

## The characteristics of our franchising

### LOCATION

Shopping centres and historical centres

### BRAND

Giò Mangia

### COMMODITY MIX

Italian traditional cuisine

### TERRITORIAL EXCLUSIVITY

Expected

### AVERAGE STORE SURFACE

At least 400 sqm

### BASIC INVESTMENT

1.200,00-1.400,00 € / sqm

for civil works, equipments and furnitures

### ADVERTISING

Giò Mangia marketing unit

### ENTRY RIGHT

Entry fee of 25.000,00 €

Advertising campaign contribute of 10.000,00 €

Pilotage in high of 10.000,00 €

### ROYALTIES 5%

### GUARANTEE ON THE SUPPLIES

Bank guarantee of 30.000,00 €

# Giò<sup>®</sup> mangia

cucina italiana

## The concept

In 1963, the founder of the Italian Cooking Academy, Orio Vergani, focused the attention on the problem of the disappearing of our precious regional cuisine and also of the usages and the traditions linked with it. Giò Mangia reflects the need to rediscover ancient flavours, genuine products and simple foods, in opposition to the spread of fast foods and junk food. Our cuisine refers to the country cooking of the past and allow you to find it outside home, the place where more and more our meals are eaten.

Giò Mangia was founded with the vocation of simply bringing back on the table the Italian regional tradition, exploiting the typical characteristic dishes, which aren't no longer part of the daily diet.



### FOR FURTHER INFORMATIONS

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## Our proposal

The choice of the proposals was oriented towards those plates and those specialities which have made the Italian cuisine famous all around the world.

Giò Mangia adopts a food preparation system which combines traditions and speed in the preparation of the dishes, respecting the habits and the expectations of the users.

Giò Mangia's peculiarities are:

- **Bread:** a food which Giò Mangia prepares on the moment and which is served hot. Our bread tastes good and you can also take it home!
- The **boxes:** directly from the most genuine Italian gastronomic tradition, Giò Mangia proposes the most tasty products of our land, served in nice wooden boxes.
- **Pasta:** we use only long pasta and it's served in the original recipes which has made our cuisine famous all around the world. Simply but characteristic dishes.
- **Pizza:** Giò Mangia has created a gastronomic journey which allows you to find in each pizza the flavours of our regions.
- **Fries:** fried only in oil of the best quality, is served hot and crispy in characteristic paper cones, which were used in the past for selling chestnuts in the streets.
- **Desserts:** we have revisited the traditional desserts serving them in individual portions, which has nowadays become indispensable in modern catering.
- **Wines and spirits:** our wine list privileges Italian traditional vines. Wines with structure and best value pricing. Our spirits selection follows the mean philosophy.
- **Kids' menu:** Giò Mangia has combined the classical wishes of the children with the need to eat healthy and nutrient foods, in order to reach a proper caloric provision.

## Why choose our franchising?

Modern catering is nowadays often experienced as a transit moment: it's a break during the working day or during a shopping day in a shopping centre; a moment in which meet other people and entertainment. The internal organisation of Giò Mangia allows to fully satisfy the market demands, from the frugal meal up to the joint dinner. Our capacity in creating and managing catering formats derives from the experience of Bicu Birra&Cucina ([www.bicu.it](http://www.bicu.it)). In junction with Giò Mangia, these two brands have opened seven stores in three years and we expect to open the same number of stores in the next two years.

## Our offer

- Location assessment and help in finding locations in shopping centres as well as in historical centres.
- Planning and design of the store in every fundamental aspect in order to optimise yield and staff.
  - Tiling in the control of the construction yard.
- Staff and manager training (staff training will take place in our offices in Genoa, theoretical and practical training with tutors on every aspect which is necessary to manage a store)
- Training on the regulations (hygiene, security, etc.)
- Ongoing research with regular updating of menus and ingredients.
- Reliable suppliers of which we know the product chain and which can offer customized products (DOC, DOCG, PDO)
- A management system which allows you to have control on what is going on in the store minute by minute, from the operational aspects (service, incomes, etc.) up to the orders, deliveries and inventory and the verification of the real marginality of your store.

