



New Location Development

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### THIS IS NOT A SOLICITATION TO INVEST

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A background image showing three young women sitting around a table, smiling and eating pizza. The woman on the left is wearing a black beanie and a denim jacket. The woman in the middle is wearing a grey beanie and a dark jacket. The woman on the right is wearing a brown beanie and a white shirt. They are all looking down at the pizza. A large pizza with toppings is visible in the foreground.

# PIZZA IS GROWING IN POPULARITY

- **PIZZA** IS OFTEN CITED BY CONSUMERS AS THEIR #1 FOOD
  - 93% OF AMERICANS EAT **PIZZA**
- EVERY DAY IN THE UNITED STATES 1 OUT OF 8 OF US EATS **PIZZA** → ROUGHLY 40-MILLION PEOPLE PER DAY
- MILLENNIAL FEMALES ARE THE #1 CATEGORY OF **PIZZA** CONSUMERS
- **PIZZA** IS A TOP INSTAGRAMMED FOOD




# Sally's Apizza is a Culinary Icon and **Experiential Leader** in the Pizza Category





# Sally's Apizza is a Consumer Favorite and Social Media Phenomenon



Barstool Pizza Review - Sally's Apizza (New Haven, CT)

2,637,255 views • Dec 5, 2018

Barstool Sports  
765K subscribers

Sally's in New Haven, Connecticut makes a very strong bid for New Haven becoming the Pizza

## Portnoy cites Sally's as his all time favorite



Dave Portnoy  
@stoolpresidente

In honor of National Pizza Day here are my official Top 10 pizza places in the world.

### DAVE PORTNOY'S ACTUAL TOP 10 PIZZA PLACES

1. SALLY'S APIZZA NEW HAVEN, CT
2. JOHN'S OF BLEECKER STREET NEW YORK, NY
3. LUCALI BROOKLYN, NY
4. REGINA PIZZERIA BOSTON, MA
5. DE LORENZO'S TOMATO PIES ROBBINSVILLE, NJ
6. LUIGI'S PIZZA BROOKLYN, NY
7. JOHNNY'S PIZZERIA MOUNT VERNON, NY
8. CONTE'S PIZZA & BAR PRINCETON, NJ
9. DELUCIA'S BRICK OVEN PIZZA RARITAN, NJ
10. ANGELO'S PIZZERIA PHILADELPHIA, PA

# Sally's **First New Location** Launched in Stamford, CT

New Haven favorite Sally's Apizza bursts onto Stamford's food scene 'like something out of a movie'

stamford  
advocate



Verónica Del Valle

Oct. 7, 2021 | Updated: Oct. 7, 2021 6:41 p.m.



# Sally's Apizza is Now Growing Rapidly Developing Multiple Locations

**FOX 61**  
EXPECT MORE

**SALLY'S APIZZA EXPANDING**



A map of the Greater Boston area and parts of Connecticut. Red pizza icons indicate expansion locations. Labels with arrows point to the following locations: Boston, Woburn, MA, Wethersfield, Newington, Fairfield, New Haven, Norwalk, Stamford, and Stamford. Major highways 84 and 95 are also marked.

Sally's Apizza opening new locations in Massachusetts

[Watch](#)

Sally's is expanding past Wooster St. into several more locations in Connecticut and into the Boston area.



# Our Legacy



Sally's Apizza was **founded in New Haven, CT**  
by Salvatore "Sally" Consiglio **in 1938**

We hand-craft authentic New Haven pizza in  
**custom designed ovens**, using Sal's original recipes

Famous for our **distinctive tomato sauce** and  
chewy, crispy crust with an **iconic oven-kissed char**,  
Sally's draws pizza fans from around the world





Our Purpose

Bringing More Passion into Communities and Lives

More Excitement

More Fun

More Love

# Our Mission

Every day **40 million people** in the United States are eating pizza

How many of them have **great pizza** where they live?

Sally's mission is to bring **great pizza experiences** to everyone



# We Believe Great Pizza Brings People Together



# What Defines Great Pizza?

- ✓ Pizza that dances with flavor  
and lights up the senses
- ✓ It's so good you're craving it  
the next day
- ✓ So good that people  
stand in line for it





The Pizza that Fans **Stand in Line for**  
**We Are The New Haven Original Since 1938**



*Sally's*

... CRAFTED PIZZA LIKE NO OTHER

# What Makes Sally's Pizza **Uniquely Craveable?**



**Our Proprietary Recipes,  
Ingredients and Techniques Work  
in Concert with our **Custom Oven****

**3,000 Degree **Flame** Melts Ingredients**



****Cheese** Blend is Hand Shredded**



****Sauce** Recipe Bursts with Flavor**



****Crust** is Both Crispy and Chewy**





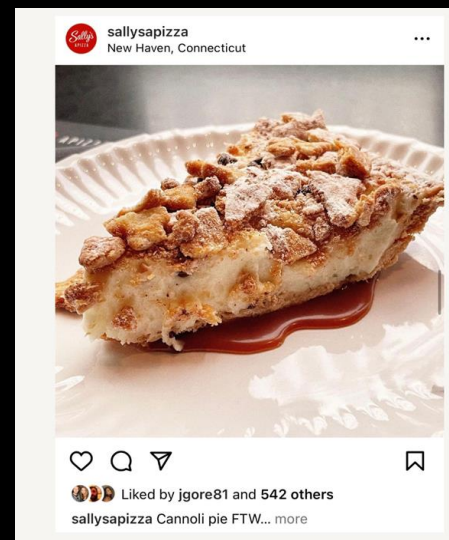
A background image showing a hand sifting a cloud of white powder (likely flour) over a piece of dough resting on a wooden surface. The scene is dimly lit, with the powder catching some light.

# The **Sally's** Way

Do Everything Like You're **Doing it For Your Family**

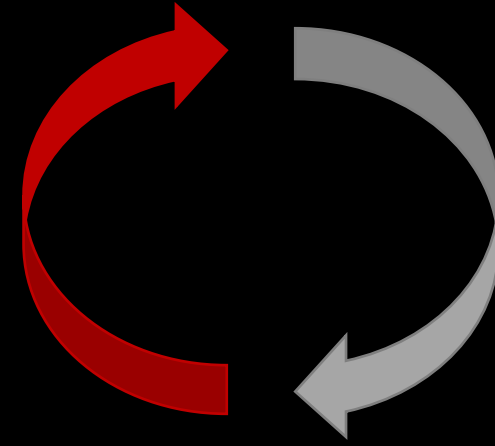
- Make every dish **rousing** to the palette
- Give it that **wow factor**
- Watch their **faces light up** with each bite

# We're Applying the Principles of **"The Sally's Way"** Crafting Elevated Italian Cuisine at Casual Dining Prices





# We Believe in the Power of Hospitality Momentum



- Everything starts with hiring team members who genuinely enjoy **making people happy**
- Provide enthusiastic people with an enjoyable place to work and it leads to guests **having great experiences**
- This positive circle of **momentum benefits everyone** in our ecosystem

- ✓ Pizza is The Most **Popular** Food
- ✓ It's The Most **Shareable** Food
- ✓ The Most **Social** Food



We're building pizza restaurants where people feel inspired to get together with family and friends



# Sally's Interiors Are A Game Changer

## Reimagining What A Pizza Restaurant Can Be



# Sally's Apizza Locations

## Feature A Full Craft Cocktail Bar





# Every Sally's Apizza Has Unique Hand Signed Music Memorabilia



# The Sally's Proprietary Ovens Create Authentic New Haven Pizza





# Sally's Woburn, MA Opened 2023



THE BOSTON GLOBE

## The toughest seat in town? It's at a Woburn pizzeria.



Mozzarella and tomato sauce pizza at the newly opened Sally's Apizza in Woburn. LANE TURNER/GLOBE STAFF

By Kara Baskin, The Boston Globe  
updated on January 4, 2024



The toughest table in town these days? No, it's not at a swanky downtown restaurant — it's at Sally's Apizza. The celebrated, 85-year-old New Haven pizzeria opened its first Massachusetts location in Woburn in December, with lines out the door and around the block. I know; I saw them every time I scooted into HomeGoods next door to do my holiday shopping.



FULL



# Sally's Newington, CT Opening 2024



# Sally's at Jordan's, Farmington, CT Opening 2024

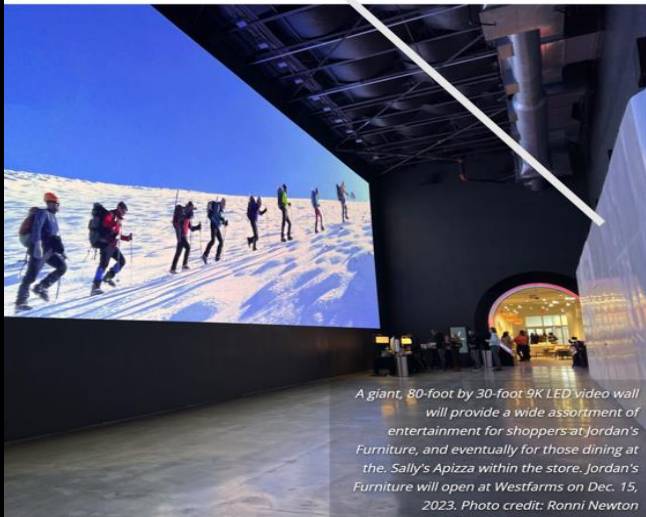
≡ Hartford Courant

Things to Do | Not just a furniture store: With 80-foot LED...



## Not just a furniture store: With 80-foot LED screen and Sally's Apizza, Jordan's at Westfarms aims to be a destination

Sally's



A giant, 80-foot by 30-foot 9K LED video wall will provide a wide assortment of entertainment for shoppers at Jordan's Furniture, and eventually for those dining at the Sally's Apizza within the store. Jordan's Furniture will open at Westfarms on Dec. 15, 2023. Photo credit: Ronni Newton





# Sally's Wethersfield, CT Opening 2024



# Sally's Norwalk, CT Opening 2024





# Sally's Norwalk, CT Opening 2024





# Sally's Boston Seaport, MA Opening 2024





# Sally's Boston Seaport, MA Opening 2024



# Target Northeast Development Markets

## Partial Listing



Concord, MA  
Newton, MA  
Cambridge, MA  
Waltham, MA  
Burlington, MA  
Providence, RI  
Danbury, CT  
Manchester, CT  
Garden City, NY  
Melville, NY  
Central Valley, NY





# Target Florida Development Markets

Partial Listing



**Brickell Miami**  
**Design District Miami**  
**South Beach Miami**  
**Coral Gables**  
**Aventura**  
**Fort Lauderdale**  
**Hollywood**  
**Boca Raton**  
**Delray Beach**  
**West Palm Beach**  
**Palm Beach Gardens**



# Sally's Created Systems With The Moseley Group To Grow While Maintaining Quality

## THE MOSELEY GROUP

CONTACT

COMMUNICATIONS · **INNOVATION** · DETAILED DEVELOPMENT · ROBOTICS · SOPS · TECHNOLOGY · TICKET TIMES  
FOOD PHOTOGRAPHY · AUTOMATION · FUTURE THINKERS · PACKAGING · CONCEPT DEVELOPMENT · EQUIPMENT  
MENU · CULINARY R&D · FINANCIAL GROWTH · BUSINESS DIAGNOSTIC · **STRATEGY** · POSITIONING · TECH STACK  
GHOST KITCHENS · VIRTUAL BRANDS · RESEARCH · BRAND STRATEGY · INTERIOR DESIGN · CONVENIENCE STORE  
HOLISTIC TRANSFORMATION · **DESIGN** · BRAND IDENTITY · FLOOR PLANS · ARCHITECTURAL DESIGN · METRICS  
MODULAR · BUILD-OUT · TRAINING · INTELLECTUAL PROPERTY · LABOR · FAST CASUAL · CUSTOMER EXPERIENCE  
DELIVERY · DRIVE-THRU · M&A · DUE DILIGENCE · P&L · PRIVATE EQUITY · **PROFITABILITY** · BEST-IN-CLASS  
OPERATIONS · KITCHEN LAYOUT · FOOD COST · TIME & MOTION · SUPPLY CHAIN · TESTING · IMPLEMENTATION

We work wherever food & beverages are  
made, bought, sold, or experienced.



Coca-Cola



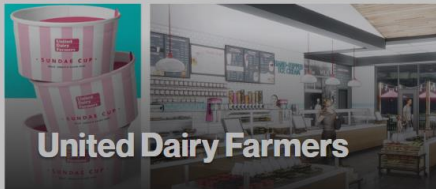
Smashburger



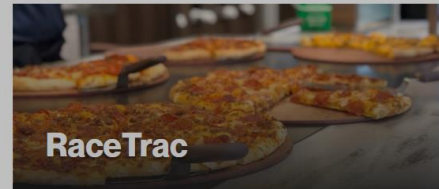
Luna Grill



Nando's



United Dairy Farmers



RaceTrac



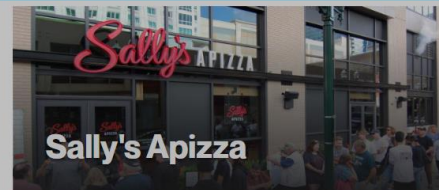
Carl's Jr.



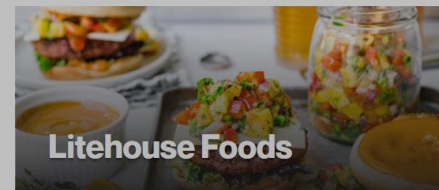
Kitopi



Kudu



Sally's Apizza



Litehouse Foods



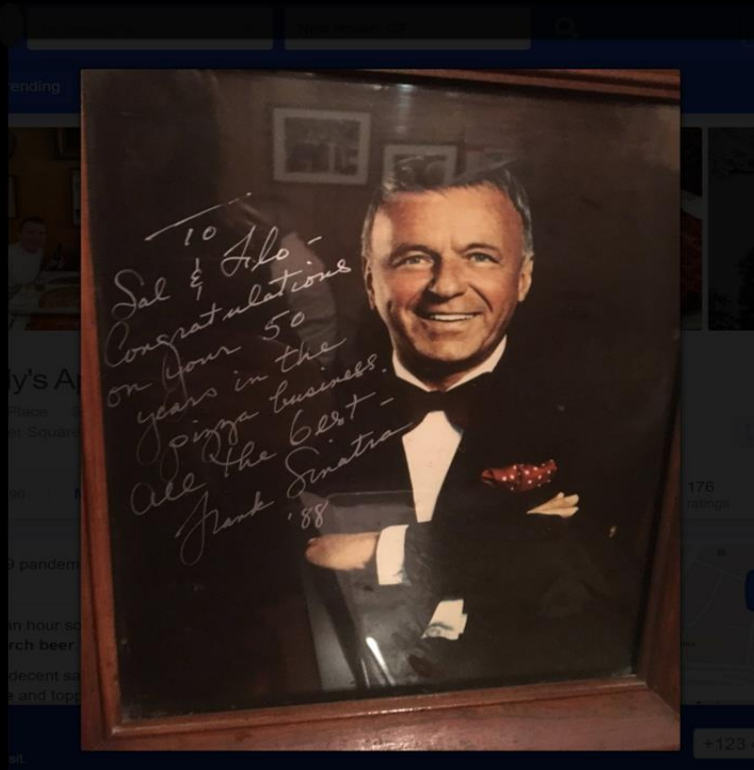
Garrett's Family Market




# Notable Sally's Fans Span Multiple Decades

## Partial Listing

**Frank Sinatra**  
**Dave Portnoy**  
**John F. Kennedy**  
**Paul Newman**  
**Dan Marino**  
**Martha Stewart**  
**Gordon Ramsay**  
**Gwyneth Paltrow**  
**Conan O'Brien**




# Major Corporations Are Talking About The New Haven Pizza Phenomenon

**CHEVROLET**

Vehicles ▾ Shopping ▾ Offers ▾

Find A Dealer My Chevrolet Rewards Español



New Roads Places People Innovations Trucks Performance Electric SUVs

2022-07-15 | New Roads Magazine

## Stretched & Charred

How a Neapolitan favorite rose to prominence in New England and gained a revered place in America's pizza culture.

**Tito's Handmade Vodka** 

Sponsored · 

It's Tito's Vodka, but it's yours too. Buy a bottle today.

# THE NEW HAVEN PIZZA OF VODKAS



**IT'S TITO'S VODKA, BUT IT'S YOURS TOO.**

• Tito'sVodka.com • Crafted to be savorred responsibly. DISTILLED & BOTTLED BY TITO'S GENERATION INC. ASTOR, NY 12004. 40% ALC/VOL. © 2022 TITO'S HANDMADE VODKA.

 Sally's Apizza is at Sally's Apizza.

2d · New Haven, CT · 

Truly flattered by this [@titosvodka](#) ad. Got us thinking about a vodka sauce pizza 🍕



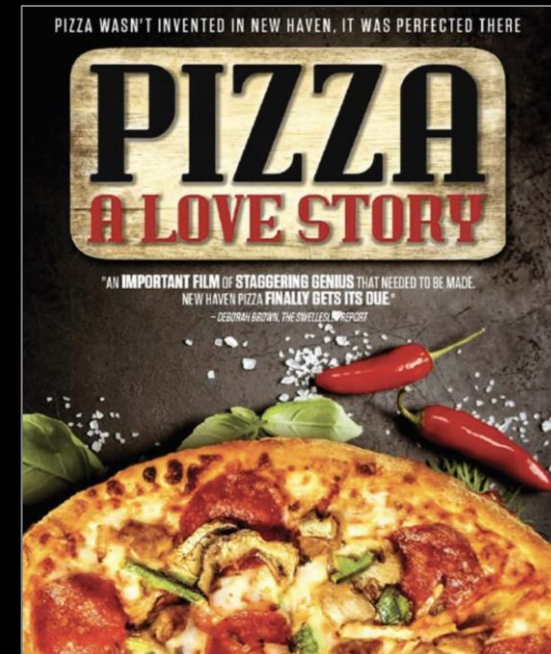
**Sally's Apizza** is Prominently Featured in  
the Full-Length Documentary Film

"PIZZA A LOVE STORY"

Streaming on 

Shown on  flights

Televised on 



# Sally's Apizza Selected by Leading Restaurant Curation Platform The Infatuation to Headline Their Premier Annual Event

MARKETS

## JPMorgan to Buy Restaurant-Discovery Service the Infatuation

Deal is the bank's latest effort to cater to big spenders who like to travel and dine out

By AnnaMaria Andriotis [Follow](#) and Benjamin Mullin

[Follow](#)

Updated Sept. 9, 2021 at 1:46 pm ET





# Sally's A P I Z Z A IS FEATURED IN

bon appétit

EATER

The Washington Post

thrillist

FOOD & WINE

Forbes

USA TODAY

Paste

The Guardian

Esquire



THE INFATUATION



# Sally's Apizza is Developing Craft Casual Pizza Destinations for New Real Estate



We are looking to work with visionary real estate developers to  
**inspire consumers and activate properties**

Contact our location development team

[development@sallysapizza.com](mailto:development@sallysapizza.com)





Thank You