

# PIZZA VENDING OPPORTUNITY



# OVERVIEW

The objective is to create a business model for retailers to generate and increase sales per square foot in their existing place of business. Based on the vending model, we offer new convenient experience that Retailers customers can enjoy via a high-tech, clean, efficient, inventoried freezer to avoid wastage. The unit has an inventory system that monitors the boxes of products in each location and maintains accurate loading data. Proper placement and exposure of the unit will determine the ultimate success of the project.

The technology allows you **to manage the stock of pizzas in the cold room according to their age at the time of the inventory**: the oldest pizzas are chosen first (FIFO). The best-before date is also taken into account by the management system, **allowing the oldest pizzas to be sold first to limit your wastage rate**.

The temperature of the cold room is regulated and can be adjusted according to your needs. A permanent temperature curve allows a good traceability of the respect of the cold chain. An alarm allows to control abnormal temperature thresholds with email sending and sales blocking to avoid any sanitary risk.

## Your autonomous sales companion

- **Indoor or outdoor** which provides choice of site installation
- **69-96 pizzas stored** of various types
- Distributed pizzas **hot or cold**
- Available **24/7**
- **All types of payment** available including credit card and non-contact
- **Combi convection oven** preserves the quality of your product
- **100% connected** facilitated sales and supply management

## A unique cooking method

Bella Napoli vending machines **is equipped with combo convection oven to ensure true baking quality**. A heating element serving as a grill is also part of the cooking system to gratinate pizzas when required. Everything is automated and controlled by Bella Napoli according to each type of pizza. The unique system allows the pizza to bake out of its cardboard box **to preserve its taste and crispness**.

When the dispenser is on standby, you can set the holding temperature and time slots to automatically lower the oven temperature.

For each type of pizza, you can adjust the following:

- The oven temperature
- Cooking time
- The activation or not of the microwave
- The gratinating time

All these parameters allow you **to manage the baking of a pizza or simply its reheating according to your choice**. The performance of the oven allows you to deliver your pizzas with a core temperature higher than 150°F.

## Cold storage room

Goodfellas vending dispenser technology allows for the **management the stock of pizzas in a cold storage room according to their age at the time of the inventory**: the oldest pizzas are chosen first (FIFO). The best-before date is also taken into account by the management system, **allowing the little to no wastage**. It automatically blocks the sale of pizzas that have reached their use-by date.

The temperature of the cold storage room is regulated and can be adjusted according to your needs. A permanent temperature curve allows a good traceability of the respect of the cold chain. An alarm allows to control abnormal temperature thresholds with email sending and sales blocking to avoid any sanitary risk. The refrigeration unit uses gas that complies with environmental standards and the automated system also manages the condenser defrost cycles.

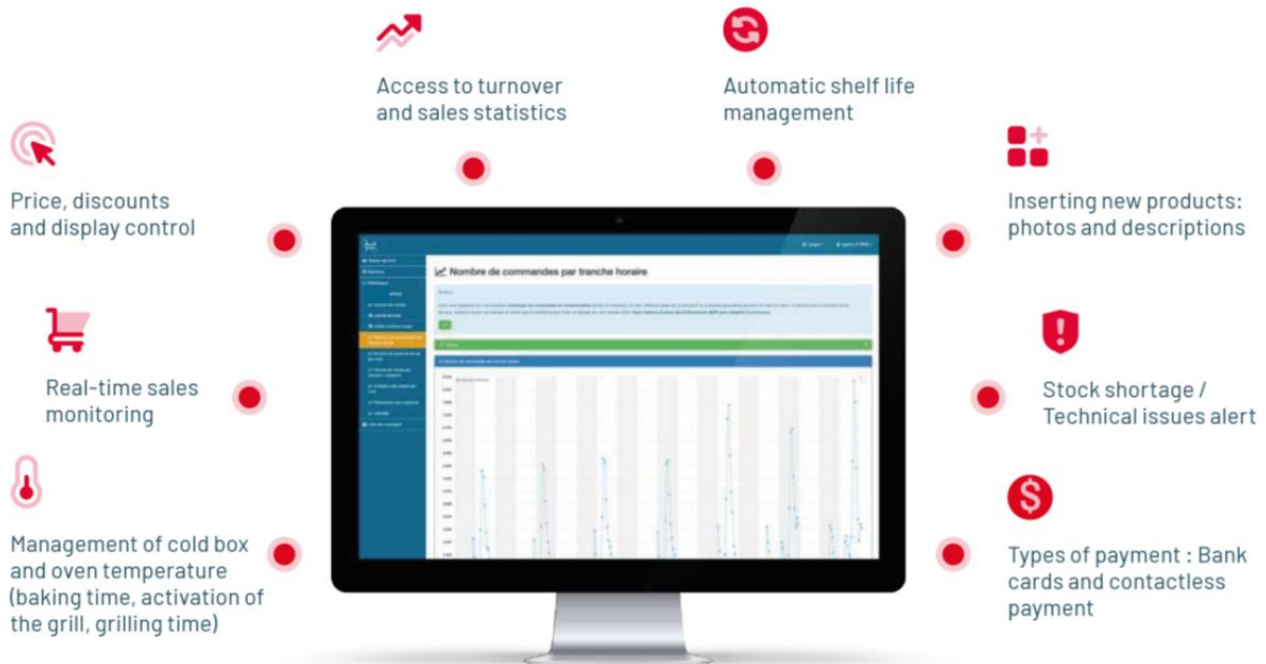
## Quick and easy remote control

Simple web-based software allows you **to access the vending dispenser 24/7 from your smartphone, tablet or PC**. Designed like a dashboard, it allows you to control the dispensing machine remotely. This will allow the following remotely:

- Changing the pizza photos and the advertising slideshow
- Access sales statistics
- Parameterize pizza recipes (ingredients/allergens, baking time, prices and shelf life)
- Access pizza stock in the cold room (balance by type of pizza)
- Set all cooking and cooling parameters

Remote Tech engineers will be able to:

- Updates
- Remote maintenance and troubleshooting
- Automatic reception of malfunctions in the server database



The system is designed to provide maximum assistance and interventions remotely. The engineers are constantly working on the evolution of the software and regularly implement new functionalities from which you benefit as updates are released.

## Several means of payment are possible

You can choose from a variety of payment methods, or limit it to credit cards or remote payment only. However, all these payment devices are possible:

- Online payment
- Credit card (Mastercard and Visa)
- Contactless

## Profitable

**A good way to generate revenue without incurring major expenses** such as the opening of a new restaurant or the expansion of an existing one involving the purchase of equipment, work and fittings. In addition, the distributor does not require you to be present during opening hours since it sells autonomously 24 hours a day, 7 days a week.

## A fully customizable point of sale

The large HD touch screen allows customers to scroll through an advertising slide show either products, your brand or on partners you want to promote. The screen is protected by tempered glass and its positioning has been designed for use by people with reduced mobility. As simple and intuitive as the control terminals of fast-food restaurants, customers appreciate the fluid control interface.

## Retail offerings

### 12" Margherita Pizza

(16 pizzas/cs) **\*recommend 1/2 of total load mix**

San Marzano tomato sauce, fiore di latte, fresh basil & extra virgin olive oil

Sugg. Retail: \$12-\$15



### 12" Four Cheese Pizza

(16 pizzas/cs) **\*recommend 1/6 of total load mix**

San Marzano tomato sauce, fiore di latte mozzarella cheese, fontina, mozzarella parmesan and gorgonzola cheeses and extra virgin olive oil

Sugg. Retail: \$13-\$16



### 12" Calabrese Pizza

(16 pizzas/cs) **\*recommend 1/6 of total load mix**

San Marzano tomato sauce, fiore di latte mozzarella cheese, chilli pepper flavored olive oil, spicy Calabrian salami and parmesan cheese

Sugg. Retail: \$14-\$17



### 12" Capricciosa Pizza

(16 pizzas/cs) **\*recommend 1/6 of total load mix**

San Marzano tomato sauce, fiore di latte mozzarella cheese, mushroom, cooked ham, parmesan cheese, extra virgin olive oil and artichokes

Sugg. Retail: \$15-\$18



## Technical data

**Machine Dimensions:** 70.5" w x 38.5" d x 89.6" h (reduction of 13.8" if no marquee sign)

**Certifications:** TUV SUD field evaluation and label (equivalent to UL or ULC)

**Weight:** 650kg

**Internet:** WiFi required to operate the unit.

**Delivery:** Vending machine will be delivered to location via truck with lift gate, then moved into final position via pallet jack. Cannot be moved up stairs. Needs proper clearances for machine and pallet jack.

**Loading:** Product loaded from front of the machine. Front door opens outwards.

**Power:** 220v power (no 3-phase required).

**Packaging & Utensils:** Box and utensil would be provided, outside of the cost of product.

**Capacity:** 12" vending box option holds 69 – 96 units.

# Partnership programs

## **OPTION A**

Bella Napoli will install the unit and revenue share (15% Retailer / 85% Bella Napoli) of the net sales annually over the term of the agreement. Goodfellas will own and maintain the vending machine for a 10-year placement period and will have the option to renew for a further 10-year option at a fixed rate of (20% Retailer / 80% Bella Napoli) of sales, to be paid to the retailer under the same terms and conditions of the original agreement. All prepared foods sold within its retail stores shall be purchased through Bella Napoli approved supplier for the duration of the contract. All drop ship cases of frozen and dry products to the various locations will be delivered by Bella Napoli to each location to be stored in the retailer's freezers. The retailer's staff will be responsible for pulling product boxes daily from the retailer's backroom freezer inventory to load the machines as required. Cameras inside the machines and freezers will allow remote monitoring and troubleshooting if required. Cases of inventory delivered will include RFID labels allowing for automatic remote monitoring of the back of house freezer inventory for reordering. All reporting will be accessible to both parties' back-end dashboard access portals.

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## **OPTION B**

Bella Napoli will sell and install the unit to Retailer with no revenue share (100% Retailer) of the net sales annually over the term of the agreement. Bella Napoli would receive a royalty fee of 7% of total sales. The Retailer will be responsible for the maintenance of the vending machine for a 10-year placement period and will have the option to renew for a further 10-year option under the same terms and conditions of the original agreement. All drop ship cases of frozen and dry products to the various locations will be sold by Bella Napoli to the retailer's central distribution center to ship to the retailer's locations as required. The retailer's staff will be responsible for pulling product boxes daily from the retailer's backroom freezer inventory to load the machines as required. Cameras inside the machines and freezers will allow remote monitoring and troubleshooting if required. Cases of inventory delivered will include RFID labels allowing for automatic remote monitoring of the back of house freezer inventory for reordering. All reporting will be accessible to both parties' back-end dashboard access portals.

### **Repair & Cleaning Services (after 1 year warranty)**

- \$150 Hourly fee (3-hour minimum service call)
- + \$1.50/km
- + Parts & expenses

### **Maintenance & Cleaning**

- Retailer location staff can be trained to perform this service. Represents 1 - 3 hours of work per month, depending on machine usage and staff competency. Company can perform monthly service at a rate of \$250 per service + \$1.50/km.

### **Manufacture Responsibility/Warranty**

- Import machine to Toronto warehouse with Canadian certification (included)
- 1-year parts & labour warranty on machines (included)
- Technical support via ongoing phone, video, text message and email (included)
- Vending machine sales (included)
- Machine delivery & setup (included)
- On-site staff training for 1 full day (included)
- Repair services & troubleshooting (available)
- Monthly maintenance & deep cleaning (available)

# Vending machine franchising

We are looking for entrepreneurs to grow the next generation of hi-tech pizza distribution!

## **Continuous Support**

- Use of the trademark
- Access to product
- On-site and local training
- Seasonal Menu Change
- Cost and quality control through a backend dashboard
- Operating software and procedure manuals
- Assistance and guidance in selecting the location
- Equipment and supplier lists
- Pre-opening and start-up assistance
- Marketing consultancy, supply of promotional creativity

## **Desired Location Features**

- Must be located in city centres, high-traffic tourist areas, retailers, shopping centers, bus stations, colleges, universities and airports.

## **Costs**

Franchise Entry Fee: None!

Term: 10 years + options

Royalties: 7% of sales

Initial Deposit: \$35K – \$70K CND plus HST depending on the model and site conditions.

Initial Investment: Can vary depending on the model, location and other factors: geographical, construction, site availability, dimensional, etc. On average, turnkey costs range from \$70K to \$140K plus HST.