

COL'CACCHIO

pizzeria

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, 31 years later, with restaurants all over the country and beyond, 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 31 years in the making, of love, passion, adventure, and loads of pizza.





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

- Best Sit-Down Pizzeria in the 2023 Best of Joburg Readers' Choice Awards
- Best Gourmet Vegan Italian Restaurant 2023 - Western Cape - in the Global Vegan Awards
- Voted as one of the Top 100 SA Restaurants in the Eat Out Awards
- Voted Best Pizza in Joburg in the Leisure Options Best of Joburg Awards
- Gold Award in the Diners Club International Wine List Awards
- Voted Best Italian Franchise in the Leisure Options Best of Joburg Awards
- Col'Cacchio pizzeria Cape Town (the original store) listed in the book
- "Where Chef's Eat" by world acclaimed Chef Luke Dale Roberts





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 and breakfasts. Options range from favourites like the principessa 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 pastas.

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.

OUR INTERACTIVE ONLINE VIDEO TRAINING PROGRAMME FOR FRANCHISEES PROVIDES INITIAL AND ONGOING TRAINING AND SUPPORT FOR ALL OUR STAFF (MANAGERS, FRONT OF HOUSE AND BACK OF HOUSE).



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.

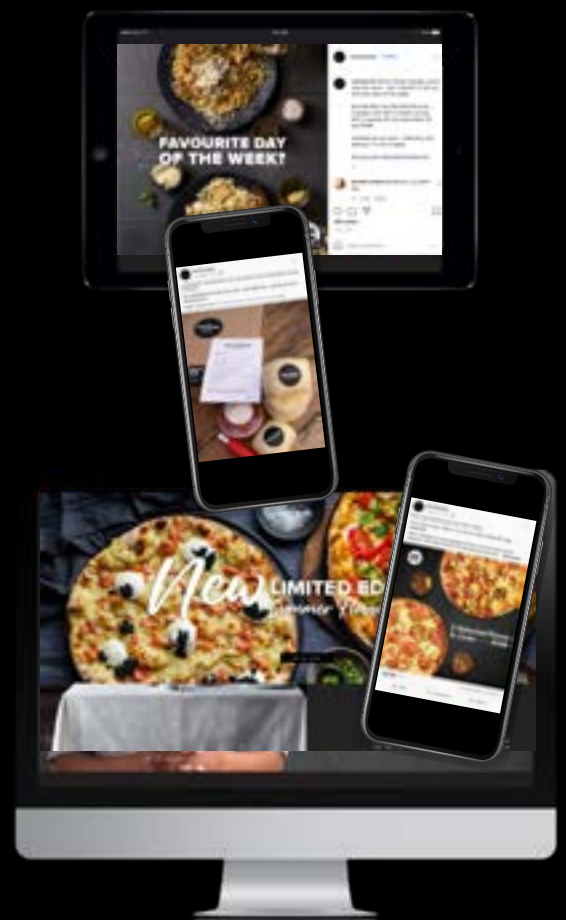
Our innovative digital marketing initiatives have been used as case studies in university programmes globally.

(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.
- Nomination as a finalist in The Loerie Awards.
- Nomination as a finalist in The Loerie Awards.





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 Regional 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.



THE COST OF YOUR INVESTMENT

STORE DESCRIPTIONS

COL'CACCHIO

(full sit-down store)

Full sit-down, family restaurant.

± 80 seats.

± 180m² - 200m²

The following estimates are Ex VAT.

Total investment from

*2 500 000

MIO COL'CACCHIO

(fast, casual store)

Express store, focusing on take-away and delivery.

± 60m² - 80m²

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

**OVER 31 YEARS WE HAVE BUILT A
LEADING, NATIONAL RESTAURANT
BRAND THAT IS NOW A HOUSEHOLD
NAME IN SOUTH AFRICA.**

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

