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THIS IS NOT A SOLICITATION TO INVEST

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PIZZA IS OFTEN RANKED BY CONSUMERS AS THEIR #1 FOOD

US Department of Agriculture

93%

of Americans
Eat Pizza

40,000,000

AMERICANS

Are Eating Pizza

EVERY DAY

UNIQUE HISTORY

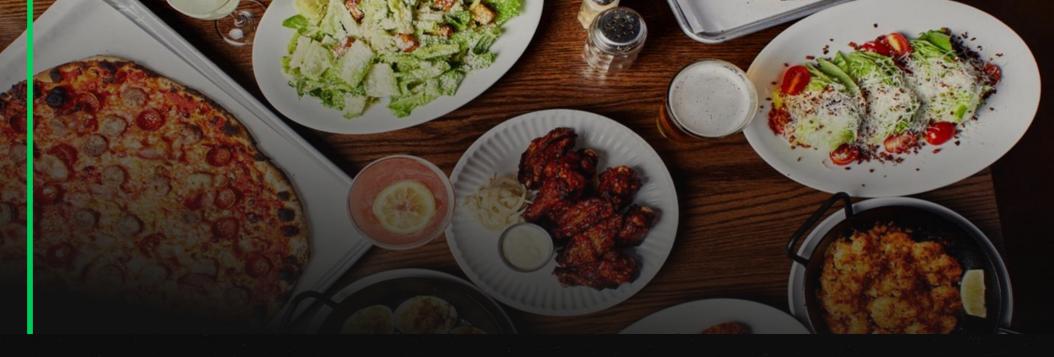
Sallys APIZZA°

WAS FOUNDED IN NEW HAVEN, CT
BY SALVATORE "SALLY" CONSIGLIO IN 1938

UNIQUE PIZZA

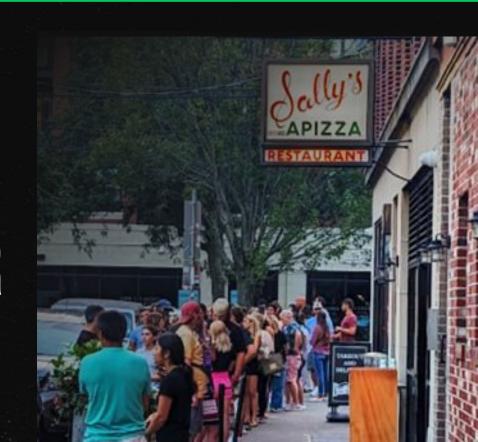
- 3,000 ° F Oven Flame Melds Ingredients
- Cheese Blend is Freshly Shredded
- Sauce Recipe Bursts with Flavor
- Crust is Both Crispy and Chewy





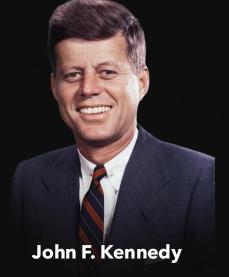
Sally's APIZZA°

IS A CULINARY ICON AND EXPERIENTIAL LEADER



Sally's FANS INCLUDE THE MOST ICONIC CELEBRITIES









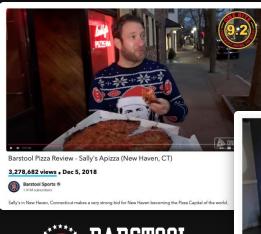




#1 PIZZA REVIEWER DAVE PORTNOY

Sally's is his favorite of all time

Portnoy media presence has enormous reach







Portnoy lists Sallys as his #1 favorite

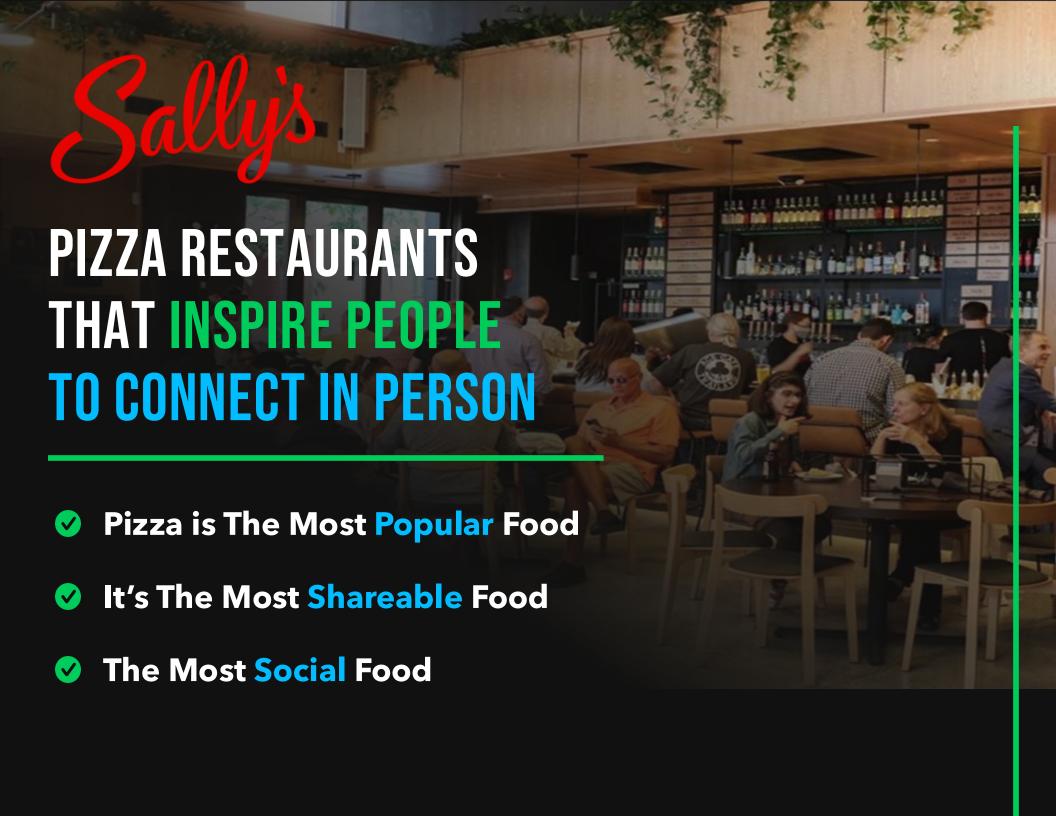


Dave Portnoy
@stoolpresidente

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

SALLY'S APIZZA	NEW HAVE
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



stamford advocate

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



Verónica Del Valle Oct 7, 2021



FIRST NEW LOCATION LAUNCHED IN STAMFORD, CT

Sallys IS NOW DEVELOPING MULTIPLE LOCATIONS





Sally's Apizza opening new location in Massachusetts

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

Sally's APIZZA°

NEW LOCATION MOMENTUM

Our current and anticipated development locations

WETHERSFIELD WOBURN **FAIRFIELD** STAMFORD

FARMINGTON WETHERSFIELD WOBURN **FAIRFIELD STAMFORD NEW HAVEN**

FOXWOODS GARDEN CITY WEYMOUTH CRANSTON CONCORD NEWINGTON SOUTH WINDSOR **BOSTON SEAPORT** NORWALK NORWALK DORCHESTER DORCHESTER **FARMINGTON** WETHERSFIELD WOBURN FAIRFIELD STAMFORD **NEW HAVEN** 2026

BOCA RATON

DANBURY

NEW HAVEN 2020

2021

STAMFORD

NEW HAVEN

NEW HAVEN 2022

FAIRFIELD

STAMFORD

2023

WOBURN

FAIRFIELD

STAMFORD

NEW HAVEN

2024

NEW HAVEN

2025

RAPIDLY GROWING RESTAURANT PIPELINE

LOCATIONS OPEN AS OF Q4 2025





New Haven, CT

Stamford, CT

Fairfield, CT



Wethersfield, CT



Woburn, MA



Farmington, CT



Dorchester, MA

LOCATIONS BEING BUILT AS OF Q4 2025



Norwalk, CT



Newington, CT



Boston Seaport, MA

2026 CONSTRUCTION STARTS



Cranston, RI



Concord, MA



Weymouth, MA



South Windsor, CT



Roosevelt Field, NY



Danbury, CT



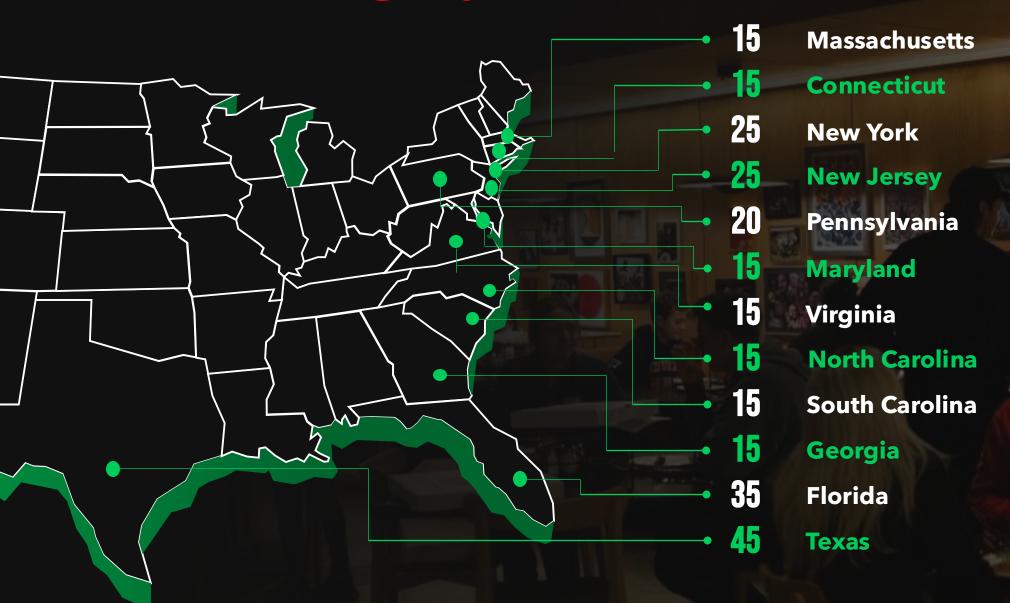
Foxwoods Casino, CT



Boca Raton, FL

STRATEGIC LOCATION GOALS

TARGET NUMBER OF Sally's BY STATE



PLANNED FLORIDA DEVELOPMENT MARKETS

Representative Potential Sally Southeast Florida Markets





Miami

Coral Gables

Aventura

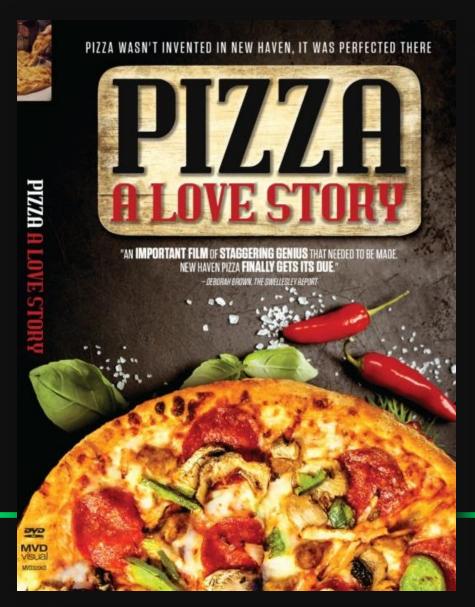
Fort Lauderdale

Boca Raton

Delray Beach

Palm Beach

Jupiter



PIZZ A LOVE STORY"

ABOUT Sally's **AND NEW HAVEN PIZZA**

Viewed by **Millions** on Amazon Prime, PBS and Jet Blue

amazon prime PBS jetBlue



THAT PEOPLE STAND IN LINE FOR





WHAT DEFINES GREAT PIZZA

- It dances with flavor
- Lights up the senses
- You crave it the next day

SO GOOD THAT PEOPLE STAND IN LINE FOR IT

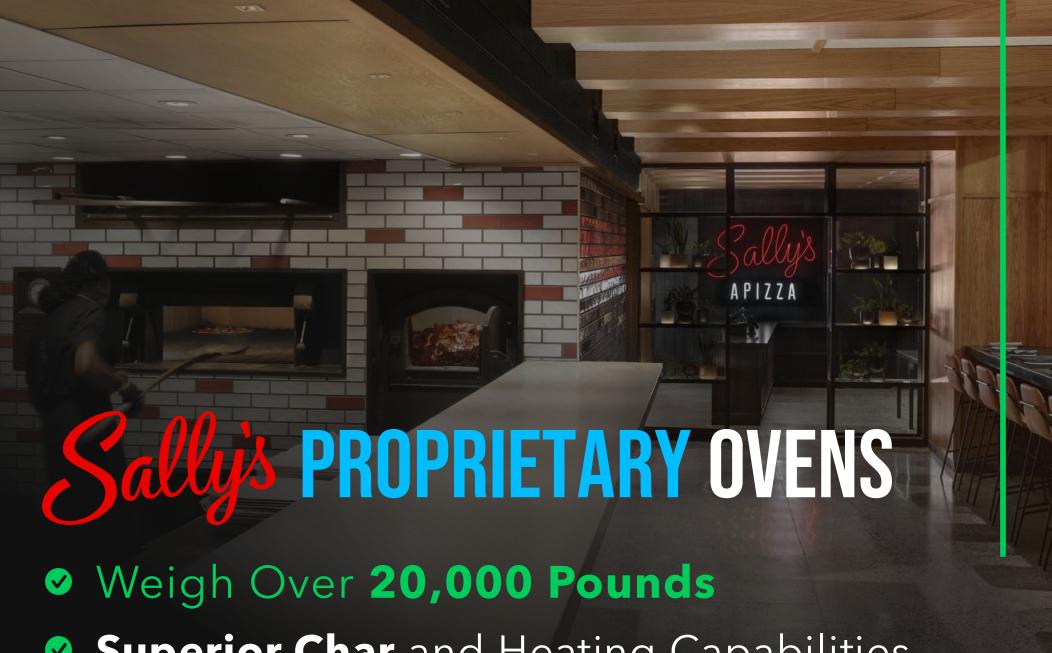




Reimagining What A Pizza Restaurant Can Be







- Superior Char and Heating Capabilities
- Create Unique Craveable Artisan Pizza



WOBURN, MA OPENED 2023



THE BOSTON GLOB

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

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

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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.









WETHERSFIELD, CT OPENED 2024













BOSTON SEAPORT, MAIN DEVELOPMENT 2026















WE BELIEVE IN THE POWER OF HOSPITALITY MOMENTUM



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



Sally's MISSION

1,000 CRAVEABLE PIZZA DESTINATIONS NATIONWIDE

- Hand-Crafted Artisan Pizza
- Inspiring Design
- Elevated Hospitality





PARTNERED WITH MOSELEY GROUP TO MAINTAIN QUALITY AS WE GROW

Highlights: Culinary Systems, Design & Technology

We Worked Closely with Moseley Group Engineering and Developing these Systems

SYSTEMS ENGINEERED

- Business Diagnostics
- Brand Strategy
- Market & Consumer Insights
- Opportunity Analysis & Sizing
- Menu Analysis
- Menu Optimization
- Culinary Research & Development
- Supply Chain Analysis
- Graphics & Communications
- Identity
- Packaging
- Industrial Design
- Oven Design
- IP Creation
- Kitchen Layout & Equipment
- Labor & Efficiency
- Process Systems
- Time & Motion
- Throughput Analysis
- Digital Optimization
- BOH & FOH Integrations
- Online/Mobile Ordering Solutions
- Delivery Systems

TOP BRANDS ENGINEERED BY MOSELEY GROUP

















































































THE GROWING Sally's PHENOMENON IS FEATURED IN

The New York Times Forbes The Washington Post





abc F(1)X





The Boston Blobe



Sally's NATIONWIDE GROWTH POTENTIAL

THERE ARE CURRENTLY OVER 75,000 PIZZA RESTAURANTS IN THE U.S.

This Presents a Large Enough Market for Over 1,000 Sally Locations



A P I Z Z A°

