



} RE: NYPD Pizza  
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### HISTORY

When founder Paul Russo relocated to Orlando from Bayside, Queens in the early 90's, he didn't realize that trying to get a good slice of authentic New York style pizza would be as difficult as it was. As a native New Yorker, he figured he'd just starve without authentic New York style pizza but instead Paul and his family decided to do something drastic about this appalling situation! In 1996 they opened the doors to the first NYPD Pizza and introduced authentic New York style pizza to the Orlando community. The people of the "City Beautiful" unconditionally fell in love and history was made.

NYPD Pizzeria has repeatedly achieved numerous "Best Pizza" Awards since its creation. The NYPD Pizza brand has achieved international recognition and is known and praised for superior quality food, upscale themed décor and upbeat atmosphere.

All pizzas are hand-tossed by a certified pizza maker and made to order fresh. An NYPD pizza starts with its own unique blend of pizza dough, the highest quality cheese available, and a specially homemade spiced tomato sauce. It's then topped off with fresh toppings and baked in a specially designed brick oven. The pizza itself has created a loyal following throughout the world. Most importantly, at NYPD, the goal is to keep alive the neighborhood "mom and pop" pizzeria atmosphere of years gone by.

When customers from all over began inquiring on how they could bring an NYPD Pizzeria to their community, we realized the rest of the world was starving for Authentic New York style pizza too! That drove us to develop a unique franchise system that allows potential franchisees to participate at a variety of investment levels and scales to fit a broad spectrum of communities.

*Investigate and let us give you and Arresting Taste of New York! We won't hold you up!*

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**FRANCHISE OPPORTUNITIES**

An NYPD Pizzeria franchise is the local pizzeria of days gone by, where customers become a part of the family. An NYPD Pizzeria typically ranges from 900 sq. feet to 2,800 sq. feet. NYPD Pizza's unique system offers three distinct concepts for a range of investment levels that can fit the needs of a variety of markets, no matter how big or small.

NYPD Pizza has prime markets available for single unit pizzerias, area development deals and master license available pending financial capability and business experience.

**Metro Unit**

Our "Metro Unit" takes the take-out and delivery pizzeria concept to an exciting new level. We've created this configuration to compete head-to-head with not only the delivery chains, but also the fast food segment. By selling pizza by the slice as a take-out item and having a focused selection of menu items, it gives us a unique edge, not only competing with pizza industry, but with the entire fast food market. These units may be located in smaller strip centers, among various demographic levels.

**Precinct Unit**

The "Precinct Unit" is a traditional pizzeria that fits perfectly into the fastest growing segment of the dining market today, fast-casual restaurants. This type of unit competes with franchises such as Panera Bread, Shake Shack, and Chipotle, servicing guests who want a more traditional restaurant feel but without the full-service restaurant experience. This configuration has an optional kid's corner utilizing limited space. It is not a traditional children's play area, but an interactive pizzeria-themed zone. These locations are well suited for end caps of in-line shopping centers in local neighborhoods as well as regional power centers.

**Headquarter Unit**

The "Headquarter" concept has it all, including full-service dining complete with an option for a bar area. This unit is for the experienced restaurateur and has been designed to completely meet the needs of the casual dining segment. They're located in high volume areas as in-line or free standing restaurants. The restaurant will provide all the services and menu items of our smaller units as well as a few additional menu items to fulfill the needs of a full service experience.

The menu for all unit types include pastas, entrees, appetizers, salads, desserts and of course **award winning pizza**. What sets us apart from the competition is that NYPD Pizzeria's are dynamic. With the various units and options available, we can fit the needs of any community and are available at a variety of investment levels.

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**NYPD PIZZA Metro Unit Concept**

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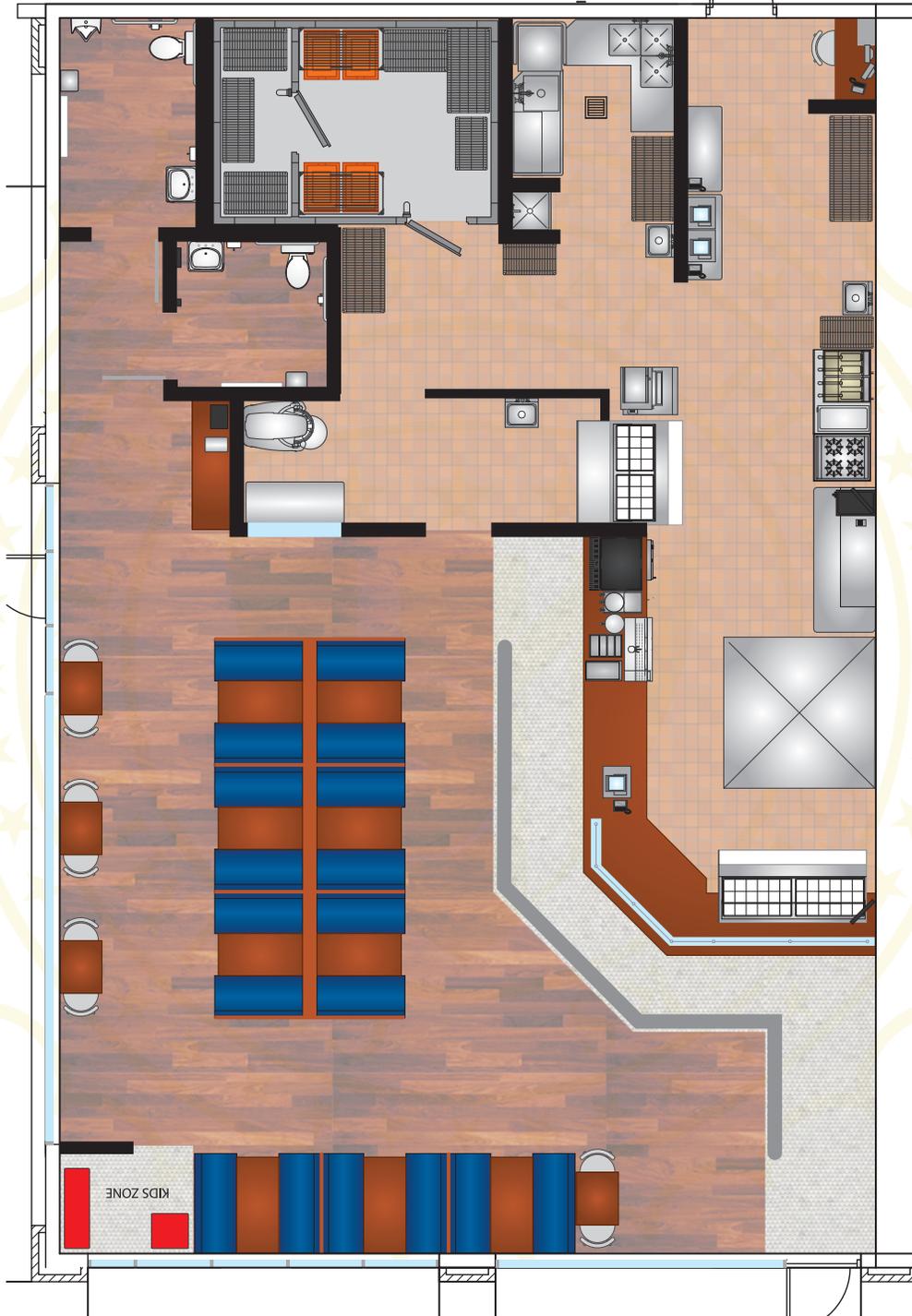


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NYPD PIZZA Precinct Concept

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**NYPD PIZZA Headquarters Concept**

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**SUPPORT**

One of the most important aspects of owning a franchise is support of your operation. The NYPD Pizza franchise operations department provides you with many areas of support. The main areas of support we offer include our field team, operations services, marketing/advertising services, design and construction review, competitive purchasing, national accounts, use of our proprietary products and the identifiable use of the approved NYPD Pizza Restaurant trademarks.

**PROJECT MANAGER:**

This experienced and competent team member is always available to assist with any day to day operation questions and/or occurrences you may encounter.

**SUPPORT INCLUDES:**

- \* Regular consultation
- \* Business Review and analysis
- \* Review of store sales and performance against system-wide benchmarks
- \* Quality assurance consultations
- \* Sanitary evaluations
- \* Food product and menu evaluations

**FRANCHISE RESOURCES**

**Franchise Resources:**

- \* Operations, marketing and training manuals
- \* Dedicated communications with electronic updates of industry trends and corporate news alerts.
- \* Newsletters and press announcements.

**Design & Construction:**

- \* Prototype plan to assist with your particular unit layout selection
- \* Staff to assist you with design and construction questions
- \* Reference design for construction layout including equipment and design information
- \* You may employ the services of NYPD Pizza's preferred architecture group

**Purchasing & National Accounts:**

Discounted everyday services and products for the franchisee's use, including:

- \* Store insurance
- \* Driver insurance
- \* Nationwide master distribution agreement with SYSCO Foods
- \* National purchasing agreement with PepsiCo as well as various other vendors
- \* Large equipment
- \* Liability insurance
- \* Smallwares
- \* Uniforms & linen service

From product to product we always work to ensure the best pricing when possible. This may result in purchasing power and discounts from time to time.

NYPD Pizza Restaurants understands that the partnership with our franchisees is the basis of our franchise system. We will always extend our services and commitment to the NYPD Pizza standard of excellence.

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**TRAINING**

Training is a fundamental and essential part to our NYPD Pizza franchise program. At NYPD Pizzerias, we pride ourselves in preparing our franchisees with the proper tools and support necessary to become business owners and operators. The NYPD Pizza training program is quite extensive and is comprised of three components.

**I. NYPD Restaurant Academy & Field Training:**

At the NYPD Pizza Restaurant Academy, the primary course of study is to learn how to operate a NYPD Pizzeria and how to compete in the pizza business. Here you will experience first-hand on what it takes to operate a store, everything from what to do when you first walk in the door that morning to how you close and lock the pizzeria down for the night.

**Topics covered include:**

- \*How the operation works
- \*Staffing
- \*Product inventory control
- \*Equipment maintenance
- \*Local marketing programs
- \*Stocking properly for utilizing ample space & flow of operation
- \*And more!
- \*BOH prep work
- \*POS system
- \*Food Cost analysis
- \*Public relations
- \*Ordering & Receiving
- \*Quality control
- \*Operation of equipment
- \*Administrative assistance

The goal of the academy and field training is that you leave the designated NYPD Pizzeria understanding the basics and have a true sense of what it is like to operate the entire operation. In addition to your training, we will provide you with some training materials to enhance your training of your NYPD Pizza Squad members.

**II. Onsite Store Opening Assistance:**

This is the exciting stage in which you get to put all of your NYPD Pizza training into action. An NYPD Pizzeria qualified trainer will be with you for your initial opening to assist in preparing your store for a smooth and successful opening. NYPD Pizza Corporate will suggest strategic grand opening plans that will help you create the buzz in your community with a big celebration once you've been open for about four weeks.

**III. Continuing Education:**

NYPD Pizzeria Corporate will keep owners and operators informed with revised training materials, updates with prep manuals, as well as product changes and/or updates. Newsletters and email correspondence are distributed to update franchisees on all of the corporate news concerning marketing, promotions, manual updates and revisions to the system. Training is an essential part of becoming a franchisee. We want you to be as successful as possible and we take the necessary steps to make that happen. NYPD Pizza franchisees have our full support.

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VENDORS

NYPD Pizza has built relationships with the following preferred vendors to manufacture and/or distribute our preferred, proprietary and private label food products nationwide. NYPD Pizza has developed the system to preserve our secret recipes and maintain consistency and quality of our award winning authentic New York-style pizza worldwide. Throughout the years, we have formed partnerships with the following companies that support the corporate offices, provide goods and services, and in some cases, provide national pricing for the franchise system.



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# BRIEFING



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Feature Article in "Pizza Today" Magazine  
 Mentioned twice in the book *Everybody Loves Pizza*  
 Featured in "Orlando Eats!" dining guide.



-Zapat Rated-  
 Winner of "Best of" contests  
 across the U.S. over a dozen years  
 and counting!



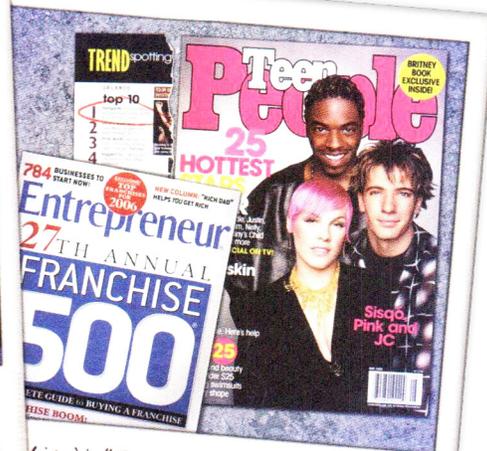
Featured Multiple times in  
 national publications.



NYPD Pizzeria's  
 Continually covered in various news  
 publications & media outlets  
 across the Nation.



Ranked in "Franchise Times" Fast 55  
 Fastest Growing Franchises  
 Listed multiple times in PMQ's "Pizza Magazine"  
 as one of the Top 200 Pizza Chains



Listed in "Entrepreneur Magazine's" Franchise 500  
 Noted by "Teen People Magazine" as one of  
 Orlando's Trendiest Places to hang out.

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