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THIS IS NOT A SOLICITATION TO INVEST

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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

• MILLENIAL FEMALES ARE THE #1 CATEGORY OF PIZZA CONSUMERS

• PIZZA IS A TOP INSTAGRAMMED FOOD
Sally’s Apizza is an Experiential and Culinary Leader in the Pizza Category
Sally’s Apizza is a Consumer and Social Media Phenomenon
Sally’s Apizza Flagship Launched in Stamford, Connecticut

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

Verónica Del Valle
Oct 7, 2021 | Updated Oct 7, 2021 6:41 pm
Sally’s Apizza is Now Growing Rapidly in Multiple Locations

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 and 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
This is the Pizza That Fans Stand in Line for
We Are The New Haven Original Since 1938

Sally’s... CRAFTED PIZZA LIKE NO OTHER
Why People Keep Coming Back for More Sally’s

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
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’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 in the Pizza Restaurant Category
Sally’s is Redefining and Reimagining What A Pizza Restaurant Can Be
Sally’s Apizza Locations
Feature A Full Craft Cocktail Bar
Each Sally’s Apizza Features Unique Hand Signed Music Memorabilia
Sally’s Proprietary Ovens
Create Authentic New Haven Pizza
Sally’s Fairfield, CT  Opened 2022
Sally’s Fairfield, CT  Opened 2022
Sally’s Woburn, MA Opening 2023
Sally’s Woburn, MA Opening 2023
Newington, CT Opening 2024
Sally’s Wethersfield, CT Opening 2024
SoNo Collection Norwalk, CT Opening 2024
SoNo Collection Norwalk, CT Opening 2024
Boston Seaport, MA Opening 2024
Boston Seaport, MA Opening 2024
Target **Northeast Development Markets**

Partial Listing

- Framingham, MA
- Newton, MA
- Cambridge, MA
- Watertown, MA
- Burlington, MA
- Providence, RI
- Danbury, CT
- Manchester, CT
- Lake Grove, NY
- Melville, NY
- Garden City, 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
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

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

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