



New Location Development

DISCLAIMER

THIS IS NOT A SOLICITATION TO INVEST.

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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.

A group of approximately 18 Sally's Apizza employees are posed in a hallway. They are wearing dark-colored shirts with the "Sally's APizza" logo. The hallway has a brick wall on the left and a glass door on the right. The text "Our Purpose" is overlaid in red on the left side of the image.

Our Purpose

Bringing **More Passion** into Communities and Lives.

More **Excitement.**

More **Fun.**

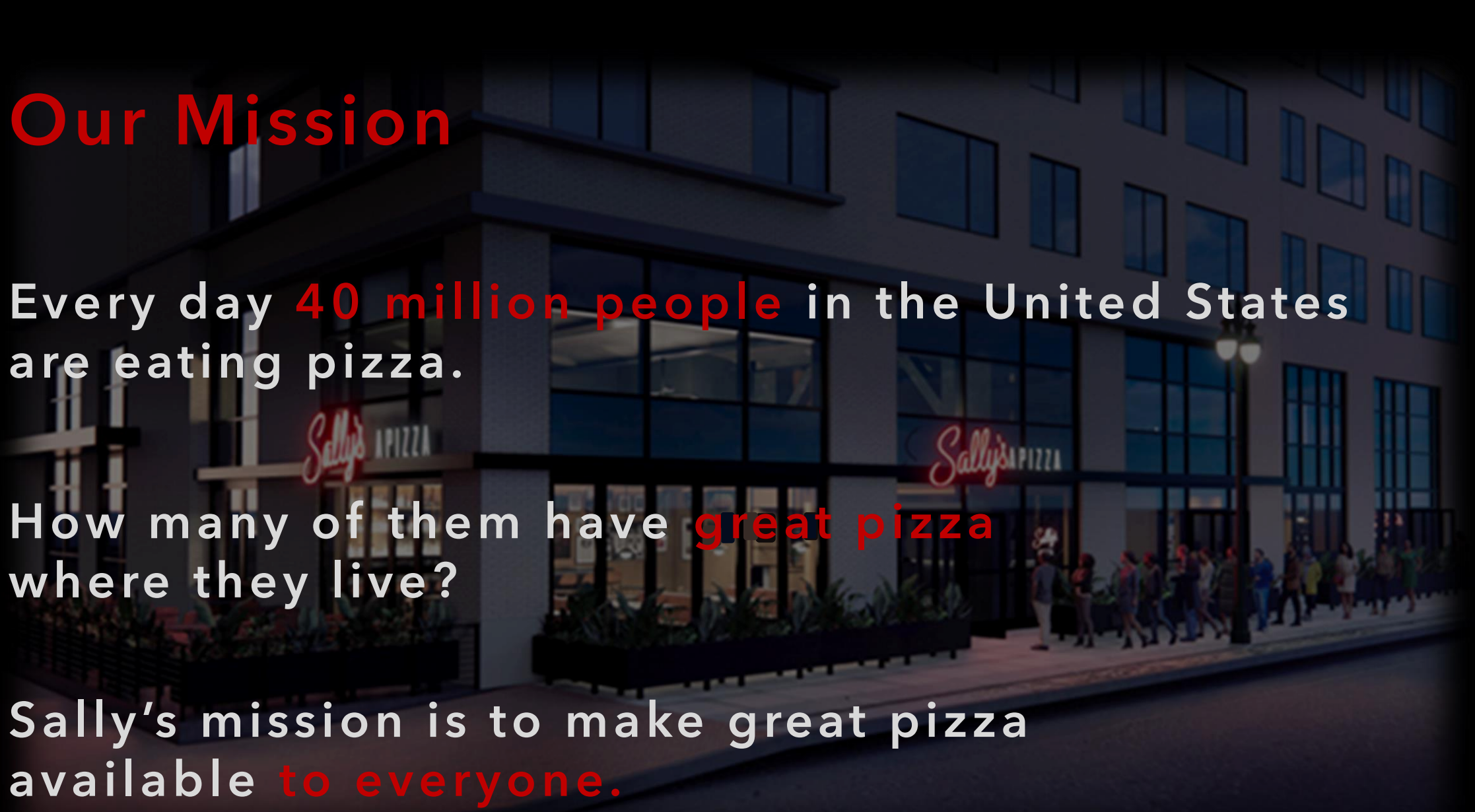
More **Love.**

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 make great pizza available **to everyone.**



We believe great pizza
brings people together.



What is 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.

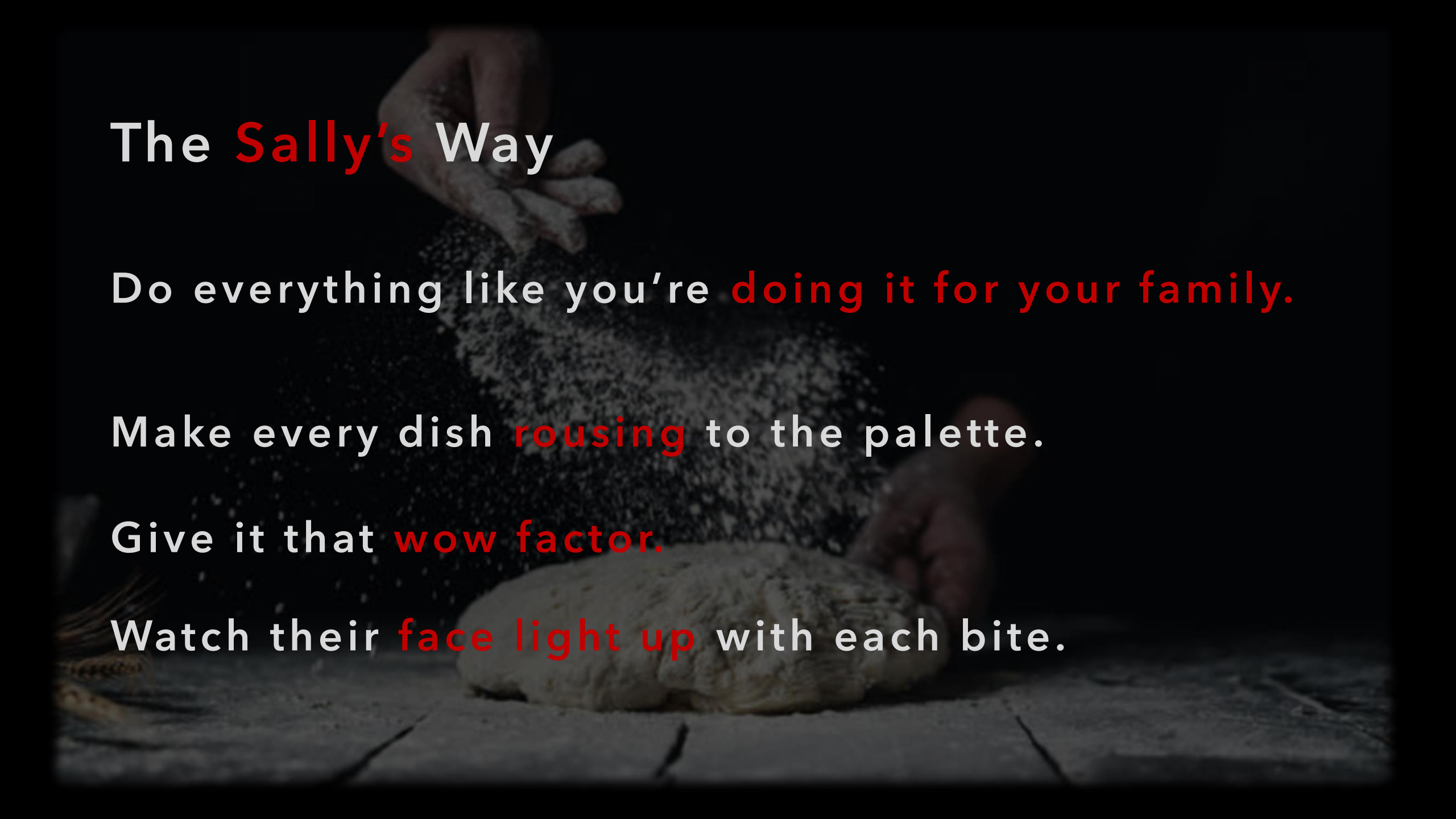


Our Unique and Craveable Recipe.
Made The Sally's Way since 1938.



Sally's

... CRAFTED PIZZA LIKE NO OTHER

A close-up, dimly lit photograph of a hand sifting a cloud of white flour over a piece of dough resting on a wooden surface. The background is dark, making the white flour stand out. The text is overlaid on the left side of the image.

The Sally's Way

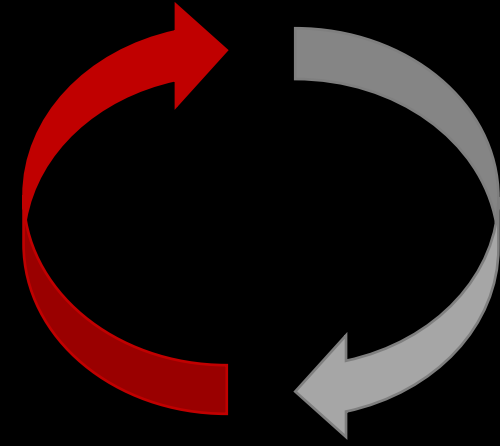
Do everything like you're **doing it for your family.**

Make every dish **rousing** to the palette.

Give it that **wow factor.**

Watch their **face light up** with each bite.

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 **sociable** food.



There should be pizza restaurants where people feel **excited to get together** with family and friends.

**We're elevating and redefining
the pizza restaurant category.**



Sally's Apizza Stamford, CT

Opened in 2021



Our Proprietary Pizza Oven At the Stamford Sally's



Fairfield, CT Opened 2022



Fairfield, CT Opened 2022



Wethersfield, CT Opening 2023



Wethersfield, CT Opening 2023



SoNo Collection **Norwalk, CT** Opening 2023



SoNo Collection **Norwalk, CT** Opening 2023



Woburn, MA Opening 2023



Woburn, MA Opening 2023



Newington, CT Anticipated Opening 2024



Boston Seaport, MA Anticipated Opening 2024



Target **Development** Markets

partial listing

Brickell Miami

Design District Miami

Bal Harbor

Coral Gables

Aventura

Fort Lauderdale

Boca Raton

Delray Beach

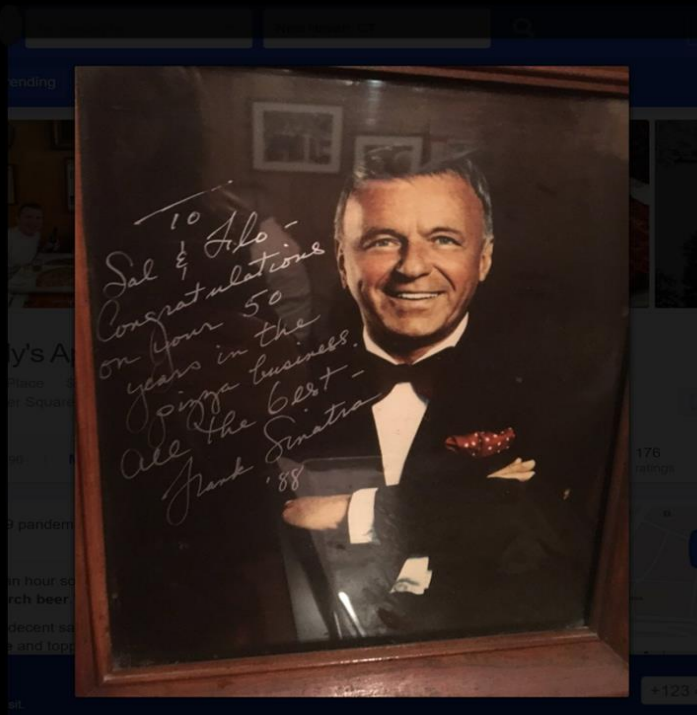
West Palm Beach

Palm Beach Gardens

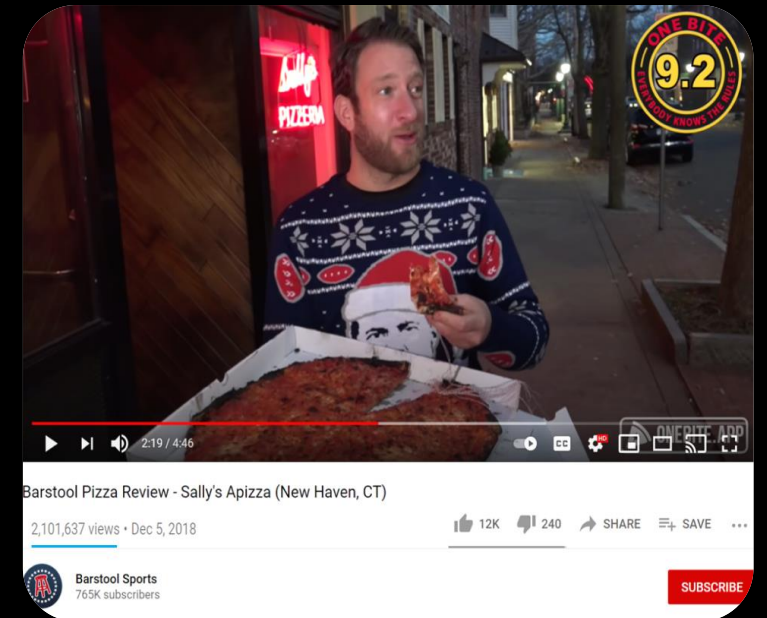


Notable Sally's Fans Span Multiple Decades

partial listing



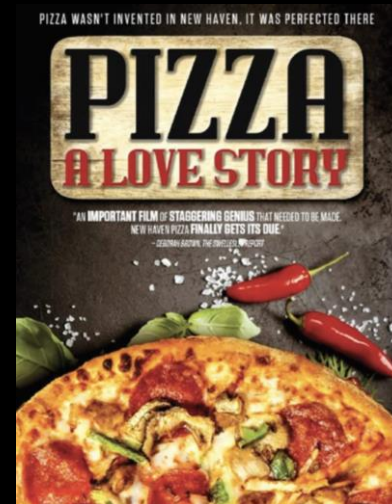
Frank Sinatra
Dave Portnoy
John F. Kennedy
Martha Stewart
Gordon Ramsay
Gwyneth Paltrow
Conan O'Brien



Sally's Apizza is prominently featured in
the full-length documentary film

"Pizza A Love Story"

- Streaming on 
- Shown on  flights
- Televised on 



Who's Talking About Sally's Apizza

bon appétit

EATER

The Washington Post

thrillist

FOOD & WINE

Forbes

USA TODAY

Paste

The Guardian

Esquire



THE INFATUATION



Sally's is bringing more **passion and excitement**
into people's lives. **Want to be a part of it?**



We are looking to work with visionary developers
and institutions to **light up more communities**
with a Sally's Apizza location.

Contact our real estate development team.

development@sallysapizza.com



Thank You