They are picked at optimum ripeness and are full of fresh, natural flavour. This richness of flavour is incomparable with that of any supermarket brand.

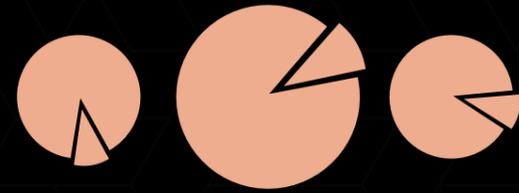


NUMBER CRUNCH*



1 025 990

TOTAL BILLS



1 277 585

PIZZAS SOLD



172 507

SALADS SOLD



179 283

DESSERTS SOLD

OVER 29 YEARS WE HAVE BUILT A LEADING, NATIONAL RESTAURANT BRAND THAT IS NOW A HOUSEHOLD NAME IN SOUTH AFRICA.

FOR FURTHER DETAILS CONTACT
email: marketing@colcacchio.co.za

This is a numerical representation of our group's performance in South Africa in 2019.

