

Chicago Pizza




**SWITCH
YOURSELF
TO
PIZZA
MODE**



Neo Palates Pvt. Ltd.

STRICTLY PRIVATE & CONFIDENTIAL

Jan 2020
New Delhi



Table of Contents

1. The Opportunity
2. Chicago Pizza: An Ideal Fit
3. Model Outline
4. Key Company Highlights
5. Unique Value Proposition
6. Current Status
7. Vision and Growth plans
8. Snapshots
9. Checks and measures
10. Layouts
11. Financials
12. Organization flowchart
13. Catering
14. Press





The Opportunity: Key Investment Highlights

- India has an ever-growing middle class coinciding with a retail boom. About a 100 million people represent the ‘consuming class’ in India and this number is expected to double in the next 5 years.
- As the economy has grown and disposable incomes of households have increased, an increasing trend amongst the urban population to “eat-out” has emerged
- The Indian food service industry has been witnessing tremendous growth over the last decade. However, the industry is highly fragmented, and hence presents an opportunity for an organized player to enter the market and develop a chain of restaurants. A huge market remains untapped with opportunities for a niche player
- Changing lifestyles have removed quiet periods from the day: there are now longer trading days as opposed to the typical 2 hour lunch and 3 hour dinner period





Chicago Pizza: An Ideal Fit

- Our recipe and taste is designed to cater to the masses
- We keep it simple: A new type of presentation offering great Choices
- Great for families with divergent topping tastes: choose as many slices of whatever topping type you want
- Offers a more wholesome and economical meal than other quick service retailers like sandwiches, hotdogs and corn
- Convenient to carry around and for people short on time



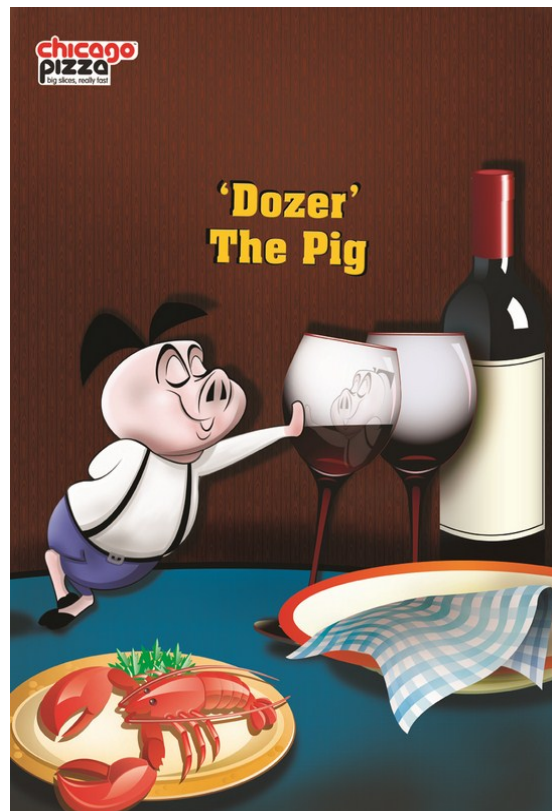


LOCATIONS



Our Pizza by the Slice Model

- Huge slices freshly assembled and cooked; thereafter put on display in controlled conditions
- Flexibility: Build your own slice; choose any combination of toppings for any number of different slices
- Minimal wait time: Instantly served, hot and fresh



- Economical: Much cheaper by the square inch than any competitor
- Convenience: Easy to carry around and offers flexibility to the customer regarding exactly how much they want to buy
- Fresh ingredients, Great Taste: All ingredients sourced from quality suppliers, assembled together to provide consistent quality and rich, great tasting pizzas





Key Company Highlights

- Chicago Pizza is a registered brand of the food and hospitality division of Neo Palates Pvt. Ltd.; Company and initiated operations in India in 2007
- Successfully running retail outlets in 100+ locations across India
- Winner of Best Pizza Award – HT City owing to standardization of taste, utilization of premium raw materials and US recipe adapted to Indian Palate over the years.
- Chefs and mid-management hired from well renowned multinational chains
- Franchisee for Delhi, Mumbai, Bangalore, Punjab, Chennai, Guwahati, Srianagar, MP, AP, Bihar, Uttar Pradesh finalized and in final talks for other cities
- Beer n Wine Lounges of Chicago Pizza being opened in GKII, Laxmi Nagar, Hudson Lane, Vikas Puri, Vikas Marg, Nagpur, Ludhiana...
- Patented recipes, unique taste factor and goodwill of Chicago Pizza has opened the doors to the vast Make it at Home Pizza Home segment.





The Unique Attraction

- **Scalable business model** wherein systems easy to incorporate over expansion and clear demarcation between central vs. site operations. Standardized supply chain and internal processes, making the concept highly scalable. Multiple sites can be quickly launched with a consistent quality of product, service and internal checks from day 1



First mover advantage as the concept is truly unique and path-braking combining the single slice concept with the freedom of choice





Current Status



Supplier base
established

High Performance
Team Recruited

Standardized recipes
and processes
developed

Proof of Concept
established –
40+ outlets set up in Delhi

3rd party logistics &
supply chain
implemented

Standardized
restaurant
format developed

Target spend/cover
achieved

Chef-independent
restaurants
operationalized

Affordable prices and
personalized
service offered





Vision, Mission and Growth Plans

- To dominate our niche segment and the QSR model as a whole by developing scalable restaurant concepts and maintaining our uniqueness backed by world class products, processes and execution
- To be appreciated by consumers, media, investors, franchisees for our product quality and concept and brand presentation
- To have a base of 100+ outlets and grow further in the next 1 year Pan India in premium locations across high-streets, malls, transport destinations, clubs, cinema.





Assembly line Snapshot



- Extra care taken in dough making, kneading and proofing to provide light, fluffy and crispy base
- Shaping of base expertly done and measured thereafter for exact size
- Sauce, cheese and toppings measured for taste consistency
- Baking done with exact time and temperature setting for ease of operations



chicago
PIZZA
big slices. really fast



Huge options for customers

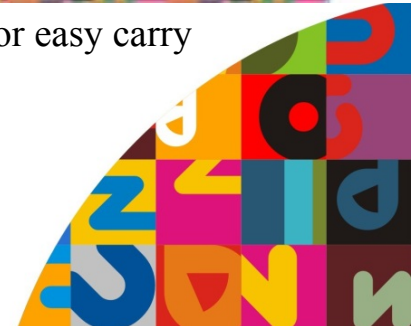


Quick impulsive buys



Packaging designed for easy carry

Display and Product Snapshot



chicago pizza

big slices, really fast

NEW MENU

Veg Pizzas		Non-Veg Pizzas	
Margherita  S 99 M 199 L 399 XL 799	Veggie Fun  S 99 M 199 L 399 XL 799	Chicken Hamrella  S 99 M 199 L 399 XL 799	Meat Ball Sensation  S 99 M 199 L 399 XL 799
Paneer Delight  S 179 M 279 L 479 XL 879	Four Cheese Pizza  S 179 M 279 L 479 XL 879	Chicken Tikka Affair  S 199 M 299 L 599 XL 999	Chickenrella  S 199 M 299 L 599 XL 999
Kidzza  S 179 M 279 L 479 XL 879	Veggie Blast  S 179 M 279 L 479 XL 879	Zesty Chicken  S 199 M 299 L 599 XL 999	Meat Feast  S 199 M 299 L 599 XL 999
Spicy Affair  S 199 M 299 L 499 XL 899	Veg Overloaded  S 199 M 299 L 499 XL 899	Smokin' Spicy  S 219 M 319 L 619 XL 1019	Non Veg Overloaded  S 219 M 319 L 619 XL 1019
ADD VEG TOPPINGS S 35 M 35 L 45 XL 55 ONION CAPSICUM MUSHROOM OLIVE JALAPENO RED PAPRIKA PANEER CHEESE PINEAPPLE CORN		ADD NON VEG TOPPINGS S 40 M 40 L 55 XL 65 CHICKEN HAM BBQ CHICKEN CHICKEN TIKKA MUTTON KEEMA ITALIAN PEPPERONI SMOKED CHICKEN CHICKEN SAUSAGE CHICKEN MEATBALLS	

FLAVOR YOUR PIZZA FLAVOR YOUR PASTA		DIP'S ₹19	
Peri Peri	BBQ	Tandoori	Cheesy Makhni
GARLIC BREAD VEG/VEG CLASSIC CHEESE (MUSHROOMS) 120 120 SIMPLY VEG (ONION, CAPSICUM) 120 120 FARMHOUSE (MUSHROOM, OLIVE, CORN) 120 120 VEGGIE CRUST (ONION, CAPSICUM, ONION) 120 120 CHICKEN SPECIAL (CHICKEN, CAPSICUM, ONION) 120 120 PANEER (PANEER, CAPSICUM, ONION) 120 120 SPICY VEGGIE (CAPSICUM, OLIVE, JALAPENO, ONION) 110 210		PASTA (HEAT/WHITE) VEG/VEG CLASSIC CHEESE (MUSHROOMS) 120 120 SIMPLY VEG (ONION, CAPSICUM) 120 120 SPICY TIKKA (ONION, CAPSICUM, ONION) 120 120 VEGGIE BLAST (ONION, CAPSICUM, ONION) 120 120 FARMHOUSE (MUSHROOM, OLIVE, CORN) 120 120 CHICKEN SPECIAL (CHICKEN, CAPSICUM, ONION) 120 120 PANEER (PANEER, CAPSICUM, ONION) 120 120 VEGGIE LOVER (CAPSICUM, OLIVE, JALAPENO, ONION) 120 120	
COMBOS MEAL FOR 1* VEG 349 N.VEG 399 MEDIUM PIZZA / PASTA + 2 PCS CHEESE GARLIC BREAD + PEPSI		MEAL FOR 2* VEG 649 N.VEG 699 MEDIUM PIZZA + MEDIUM PIZZA / PASTA + 2 PCS CHEESE GARLIC BREAD + 2 PEPSI	



MEDIUM CHEESE BLAST
ADD ON ₹39



FOUR CHEESE PIZZA
(Mozzarella, Cheddar, Monterey, Gouda)
S 179 M 279 L 499 XL 899



Specials
MOCKTAIL ₹99



Mocktail Selection: Cucumber, Italian Spice, Basil, Tiramisu, Green Apple, Blueberry, Lemon, Strawberry, Orange.

PHOTO INTEGRATION IN MENU, NEW PRODUCTS SUCH AS DIPS FOR ADDED FLAVOURING TO PIZZA/ PASTA








Pasta ₹149/-

Add ons
on purchase of any pizza

Peri peri
BBQ Tandoori
Cheesy Makhni

Flavour Your Pizza
Dips ₹19*

₹59* Pepsi

Cheese garlic bread ₹59*



GRAB IT FAST

2 Medium Pizzas

~~₹159~~ ~~₹159~~ **only ₹89 each**

BETTER PIZZA OFFER





175
₹89 each

Classic cheese



175
₹89 each

Mozzarella cheese and corn



175
₹89 each

Capsicum, onion and mozzarella cheese



215
₹129 each

Paneer, capsicum, onion and mozzarella cheese



215
₹129 each

Mushrooms, black olives, capsicum, onion and mozzarella cheese



215
₹129 each

Red Paprika, black olives, jalapenos, onion and mozzarella cheese



215
₹129 each

Black olives, paneer, mushrooms, capsicum, corn, onion and mozzarella cheese



System Checks

COMMERCIAL CHECKS

STOCK IN – STOCK OUT ACCOUNTING

VARIANCE REPORT

CCTV PRODUCTION ACCOUNTING

CASH AUDIT

DOUGH/FLOUR PACKET CHECKS

GRAB TESTS

NOTICE TO DISCOURAGE UNBILLED ORDER

MIS ON DISCOUNTS

BANKING CROSS VERIFICATION

OPERATIONAL CHECKS

CONTAMINATION

RECIPE CHECK

STORAGE CONDITIONS

HYGIENE

EXPIRY CHECKS

GRAB TEST

TASTING

VISUAL APPEAL

SIMPLE MEASUREMENTS





Health and safety precautions

- All personnel equipped with plastic gloves for handling purpose
- Segregation of vegetarian and non vegetarian items
- Slices discarded if not consumed within the hour
- MSG free ingredients and products
- Recycling of packaging items





Model Operation Flexibility to suit area and amenity availability

Quick Service Model (QSM)

- Commissary based supply chain
- Assembly, baking, display and serve
- Minimal floor area requirement
- Operation can be done without amenities of water, drainage, gas etc.
- Quick, on-the-go service



Casual Dining Model (CDM)

- Self sufficient operations
- Additional seating area
- Restaurant ambience



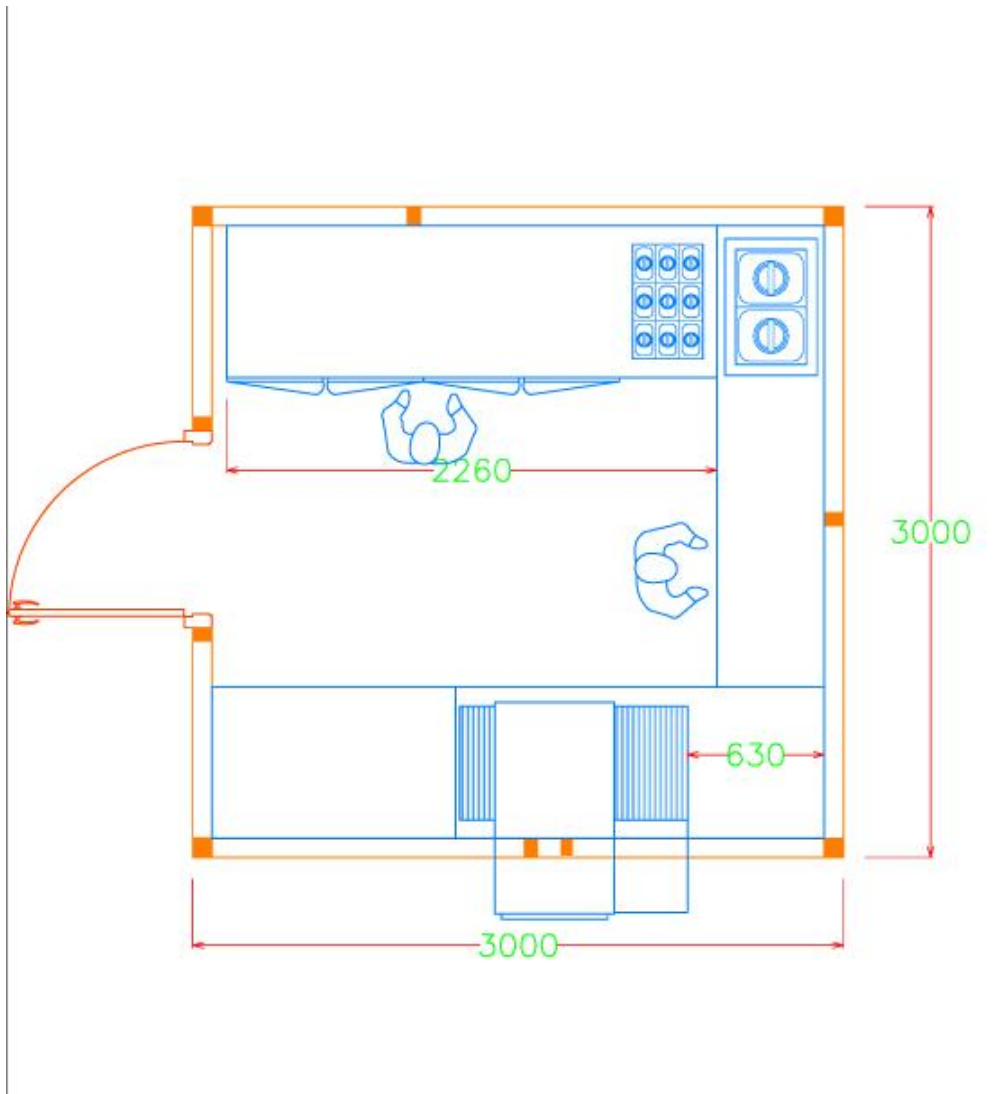
chicago
PIZZA
big slices, really fast



6 BEER N WINE LOUNGES

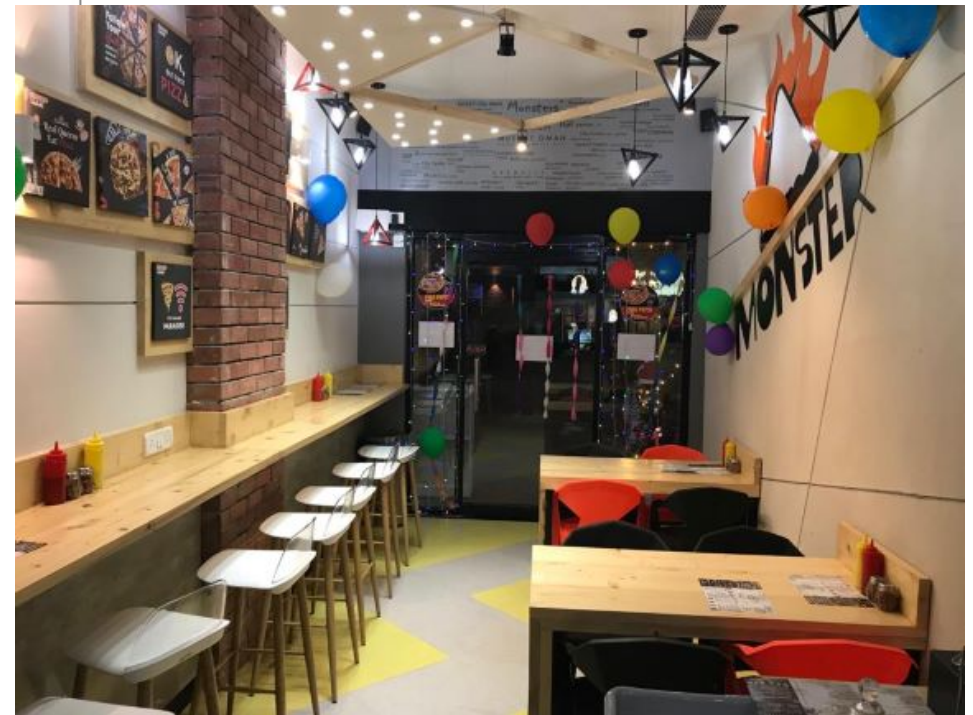
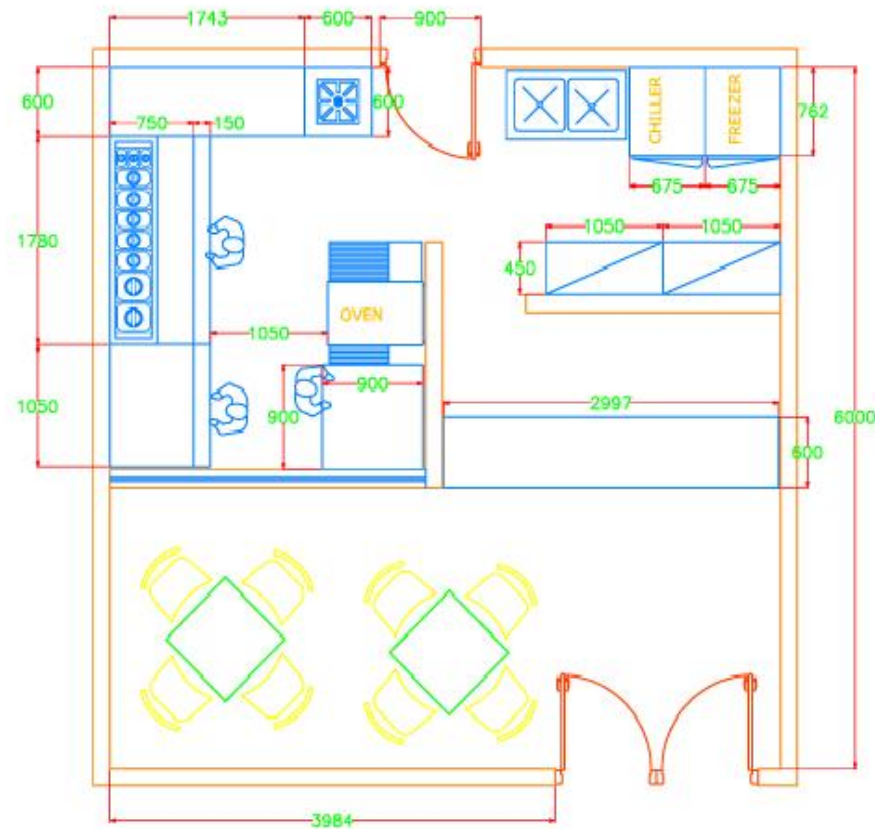


Typical Floor plan: QSM (10x10 sq. ft) for Malls and Foodcourts





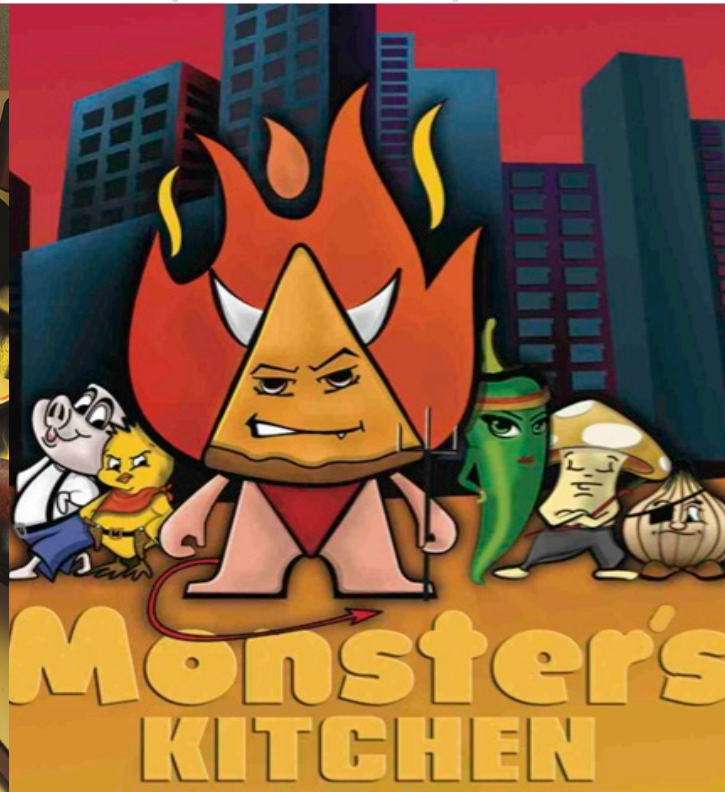
Typical Floor plan: CDM (20x20 sq. ft) for Highstreets





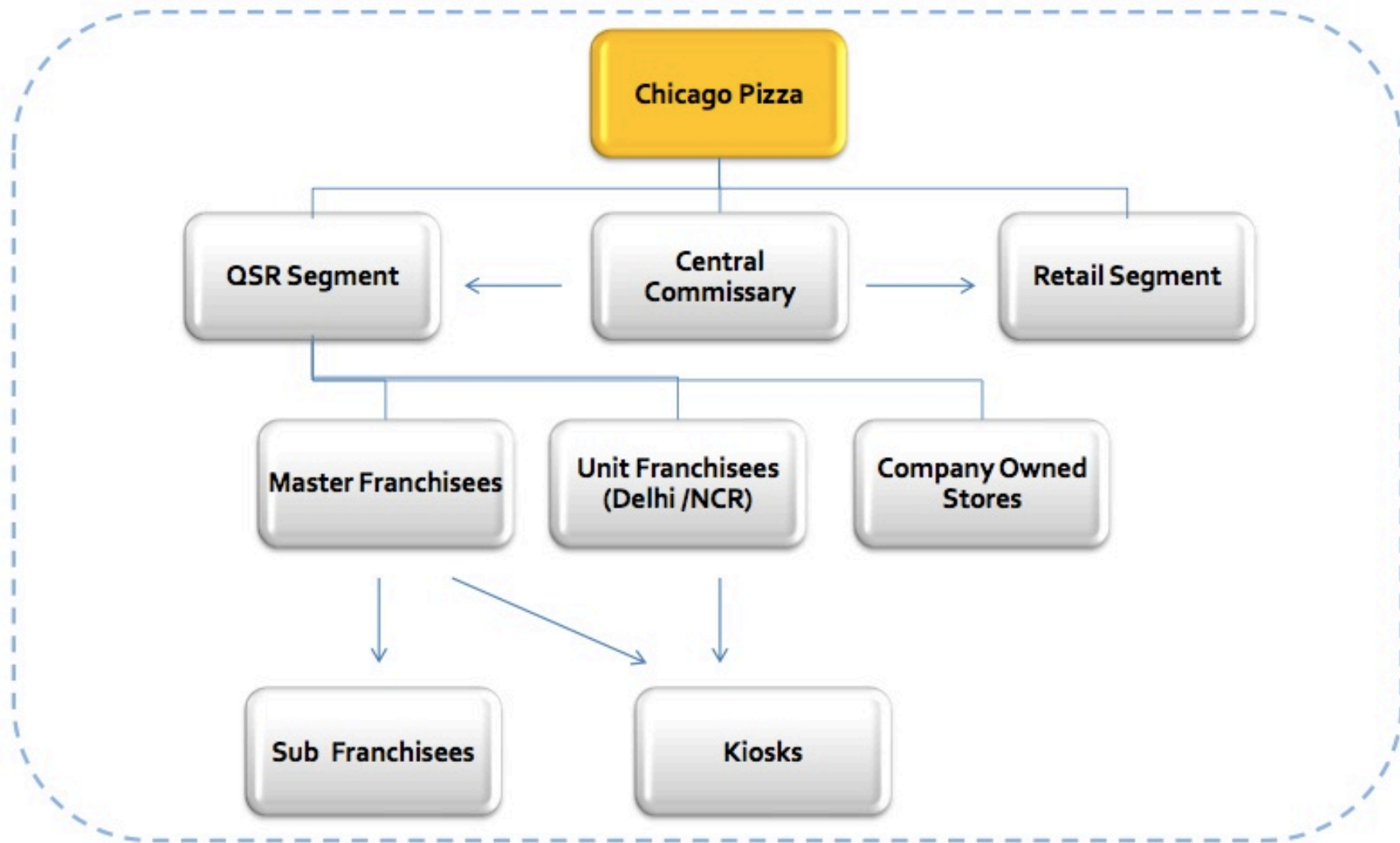
BOQ requirements

	8x8	10x10	15x15	20x20
Water supply	optional	optional	✓	✓
Drainage	optional	optional	✓	✓
Gas line	optional	optional	optional	optional
Exhaust	optional	optional	✓	✓
Electric load (3 phase KW)	11	11	18	18





Organization Flowchart





Catering setup



- Chicago Pizza regularly caters at Embassy events and Home parties
- Clients include Delhi Golf Club, NIFT, IIT, Delhi University, Select Flea Market and many happy families. We have also catered at Rock Shows, Christmas parties
- Catering setup and menu is customized according to client requirement and event

chicago [®] PIZZA big slices, really fast	
VEGETARIAN	NON VEGETARIAN
 Margherita Cheese Monster Slice 150 9" Round 200	 Chicken Tikka Pizza Chicken Tikka, Onion & Capsicum Monster Slice 250 9" Round 300
 Veggie Fun Pizza Onion & Capsicum Monster Slice 180 9" Round 230	 Smokin Spicy Pizza BBQ Chicken, Chicken Tikka, Jalapeno & Onion Monster Slice 270 9" Round 320
 Veggie Blast Pizza Capsicum, Onion, Jalapeno & Olive Monster Slice 200 9" Round 250	 Chickenrella Pizza BBQ Chicken, Smoked Chicken & Chicken Horn Monster Slice 270 9" Round 320
 Veggie Fiesta Pizza Capsicum, Mushroom, Corn & Onion Monster Slice 200 9" Round 250	 Pepronica Pizza Pepparoni & Jalapeno Monster Slice 290 9" Round 340
 Veggie Delight Pizza Paneer, Capsicum & Onion Monster Slice 220 9" Round 250	 Zesty Chicken Pizza Chicken Horn, Chicken Sausage & Jalapeno Monster Slice 290 9" Round 340

FEEDS 5-10 PERSONS
RS. 600/-
18.75/-

PIZZA BASE 9"x5

PIZZA SAUCE

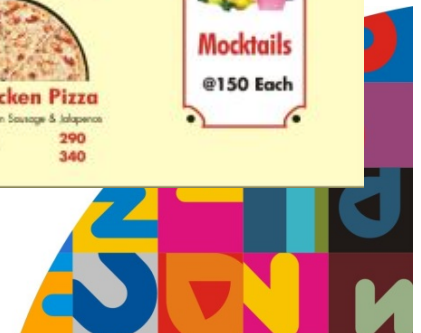
MOZZARELLA CHEESE

4 TOPPING TYPES

CONDIMENTS

OUR BEST INGREDIENTS FOR A GREAT HOME MADE PIZZA

Mocktails @150 Each





NEW PRODUCT

DO-IT-YOURSELF PIZZA KIT

chicago pizza
big slices, really fast

- CUSTOMISE IN UNLIMITED WAYS
- FRESH AND CONVENIENT
- CONSUME WHEN YOU LIKE
- ECONOMICAL PER HEAD COST
- EASY AND FUN TO MAKE IN 15 MINS.

ORDER NOW

☎ 8802473828

📱 kit.chicagopizza.in

Please allow upto 6 hours for delivery

3 PIZZA Home Kit

FEEDS 3-5 PERSONS

IN JUST

RS. 699*

5 PIZZA Home Kit

FEEDS 5-7 PERSONS

IN JUST

RS. 999*

CONTAINS

PIZZA BASE 9"

PIZZA SAUCE

MOZZARELLA CHEESE

MULTIPLE TOPPING TYPES

CONDIMENTS

*5% GST extra

FOR CATERING 88024 73828

**Rs 10,000 for 50 Pax
+ 1 Free 5 Pizza Home Kit**

UTILIZES EXISTING INFRASTRUCTURE OF OUTLETS TO
CREATE INCREMENTAL REVENUES & INCREASE APC

FUTURE SCOPE RETAIL





Media and Press

- Chicago Pizza has been featured extensively by the press
- 95 FM radio spots and what's up coverage
- Articles in TOI, HT
- NDTV Metro-nation 1 hour coverage on 'Feeding Frenzy'
- Fan pages on internet and Facebook
- Best Pizza Award by HT Eating Out Guide





TIE-UPS

CURRENTLY FOCUSED ONLY ON ORGANIC GROWTH VIA TAKEWAY/ DINE IN AND SWIGGY

2020 TIEUP FOCUS TO REACH NEW CUSTOMER

ZOMATO and SWIGGY

JUSTDIAL for easy customer reach

MOBIQUEST/ XENO for CRM

MAGICPIN for neighborhood publicity

DINEOUT

NEARBUY

MYDALA

BOOKMYSHOW/ BURPP

VOUCHAGRAM for credit/debt card point redemption

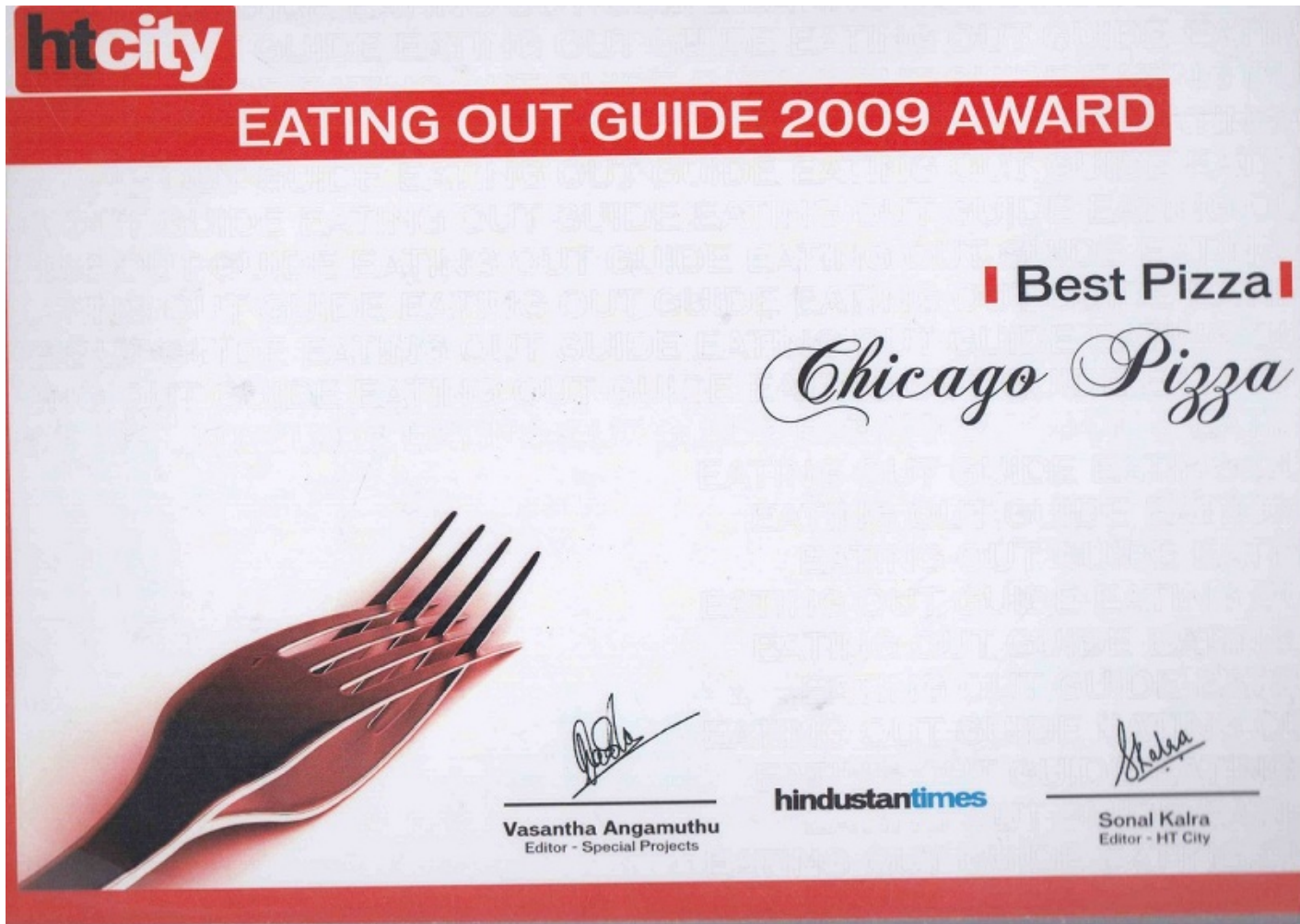
FSHARE to convert customers into brand ambassadors

LIMETRAY for self delivery

SODEXO, EDENRED, ADVANTAGE POINT for corporate

ILLUSIONS INDIA for cinema, radio campaigns





IF YOU KNOW WHERE TO ORDER FROM.





Call For Franchise : 7827719099
franchisebatao@gmail.com
www.franchisebatao.com

