



PIOLA FRANCHISING

The Perfect Ingredients For Your Success



CONTENTS

5	The Company
7	Our Mission
8	Our Vision
9	Restaurant Units Growth
10	Business Concept
11	Our Core Values: Product, Service and Ambience
14	The Menu
18	The Piola Customer
21	The Website
22	Piola Magazine
23	AIP: Art Inside Piola
24	Eco-friendly
25	Social Campaigns
28	Merchandising
29	Creative Communication
30	Daily Promotions
31	Locations
33	In the Press
35	Did you know?
36	A Unique Business Opportunity
39	Architectural Design & Project
43	Set-Up Support
46	Investment Proposition
47	Franchising FAQ
49	Next Steps
50	US & International Franchise Development

PIOLA®

FAMOSI PER LA PIZZA



The Company

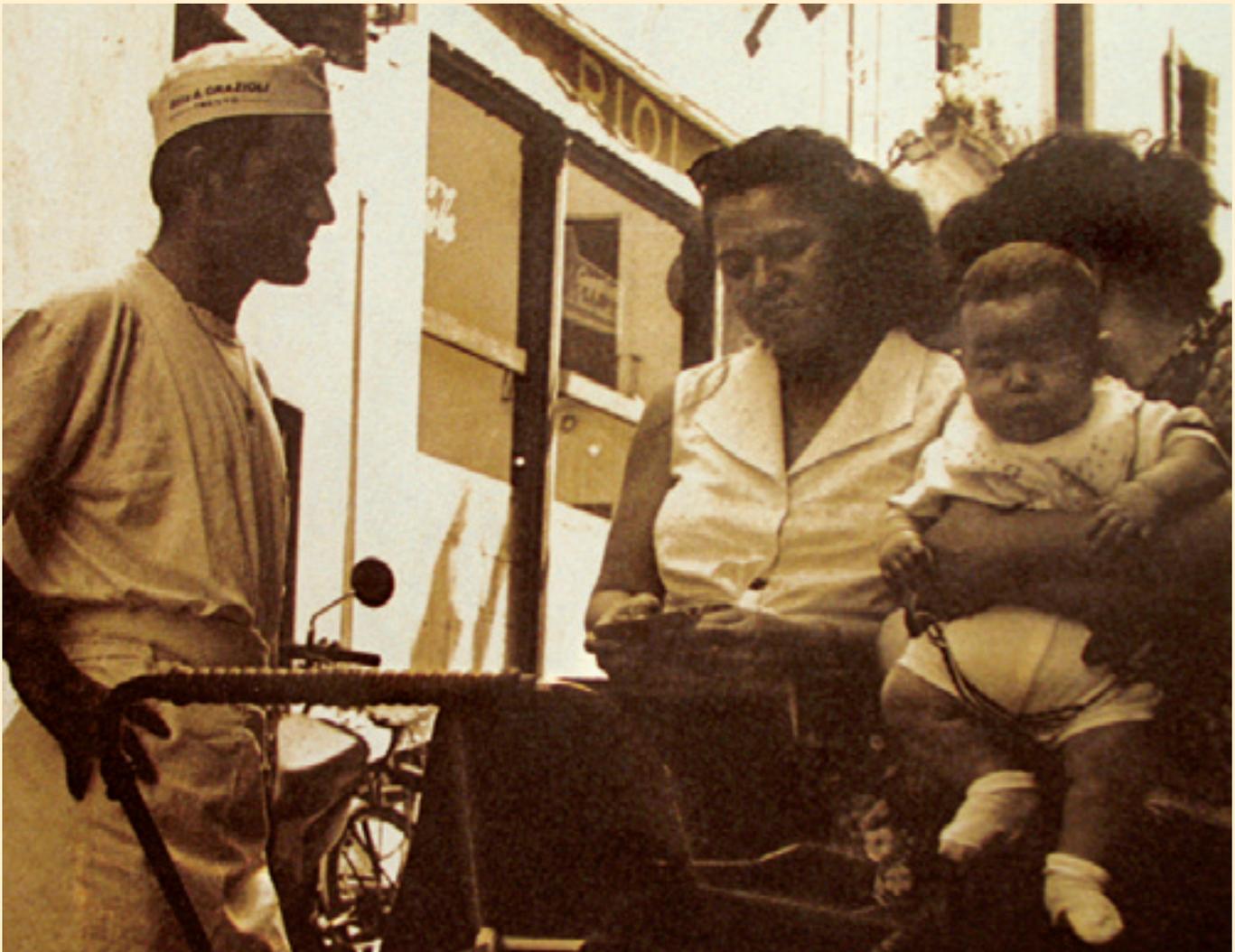
In 1986 a new idea takes shape in the very heart of Treviso, Italy: reinventing the most quintessential Italian establishment, the Pizzeria.

That idea has now become the brilliant reality that is Piola.

The two founders, the Carniato brothers, have since spread their Italian success around the world. Piola is now the sought after restaurant of discriminating and trend-setting clientele in the United States, Mexico, Panama, Brazil, Argentina, Chile, Colombia, Ecuador and Turkey.

This continuing overseas expansion is the result of a strong, internationally-oriented and experienced management team and organization.

Piola SNC is headquartered in Italy and is the sole owner of the Piola brand, retaining the worldwide rights to the Piola registered trademark.



The Carniato brothers are still directly involved in the development and growth of the business and the Piola brand around the world.



Dante Carniato



Stefano Carniato

Our Mission

Serve traditional Italian food...
with particular ambience...special decor...great service...
at affordable prices for all...making dining out an experience beyond just eating...
...

P

PANE | PIZZA | PASTA | PIOLA

PIOLA®

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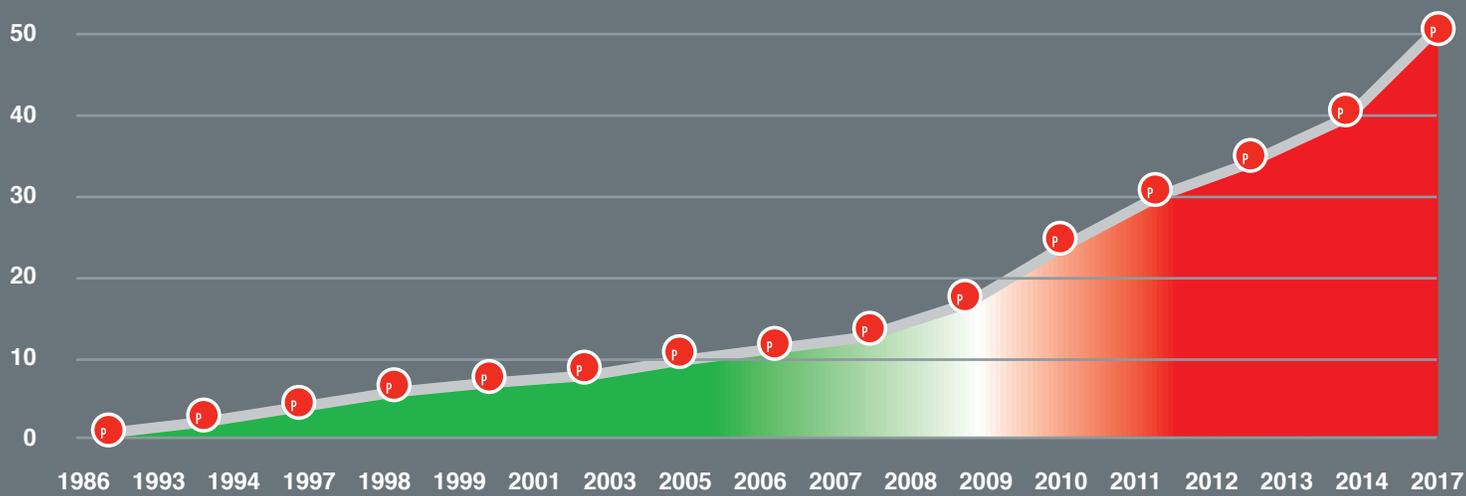


Our Vision

Become the first truly Italian worldwide restaurant chain to serve authentic Italian food in an open, modern and trendy atmosphere.



Restaurant Units Growth



Business Concept

At Piola, the most genuine Italian tradition of simple and delicious food combines cleverly with a particular service and ambience for the demanding and modern customer, who chooses Piola aware of the fact that feeling comfortable is as important as eating well. People from all walks of life and backgrounds meet and gather at Piola, knowing they can find their own space in a carefree atmosphere where well-being and good taste are perfectly balanced. Piola's cuisine is rigorously Italian: simple and healthy. Piola's pizza is thin-crust and well-cooked, but above all, its menu is very creative: classic Italian pizzas are complemented with many other creations, all delicious and original. However, Piola is more, much more: Piola has opened its doors to the Arts, hosting film premieres, book and magazine events, art exhibitions and many other social and artistic activities. Piola also publishes its own Piola magazine, the embodiment of that very Piola customer experience as it happens every day around the world. Of this forty-eight-page, full-color, yearly magazine, which is edited in Italy and translated in 5 languages, one hundred thousand copies are printed and made freely available at every Piola location.

Piola is the Italian-headquartered pizzeria chain with the largest number of locations outside Italy.



Our Core Values: Product, Service and Ambience

The three main elements making up the Piola value proposition are:

Product

Main: Authentic Italian thin crust brick oven pizza with traditional and creative combinations.

Collateral: complementary traditional Italian dishes such as Antipasti, Pasta, Salads, Carpaccio and Homemade Desserts.

Extremely fresh ingredients.



Service

Overtly friendly, youthful, fast, non-pretentious, very strong manager & staff interaction with clientele.



Ambience

Hip but simple and non-pretentious, contemporary, all-inclusive, colorful, high-ceiling, professionally-prepared background music, high-energy yet comfortable, Italian-styled yet influenced by Piola's global presence.











The Piola Customer

Businesspeople, musicians, artists, celebrities, surfers, “grungies”, students, “nerds”, designers, journalists, “nutballs”, advertisers, politicians, doctors, owners, employees, grandfathers, sons, daughters, trend-setters.

Why?

Piola is for all and accessible to all.

Beautiful, good and simple, therefore timeless and always in fashion.

It is Pop Culture, yet not commonplace.

Piola is Pop-Chic.

Why does Piola appeal to everybody?

The food and ambience at Piola attract people from all walks of life.

Sometimes urban and sophisticated can mean arrogant and non-inclusive. On the contrary, the essence of Piola is comfort and accessibility.

Piola 2, 3 times a week...

It's at the top of the eating out places list.

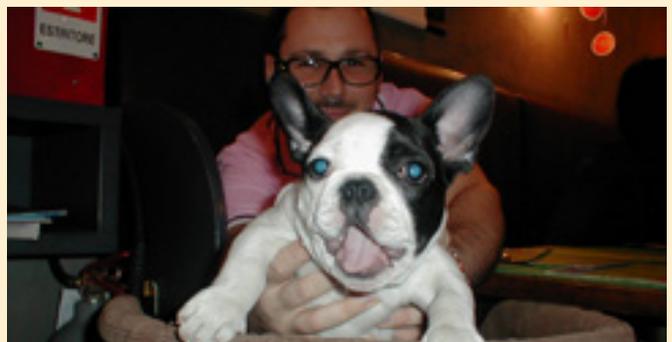
Dining at Piola is an extension of the time you spend together at home, in the workplace, at the movies, at the gym, anywhere in the city. Just show up, you'll be perfectly fine and comfortable.

If Piola were a person

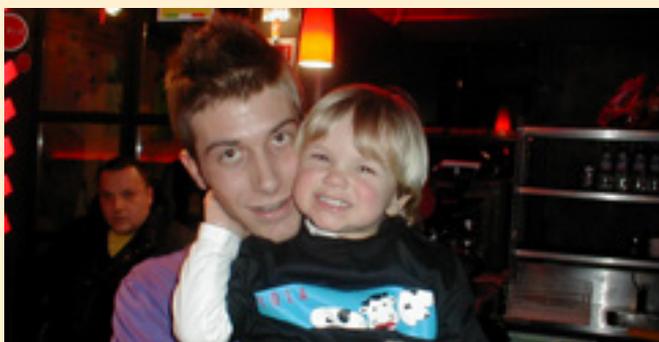
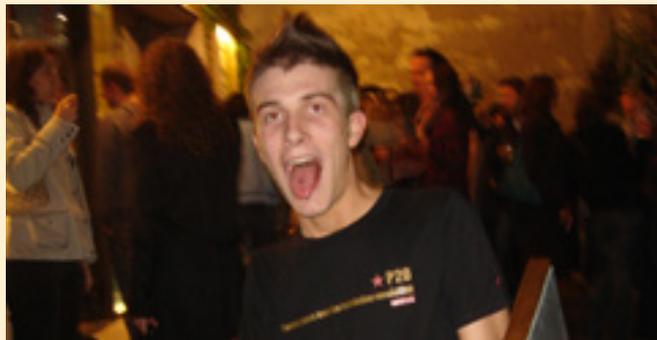
It would be the kind of person you'd get along with from the start.

Piola has a strong but very open-minded, easygoing personality, a good sense of humor, attitude, and ideas. It is smart, clever and very nice. Piola puts you at ease.

P-Pole



Piola's Fun Staff



www.piolausa.com

The website is instrumental for promoting the Piola brand and drive more business. It showcases Piola to the world. Style and content are in line with all other Piola marketing tools. Information on the website includes company history, countries of operation, locations, menu and staff. It is constantly updated to provide the latest menu, promotions and events. Now also available in responsive format.



Piola Magazine

Piola promotes its image and global customer appeal with a series of unique marketing tools.

Piola Magazine portrays a lifestyle. It showcases essays, photos and artwork by famous designers, authors and photographers, capturing the essence of Piola through its activities around the world. One hundred thousand copies are printed yearly in five languages.

Food Culture here takes center stage.

The Piola brand image is cleverly supported with wit, unique graphics and text treatments, instilling a sense of unity and belonging to the global Piola family.

Piola Magazine is the official publication of the Piola brand and collected by customers worldwide.



ART INSIDE

Every Piola restaurant offers more than just great food and service. A complete calendar of art shows, promotions and events is planned for the public. All marketing activities are managed by Piola's corporate team to ensure consistency of quality and style.

Piola supports emerging local artists and art schools by organizing six-week rotating exhibitions. All art work is pre-approved by management.



Piola
"The world with a twist" Alejandro Bruno



Piola Istanbul
Inspired in India
Verda Anar Verebay



Piola New York
Fables & Fantasies
Massimiliano Stanco



Piola Treviso
The South African Wave
Richard Scott e Gavin Rain



Piola Hallandale Beach
Pupil, Pixels & Pictures
Ernesto Garcia



Piola Hallandale Beach
Anthony Humphreys
Anthony Humphreys



Piola New York
My Guilty Pleasure
Gia Kereselidze



Piola Campinas
Made in Brazil
Lauro Soares Boos



Piola New York
We shape cities, cities shape us.
U, Human, Urban



Piola Chapel Hill
A feeling of Europe
Judy Bauman



Piola New York
Trash'n Colors
Carla Silveira



Piola New York
Homage
Tato

Eco-friendly



PIOLA® IS COMMITTED TO RECYCLING
PAPER PRODUCTS AND OTHER
RECYCLABLE MATERIALS

Reduce

We are always looking to improve our tablecloths, napkins, to-go bags and pizza boxes. This means making packaging thinner, lighter, or eliminating it altogether, using alternatives, changing the manufacturing and distribution systems and adopting new technologies. We are in a constant search for environmentally friendly materials.

Re-use

We employ reusable materials in our facilities and distribution whenever possible, as long as they do not compromise health and safety standards and comply with all environmental and security requirements.

Recycle

We are committed to the maximum use of recycled materials in construction, equipment and restaurant operations.

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We Can be Greener



It's
Up to Us

ITALY | UNITED STATES | CANADA | MEXICO | BRAZIL | ARGENTINA | CHILE | ECUADOR | COLOMBIA | TURKEY

WWW.PIOLA.IT

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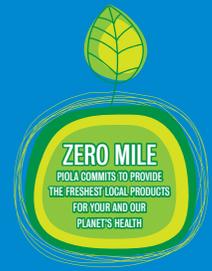
Help for

Haiti

Thank you

**During the month of January and February
PIOLA® will donate a percentage of sales to the
American Red Cross
Haiti relief fund.**

////////// WWW.PIOLA.IT //////////



Zero Mile

Zero Mile is an initiative aimed at reducing distances between producer and consumer. In a world where Big Agribusiness prevails, it is important to actively support a small-scale, sustainable and local production model.

This will contribute to reducing CO2 emissions produced when transporting food. Additionally, when promoting the direct sale of products, the producer can obtain a better and fairer price, thus contributing to the preservation of a major economic activity for the entire community.

Such criteria require the Zero Mile based diet to contain seasonal ingredients produced on a sustainable basis, even if not environmentally certified, and bought directly from neighboring producers. Zero Mile advocates a new gastronomy that includes good, clean, fair and planet-and-people-friendly products.

Many people may think of this as a new philosophy of life, but it is in fact a return to our roots. It may be difficult at the beginning to leave our current paradigms to embrace a more natural way of life, yet the results will not only benefit our body, but also our spirit and the environment.



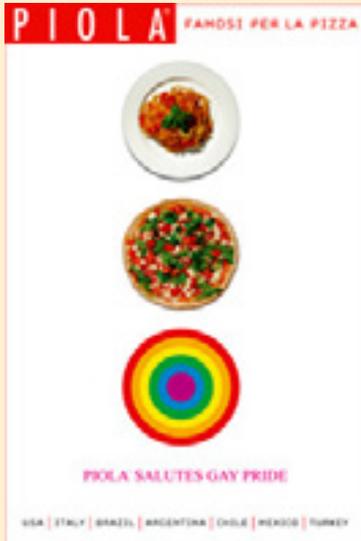
Piola Merchandising

Piola constantly designs and produces trendy merchandising and promotional items available for sale to customers at every location.



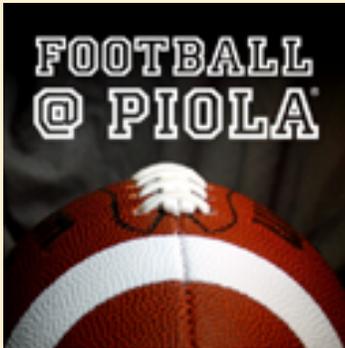
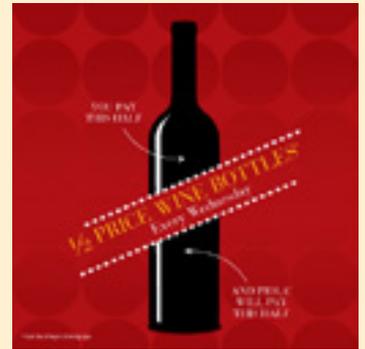
Piola Creative Communication

Piola retains its own marketing and advertising agency in Buenos Aires. It is responsible for Piola's concept creation, communication and worldwide marketing.



Piola Daily Promotions

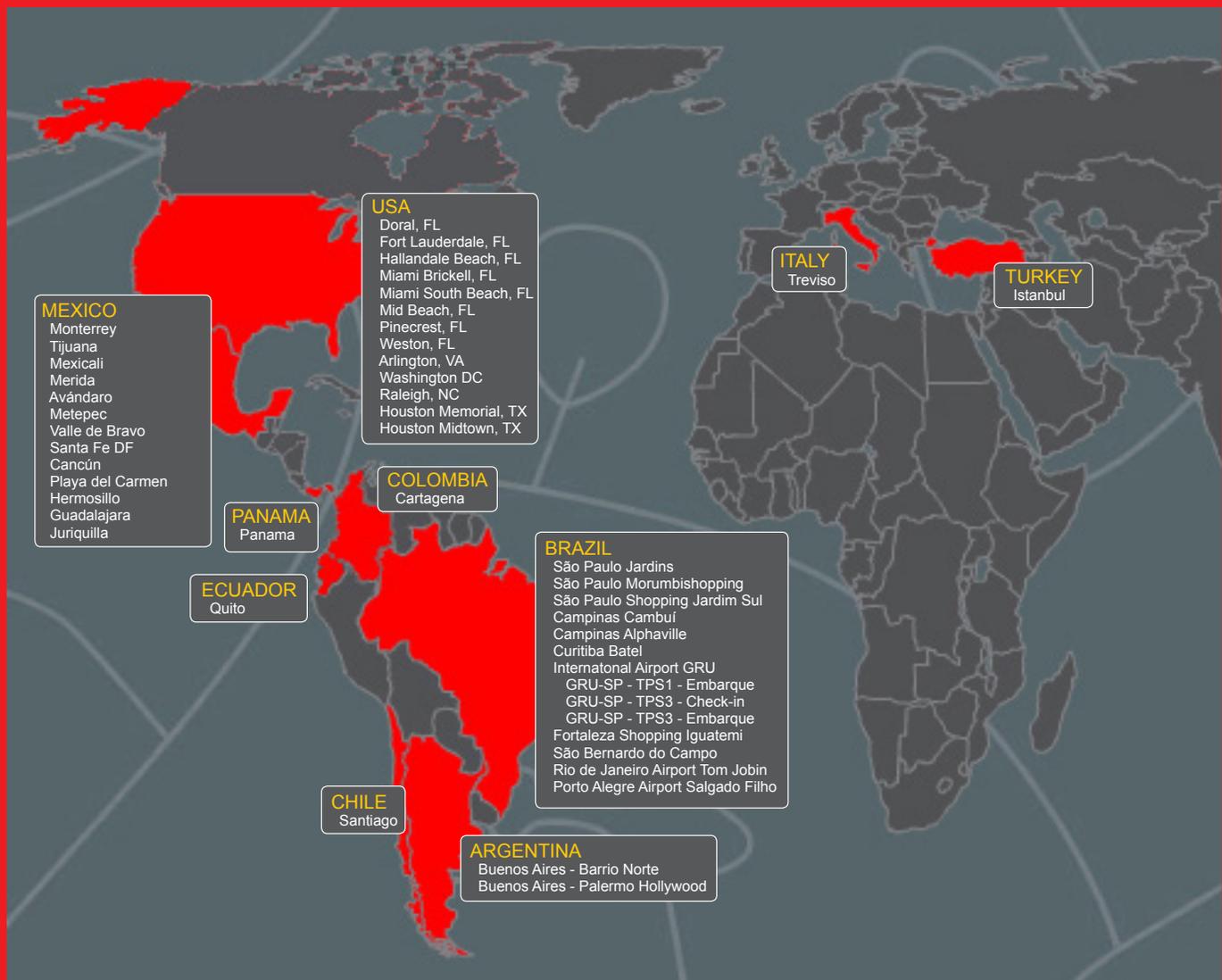
A calendar with daily promotions and special weekly events is prepared and designed specifically for each location.



Our Locations

Piola's success has developed into a network of restaurants which includes 48 locations in 10 different countries.

Good opportunities for developing our business concept exist in virtually all countries, whether mature, new or emerging economies.



Some of our locations



In the Press

For a complete updated list of all media reviews please visit our website at www.piolausa.com



A MELHOR PIZZARIA
Piola
Instalada no complexo gastronômico-cultural Pirâmide do Rio Vermelho, mais parece uma casa noturna. Tem pé-direito de 8 metros, lustres multicoloridos e um enorme forno no meio do salão, que muda de cor de tempos em tempos — atualmente, está amarelo. O clima de notitada é reforçado por trilha eletrônica, garçons jovens e uma caprichada seleção com quarenta drinks elaborados pelo barman Mateus Requilo Ferrari. Morango, omeleta de-do-de-moça, vodca, curauça red e suco de cranberry compõem o dedo de padaria (R\$ 14,00), lá o ustraman (R\$ 16,00) e um frozen com vodca, morango, gremade (carape de roma), manjerico e limão. As moças, que vivem lotadas de adolescentes e universitários, chegam 42 sabores de pizza de massa fina. Em dias de maior movimento, a equipe de pizzaiolos se desdobra para montar até 500 discos com coberturas como a verona (R\$ 53,00), que leva mussarela, presunto cru, aspargos e saladinha, e a moderna (R\$ 50,00), feita de mussarela, tomate, ricota e queijo grana padano (R\$ 50,00).

Rua Conselheiro Pedro Luis, 113, Rio Vermelho, 3311-3300 (250 lugares), 18h-0h (sex. a dom. até 2h). Cx: A, D, M e V, Cx: M, R e V. Manobr. Ar. (R\$ 46,00) www.piola.com.br. Aberto em 2007. \$\$\$



Did You Know?

- The original Piola started out as a restaurant. Then the Carniato brothers decided to build a pizza oven and it soon became famous for its pizza.
- Piola serves and delivers more than 2.5 million pizzas a year.
- Each restaurant serves an average of 2,500 customers a week.
- Regular customers eat at Piola 2-3 times a week.
- Piola's worldwide yearly sales are over US\$ 30 million, employing over 1,000 people.
- Individual restaurant sales vary according to the ability and commitment of the franchisee, but the larger operations can reach US\$ 2.5 million a year.
- Some of our successful franchisees and partners own or co-own 2, 3 or more stores and have seen their profits grow constantly.



A Unique Business Proposition

Piola is unique in that it offers an appealing, spontaneous and truly Italian restaurant experience supported by a management team with over 25 years of restaurant experience.

Customer Benefits & Positioning

Piola is the 'feel-good-and-easy' pizzeria because of its genuine, contemporary authenticity, unpretentiousness, great food, good value and attentive staff, making you want to come back again and meet with friends. It is particularly targeted to the urban consumer in the 18 to 45 age range. Most pizza restaurant concepts live off of their "ties" to Italy, whether real or not. This is clearly evident in their decor and style of service. The Piola difference is that it is 'real Italian yet contemporary' (no need to exacerbate pretend-"Italianess") and globally-inclusive. Piola appeals to the consumer who values a nice attitude and the desire to enjoy life, regardless of age and demographics. Customers typically say Piola is a fun place to eat.

Market Potential

A recent survey of chain restaurants (NPD Crest) in the US shows that so-called "Italian" restaurant chains generate about US\$40 Billion of revenues, including pizza chains (about US\$15 billion) and excluding unreported revenues of local, independent pizza and "Italian" restaurants. This trend is reflected worldwide.

The Piola keys to success

- I. Location manager with the "PIOLA Attitude", under constant training and support.
- II. Location close to natural foot traffic, but not necessarily on the "in" street. Due to its relatively low-priced menu, Piola is a 'natural' in the proximity of cinemas, theatres, and other attractions providing a meal solution for "a night out on the town" and lunch alternatives in the day.
- III. Uniformity of the concept's look and feel at every location (i.e. marketing, construction and maintenance oversight).
- IV. Better-than-the-competition cost control in all management aspects of the operation (i.e. streamlining of operations, menu, pizza technology, commissary, marketing material development, design and printing).
- V. Product and operational consistency (manuals, guidelines, staff training, centralized marketing).
- VI. Promoting a unique-selling proposition to trade and consumer.

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PER LA

PIZZA



PIOLA

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verole

KILOMETERS
ZERO
MILES



luci

Stretto
dalla
parte
C/gliano + luce

riestramento
lucido
verticale

verole

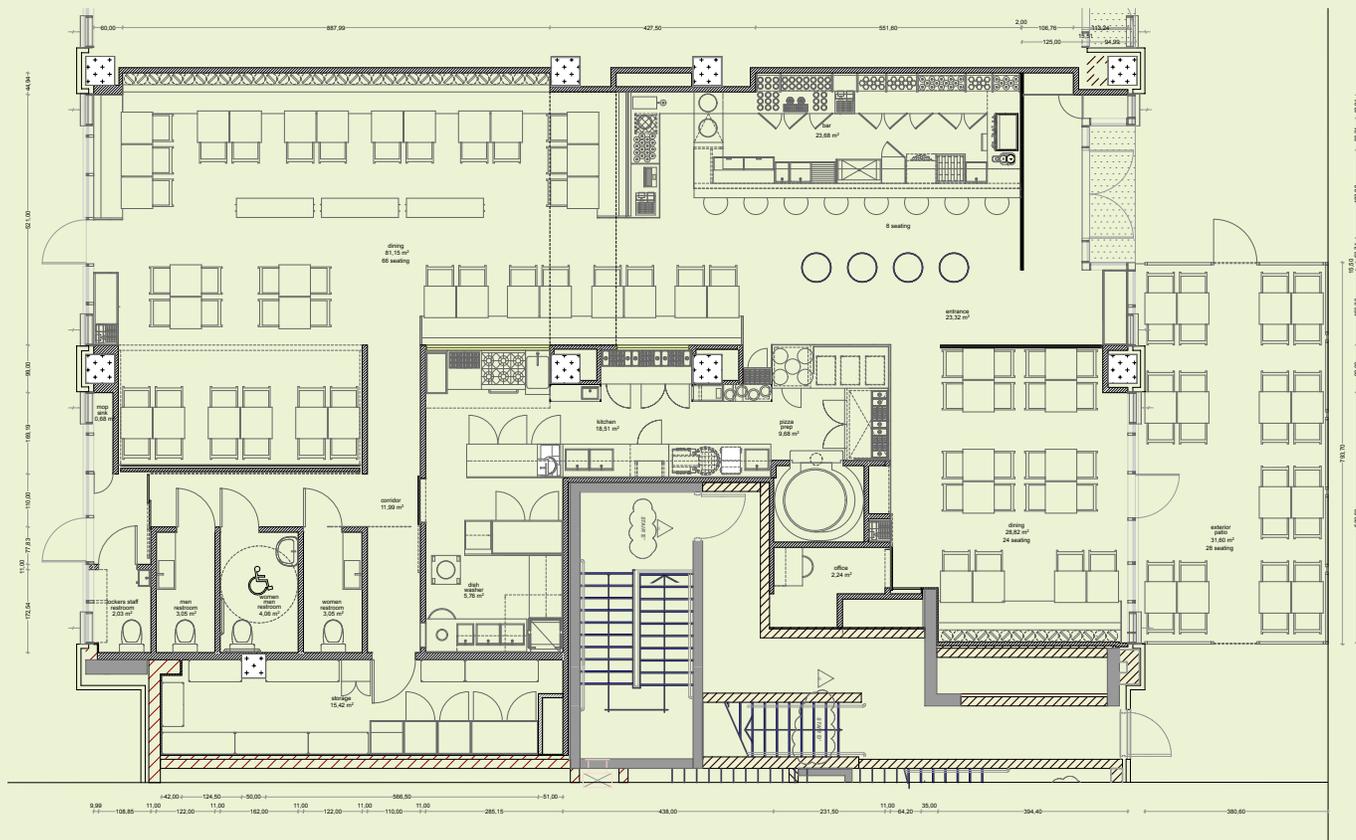
luci



luci

Architectural Design & Project

To ensure company standards are met, our architectural team will exclusively design and prepare interior and exterior building and equipment layout plans, according to each particular location and local requirements. Construction costs and time will be minimized while guaranteeing the best results in terms of design. Caring about each single detail is a fundamental part of Piola's success. Our team will monitor and streamline all building and construction processes. Franchisees will hire a local architect and General Contractor to follow our location design layout and guidelines, prepare Electrical & Mechanical drawings and submit complete plans to local authorities for permitting and certification. Our architectural team will oversee and approve all research, recommend and approve all materials, equipment and official drawings and communicate solely and directly with the local architect and GC. All permits, certifications and insurance approvals for project related materials and layout are the sole and full responsibility of the local architect/engineer hired by the franchisee. The total duration of architectural, building and construction processes will vary according to the promptness and accuracy of the information provided to our architectural team prior to beginning of the project and before each of the three planned site visits.

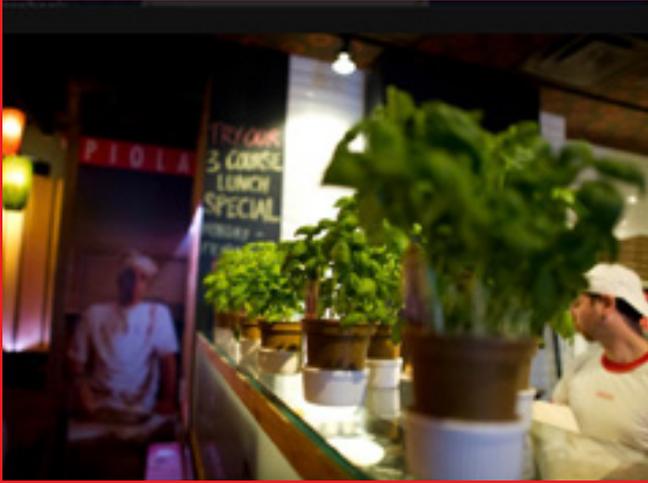


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Look and Feel





Example only of a standard location. Design and layout are subject to change.



PIOLA



Set-Up Support

Working Together is our way

Our dedicated team of experts will assist the Franchisee with a Coaching System at every stage of Franchise set up. This starts by selecting and evaluating the right site to the planning, building, recruitment, legalities, training, purchasing of equipment and running of the operation.

Set-Up Support in the pre-open and start-up stages is included in the Initial Investment.

Research & Development / Real Estate

Our team works directly with the Franchisee, offering valuable real estate experience in locating the optimal site and negotiating the lease contract. These are essential factors that will determine the success of the business and ensure the best return on capital.

Architectural and Construction

Our Architectural team works in close contact with the Franchisee, applying our long time experience in building restaurants to minimize costs, resolve recurring problems in construction plans and with “local government permits” and generally streamline the process. Construction time management is key in the operation start up process.

Marketing & Public Relations

Marketing is an important part of Piola’s strategy. Our very own Creative and Communication Agency develops all ad campaigns and marketing materials used both worldwide and locally, including special offers and deals. Piola constantly launches new and trendy national campaigns throughout the year, as its principal form of communication, to bolster brand awareness.

In the start up phase promotional, advertising and marketing material will be created by our agency and provided by us. After start up we suggest some marketing materials be produced locally.

Stores benefit from a variety of marketing, PR and advertising campaigns provided by our agency. Our “Branding Website” is made available to the Franchisee with over 1,000 single items from which to choose, such as Uniform Layouts, Worldwide Special Dates, Business Cards, Brand Paper Napkins, etc. and entire marketing campaigns.

Market Research & Customer Relations

A key objective at Piola is acquiring new customers and maintaining their loyalty. We pay particular attention to attracting families, younger adults and students but also focus on mature adults, “over 60” and other segment groups such as the gay community, intellectuals, artists, musicians. We carry out extensive market research and internal in-store customer feedback campaigns to accurately predict trends. These provide the basis for innovative menu development like specialty pizzas, keeping pace with changing tastes.

A “Customer Feedback Card” surveys their experience of food, service, ambient and music at each Piola restaurant location. This provides extremely important information for monitoring consumer satisfaction and targeting specific promotions. At Piola we value customer opinion seriously. We know providing them with maximum attention and satisfaction will ensure their loyalty to the Piola brand.

Franchise Operations

This is a key part of our business, headed by the Operations Director.

All Operations and Training processes will be provided by an Operations & Training Manager with 25 years of Piola Business Concept experience. This ensures the Franchisee will offer a great product and the best Piola Experience to their customers.

We support with marketing and assist in operational and daily matters to optimize service and maximize profits. The following will be provided:

• Pre-Opening Operations

Our Coaching System will guide the Franchisee through the process of purchasing equipment and utensils, purchasing and construction of the pizza oven, production and purchasing of furniture and fixtures based on our models, selection and choice of vendors for all supplies, product selection and adjustments to local market, Kitchen-Pizzeria/Back of the House Work Flow design, menu item selection based on our “Master Menu”, “print-ready” Menu design and artwork, all internal printed materials such as purchase and sales order forms, pizzeria menu guide, runners menu guide and marketing start up material.

• Pre-Opening Training

An experienced Operations & Training Manager will perform an Operations Manual Training for Franchisees and Managers. The Operations Manual contains all information the Franchisee requires to operate the business and focused training will ensure correct implementation. A total of 25 different manuals cover all areas and positions within the restaurant. All training materials are based upon our own operational experience in a specific area of the business and updated every 6 months. Manuals may vary according to specific local requirements.

A specific “Up-Sales Strategy Training Course” on menu items comparative pricing will be provided to manager and staff, in order to maximize “Company Friendly Sales” and improve profitability.

- **Post-Open Training Maintenance and Support.**

“On-site” intensive training will be administered to Managers and Staff from the very first day of operations, through the first operating month. This guarantees Piola’s quality standards be employed in each of the daily restaurant activities through to customer relations. The initial months of operation are crucial for the success of the business and the Franchisee will be provided with all necessary support. The period of “on-site” training will vary depending on the specific needs that may arise from a country’s culinary culture, staff and management learning curve, specific customer profile or the manner of approach to our business concept.

- **Post-Open Quality Control and Support**

After the initial training period, our Operations and Training Team will perform on-site quality control audits. Any problems that may arise will be corrected in real-time guaranteeing Piola product and service quality and consistency. Compliance to these standards is on top of Piola’s priorities list and will be strictly enforced. Quality control audits and ongoing training support specifics are determined by contract.

Investment Proposition

15 good reasons to invest in a Piola franchise

1. Help and Support in Finding the Right Location
2. Powerful Brand Image
3. A Renowned Name & Established Reputation
4. Strong and Experienced International Management
5. Successful and Proven Franchise Infrastructure and Systems
6. Training in all Aspects of the Operation
7. Marketing and Promotional Support
8. Periodic Management Counseling
9. Excellent Product Quality - "Real Italian Pizza"
10. Firm Commitment to Unit Development & Economics
11. Extraordinary International Opportunities
12. Constant Communication with Franchisees
13. Excellent Product Offering
14. Tested Methods for Inventory & Operations Management
15. Financial Advice & Assistance

Our Business Development Options

- Single or Multi-Unit Franchising: rights to own and operate single location or multiple locations.
- Area Development Franchising: exclusive rights to develop, own and operate multiple locations in a specific territory.
- National or Multi-National Master Franchising: exclusive rights to brand development, including owning and operating locations, in one or more countries.

Franchising FAQ

What is franchising?

One way to define franchising is as duplicating success. Franchising allows independent entrepreneurs to operate a business whose concept and format is a proven success. In other words franchising is the licensing of a business concept. The entrepreneur (the "Franchisee") can reap the benefits of running the business independently, with the additional support of PIOLA central headquarters (the "Franchisor") and the advantage of being part of a network, a community. Being a PIOLA Franchisee also means investing in your own restaurant. PIOLA will assist you in all these tasks.

What is the investment required to open a Piola franchise?

Our business philosophy is to be clear and straightforward with our potential franchisees and partners from the very beginning. PIOLA will prepare, at no extra charge and without commitment, a Business Projection Plan based on the potential partner's provided data, calculating Total Investment Required, ROI, Break-Even and Revenue projections for the first 5 years. The cost of opening a franchise is dependent upon many factors including location, size, previous occupant, existing structure or new construction and franchise fee. All these parameters will be included in our business plan.

How much are royalties and marketing fees?

Royalties on sales net of sales tax or VAT amount to 5%. Marketing fee is 2%.

Do you offer financing?

PIOLA does not offer financing directly, but will assist you in any way possible.

How much money can I expect to make operating a Piola Restaurant?

Like any business, this depends on several factors. While choosing a great location is key, the most important factor is you and the effort you put into the business. We shall provide you with detailed information on the financial performance of typical PIOLA units. In addition, during your application process, you will have the opportunity to speak with other PIOLA franchisees about their experience with the PIOLA brand.

Do I need to have restaurant business experience? What kind of experience is required to own a Piola franchise?

While it is beneficial, restaurant business experience is not required. Our training program will prepare you for all aspects of running your PIOLA operation. We would like our franchisees to have a strong passion for PIOLA and its core values. Franchisees must also have a customer oriented attitude, a strong desire to succeed and grow, great business sense and comprehension of the PIOLA model. In addition you must be able to manage all aspects of a business including employment, daily operations, and adhere to the PIOLA franchises structure and standards.

Do I need to work in my Piola restaurant?

Yes, it is mandatory without exceptions that a franchisee be an owner/operator. At least one partner with a significant ownership interest in the operating company should be involved full-time in day-to-day operations. We have found over the years that the most successful restaurants are owner operated.

What are some of the characteristics of the typical Piola restaurant?

The typical PIOLA restaurant size is between 200 and 300 square meters. Close to natural foot traffic, but not necessarily on the "in" street. Due to its relatively well-priced menu, PIOLA is a natural in the proximity of cinemas, theatres, and other attractions in order to provide a meal solution for both lunch and dinner.

Who is responsible for selecting the location?

Location is of paramount importance in the success of your PIOLA Restaurant. While it is the responsibility of the franchisee to find a suitable location, we always provide assistance in site analysis. Our final approval is also required for all locations.

Can I get my own territory?

Yes. We assign the franchisee a mutually established territory where to operate with exclusive rights, adjusted for marketing conditions and population density.

What kind of training do you offer?

PIOLA's success depends on the success of its franchisees, so we are committed to providing top-notch training and support. PIOLA franchisees receive two weeks onsite training prior to opening and up to four weeks after opening for a total of four to six weeks of onsite training.

Do you provide franchisees with continuing support?

You will receive the PIOLA's operating manual covering the many important facets of your business operation. As the manual is constantly updated, revisions will be made available to you. A PIOLA representative will periodically visit your store to offer useful advice and efficiency recommendations for your location.

Next Steps

If you feel you meet the initial criteria and are interested in our franchise opportunities we will call you to discuss it in greater detail. We will then send you a Franchise Disclosure Document (FDD) if applicable or a draft of the Franchise Agreement and prepare with you the Business Projection Plan. You will then have an opportunity to meet with us, ask questions and view an existing restaurant. Steps taken from initial contact to completion typically are:

1. Setup the first conference call between you and us, during which we will answer in as much detail as possible all of your questions and inquires.
2. You will receive the PIOLA's Franchise Disclosure Document when applicable or a draft of the Franchise Agreement.
3. Setup the second conference call between you and us. You will have the opportunity to ask any questions regarding the franchise agreement.
4. Setup a meeting in person to discuss the last details and sign a Letter of Intent where you will have the opportunity to visit one of our existing locations or we will meet you at your city.
5. Upon our mutual consent we will enter into a PIOLA franchise agreement and you will be awarded a Piola Franchise.
6. You will identify a site for your PIOLA restaurant and submit a location application for final approval. We will schedule our Architectural and Design team to visit your approved site. (First of three scheduled visits)
7. Piola Architectural & Design team submits the conceptual design layout and kitchen equipment layout plans to your locally hired Architect.
8. Your local Architect completes plans and finalizes drawings required by local authorities for permitting and certification.
9. Obtain permit to start construction of your PIOLA franchise.
10. Finalize construction and request your certificate of Occupancy from local authorities.
11. Our training team will arrive 2 weeks before the scheduled opening date to start your pre-opening training session and to help with the hiring process.
12. Receive your Certificate of Occupancy.
13. Complete your 2 weeks pre-opening training.
14. Open your new PIOLA franchise to the public.



FAMOSI PER LA PIZZA

US & International Franchise Development

Piola is seeking franchisees to build and manage single-unit and multi-unit restaurants worldwide and partners in new markets to develop the Piola brand as master franchisors. For franchising opportunities in Europe, Middle East, Asia, Oceania, Mexico and Canada please contact:

For franchising opportunities in the USA please contact:

Global Italian Food LLC

333 NW 23rd Street, Miami, FL 33127

Email: piolausa@piolausa.com

For International franchising opportunities please contact:

Dante Carniato

Email: dac@piola.it

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