

# PASTAIO

HANDMADE PASTA & PIZZA

**SCRATCH-MADE TASTE. TURNKEY INVESTMENT.**  
FRANCHISE OPPORTUNITY

## EXPLORE THE “PASTABILITIES” WITH A FRESH NEW ITALIAN FAST-CASUAL CONCEPT.

The restaurant industry is saturated with overdone trends and stale ideas. Getting a concept off the ground and turning it into a successful and sustainable business takes hard work and sound business acumen. Pastaio Handmade’s founders have spent their lives in the industry, beginning as children in their parents’ restaurants. Leveraging their extensive experience, they’ve built a successful brand that presents a sound investment opportunity.

**Superior Product:** Pastaio Handmade has created a mouthwatering menu that showcases tried-and-true family recipes using the freshest ingredients, made in-house daily in an open-concept kitchen. Each franchisee will have access to the exclusive recipe guide, which can be easily taught to both owners and employees.

**Experienced Management Team:** With years of industry experience, the founders of Pastaio Handmade have perfected an authentic and memorable casual Italian dining experience. Their three successful prototype locations and streamlined, proven business model offers a turnkey franchise opportunity.

**Strong Potential ROI:** Pastaio Handmade’s fast-casual business model is applicable in a wide range of markets, providing a fresh twist on a consistently popular food service niche.





## TRADITIONAL ITALIAN FOOD IN A CHIC MODERN ATMOSPHERE.

Having been brought up in and around professional Italian kitchens, Pasquale and Joanna Lamarra know a thing or two about good food. With previous involvement in over twenty other restaurant ventures, the Lamarras have decades of experience in understanding the necessary components of success. To quote Pasquale, “practice beats theory 100% of the time.” With Pastaio Handmade, they’ve honed the art of delivering truly fresh, homemade taste in a contemporary setting. Their open-kitchen concept allows customers to enjoy drinks while they watch their pastas and doughs being scratch-made, drawing them more fully into the authentic Italian dining experience. This dedication to a superior product served in an upscale-casual bistro atmosphere has made Pastaio Handmade a neighborhood favorite.





## WHEN YOU'RE HERE, YOU'RE FAMILY.

Pastaio Handmade is more than just great food. It's about treating people like family. Successful franchisees must show a similar conviction to creating a comfortable and welcoming atmosphere for guests. The ideal candidate will also exhibit these qualities:

**Must Be a People Person:** Food service is a customer-centric industry. The ideal Pastaio Handmade franchisee will not only love food, but will enjoy serving it to others. Hospitality and courteousness are essential qualities for franchise success.

**Understands Cost Management:** The two most important line-item costs in the restaurant business are food and labor. The Pastaio Handmade team will help you find the best people for the job, but managing labor costs effectively means working to retain the most reliable and socially competent employees. People management skills are a must.

**Efficient Time Management Skills:** The busy schedule and fast pace of Pastaio requires organization and efficiency to keep operations running smoothly.



## DECADES OF INDUSTRY EXPERIENCE AT YOUR FINGERTIPS.

The management staff at Pastaio Handmade bring extensive knowledge and experience to help make each franchise a lucrative business, and we're always just a phone call or email away. We offer:

### **Comprehensive and Ongoing Training:**

An extensive dual-phase initial training program will help set up our franchise partners with all the knowledge they need to successfully operate their Pastaio Handmade franchise.

### **Operational Support:**

We are here to help you with unit operations, maintenance, hiring practices, bulk discounts, pricing guidelines, and administrative procedures. Our field support staff will visit on a regular schedule to ensure your needs are being met.

### **Marketing Support:**

We worked hard to develop our recognizable brand, and will coordinate the development of advertising materials and consumer marketing plans to help our franchisees leverage it.

### **Ongoing Business Development Support:**

Unit-level profitability is our top priority for our franchise partners.



## YOUR RECIPE FOR SUCCESS.

**Franchise fee:**  
\$50,000

**Min. initial investment:**  
\$377,600 (with franchise fee)

**Royalty:**  
5% of gross sales

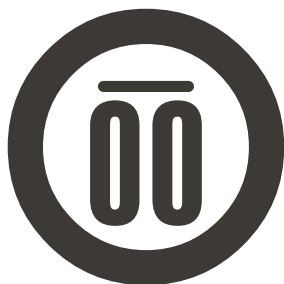
**Required local advertising expenditure:**  
3% of gross sales



**A PASTAIO HANDMADE FRANCHISE  
OFFERS SCRATCH-MADE TASTE IN  
A TURNKEY INVESTMENT MODEL.**



*This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to affect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.*



**Are you ready to join the Pastaio Handmade franchise family? Contact us!**

sales@eatpastasio.com  
10472 SW Village Center Dr  
Port St Lucie, FL 34987  
(561)676-1186  
www.pastaiofranchise.com

