

*Sally's*  
A P I Z Z A<sup>®</sup>



**New Location** Development

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# 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



A map of the region between Massachusetts and Connecticut. A title box at the top reads "SALLY'S APIZZA EXPANDING". The map shows several locations marked with red triangle icons and callout boxes: Boston, Woburn, MA, Wethersfield, Newington, Fairfield, Norwalk, Stamford, and New Haven. Major highways 84 and 95 are also visible.

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 millions of people

# 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



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



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

**3,000 Degree **Flame** Melds Ingredients**



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



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



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



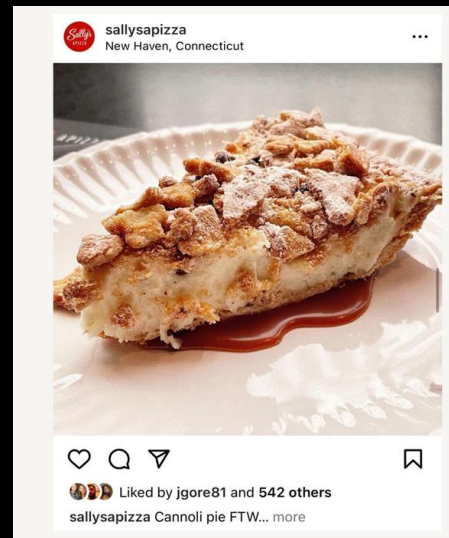
A dark, low-key photograph of a hand pouring a stream of small, dark seeds or grains into a bowl. The background is black, and the lighting highlights the texture of the seeds and the hand.

## The Sally's **Way**

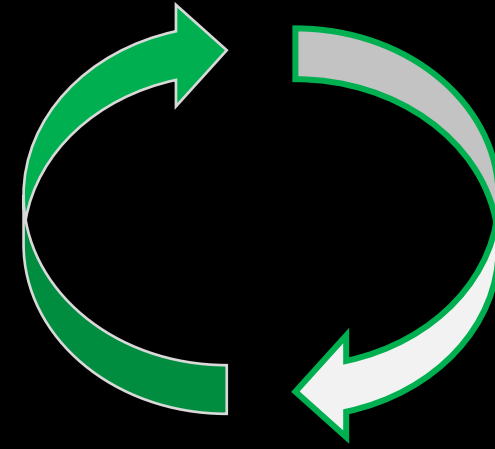
Do Everything Like You're **Doing it For Your Family**

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

# We're Applying "The Sally's Way" Crafting Elevated Italian Dishes 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





# 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.

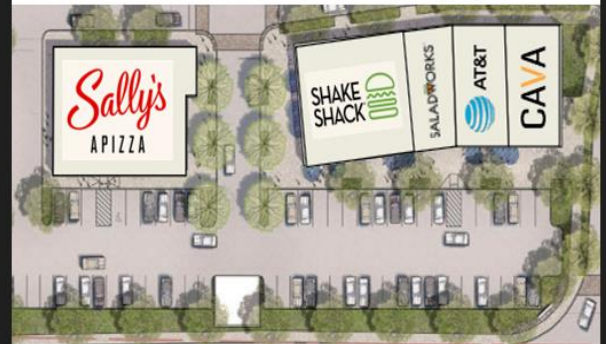


Mozzarella and tomato sauce pizza at the newly opened Sally's Apizza in Woburn. LANE TURNER/GLOBE STAFF

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 Wethersfield, CT Opening 2024



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



## 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 Norwalk, CT Opening 2024



# Sally's Newington, CT Opening 2025



# Sally's Boston Seaport, MA Opening 2025



# Sally's Boston Seaport, MA Opening 2025



# Target Northeast Development Markets

## Partial Listing

Dorchester, MA  
Concord, MA  
Burlington, MA  
Providence, RI  
Ledyard, CT  
Manchester, CT  
Melville, NY  
Garden City, NY



# Target Florida Development Markets

Partial Listing



Miami  
Coral Gables  
Aventura  
Fort Lauderdale  
Boca Raton  
Delray Beach  
West Palm Beach  
Palm Beach Gardens

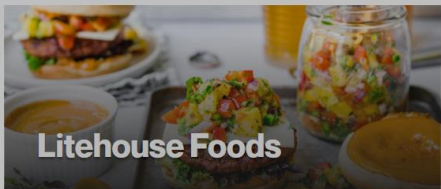
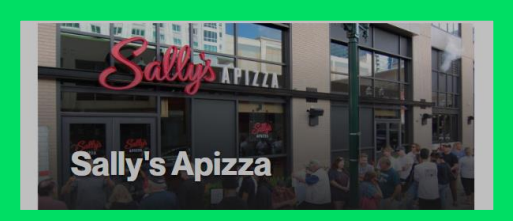
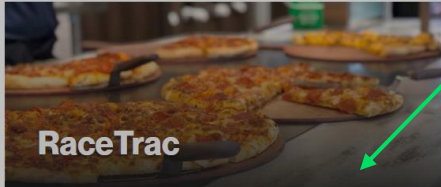
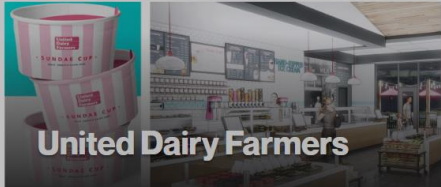
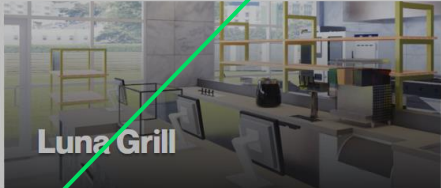



# Sally's Created Systems With The Moseley Group To Grow While Maintaining Quality

**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

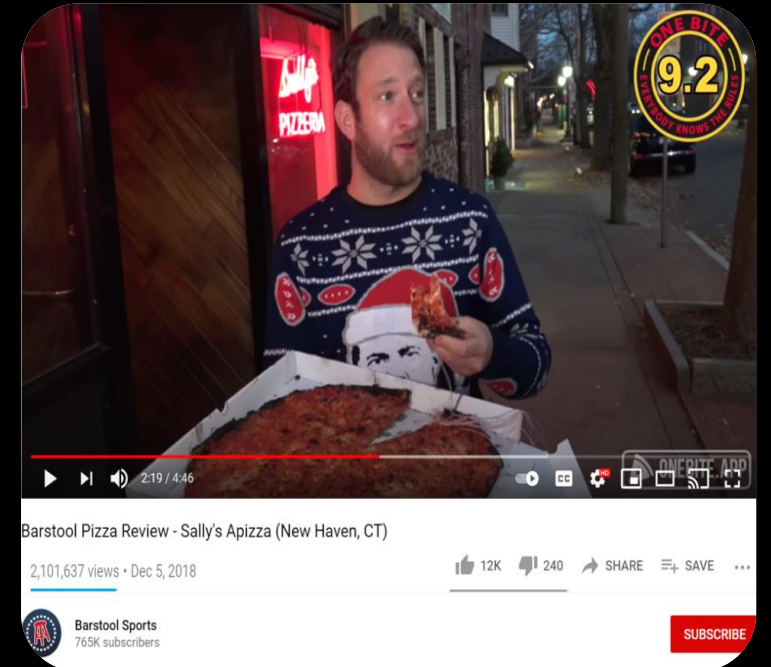
We work wherever food & beverages are made, bought, sold, or experienced.



# Notable Sally's Fans Span Multiple Decades

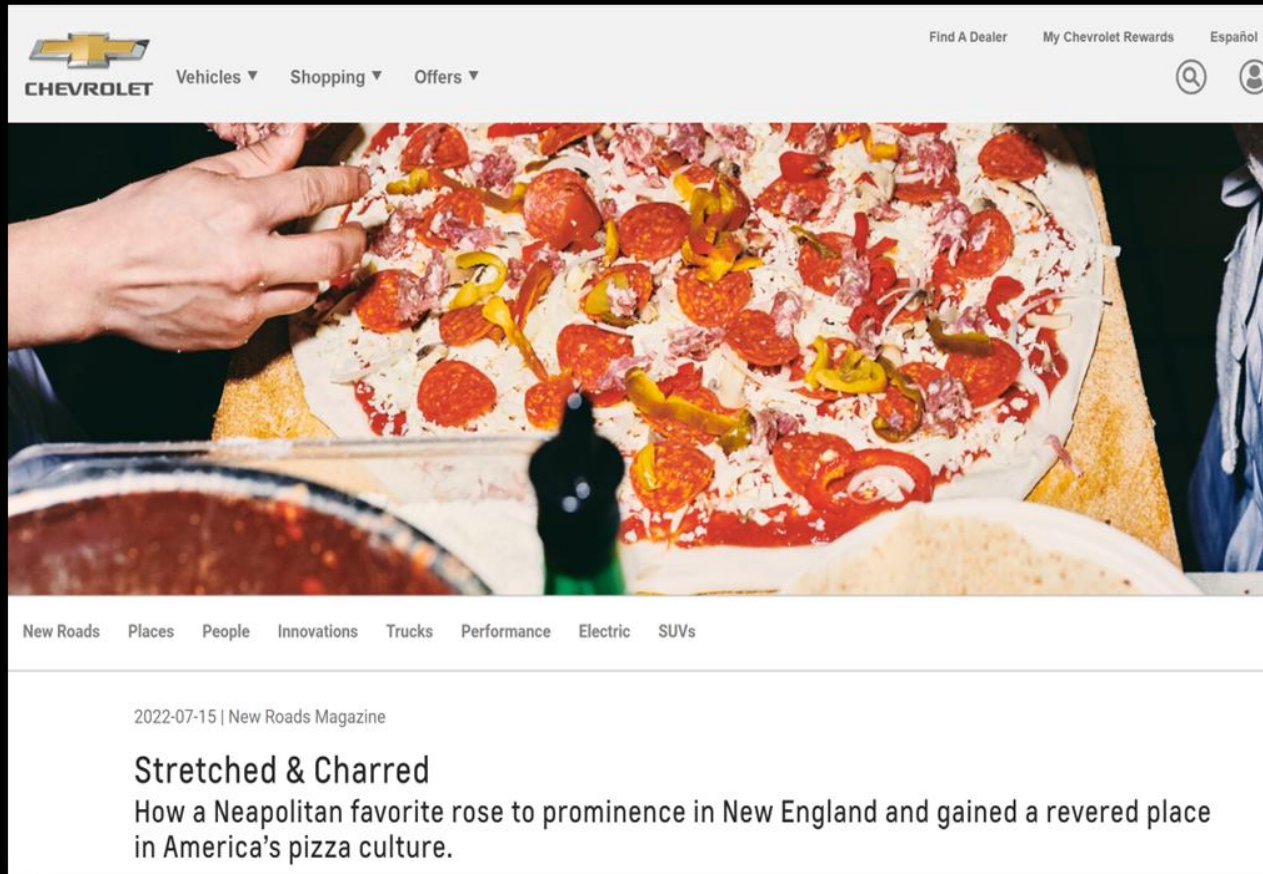
## Partial Listing

- 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 savored responsibly. DISTILLED & BOTTLED BY TITO'S DISTILLERS INC. ASTOR, NY 13603. 40% ALC/VOL. © 2021 TITO'S. MARIANO ORLANDI

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"

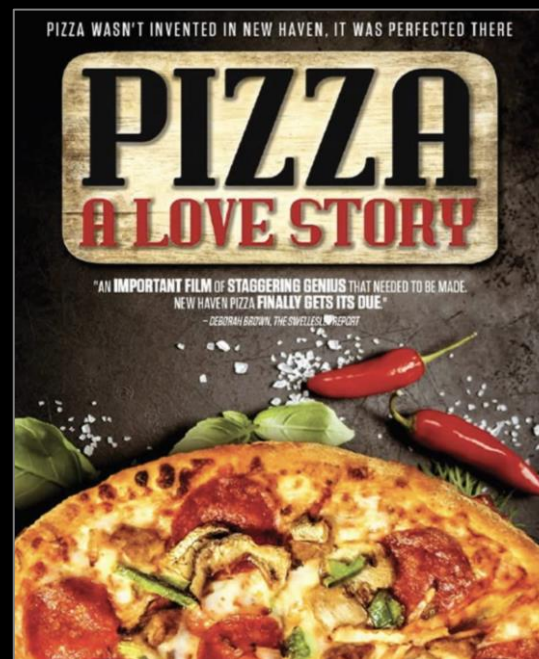
Streaming on

amazon  
prime video

Shown on jetBlue flights

Televised on

PBS  
PUBLIC  
BROADCASTING  
SERVICE



# 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 PIZZA 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