



New Location Development

DISCLAIMER

THIS IS NOT A SOLICITATION TO INVEST

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A background image showing three young women wearing beanies and eating pizza. The woman on the left is smiling, the woman in the middle is looking down at her pizza, and the woman on the right is taking a bite. A large pizza 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
- 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



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 Apizza Flagship Launched in Stamford, Connecticut

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 in Multiple Locations

FOX 61
EXPECT MORE

SALLY'S APIZZA EXPANDING



A map showing the expansion of Sally's Apizza from Massachusetts into Connecticut and the Boston area. Red pizza icons mark the locations of new openings. The locations labeled on the map are Boston, Woburn, MA, Wethersfield, Newington, Fairfield, New Haven, Norwalk, Stamford, and Stamford. Major highways 84 and 95 are also shown.

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

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**

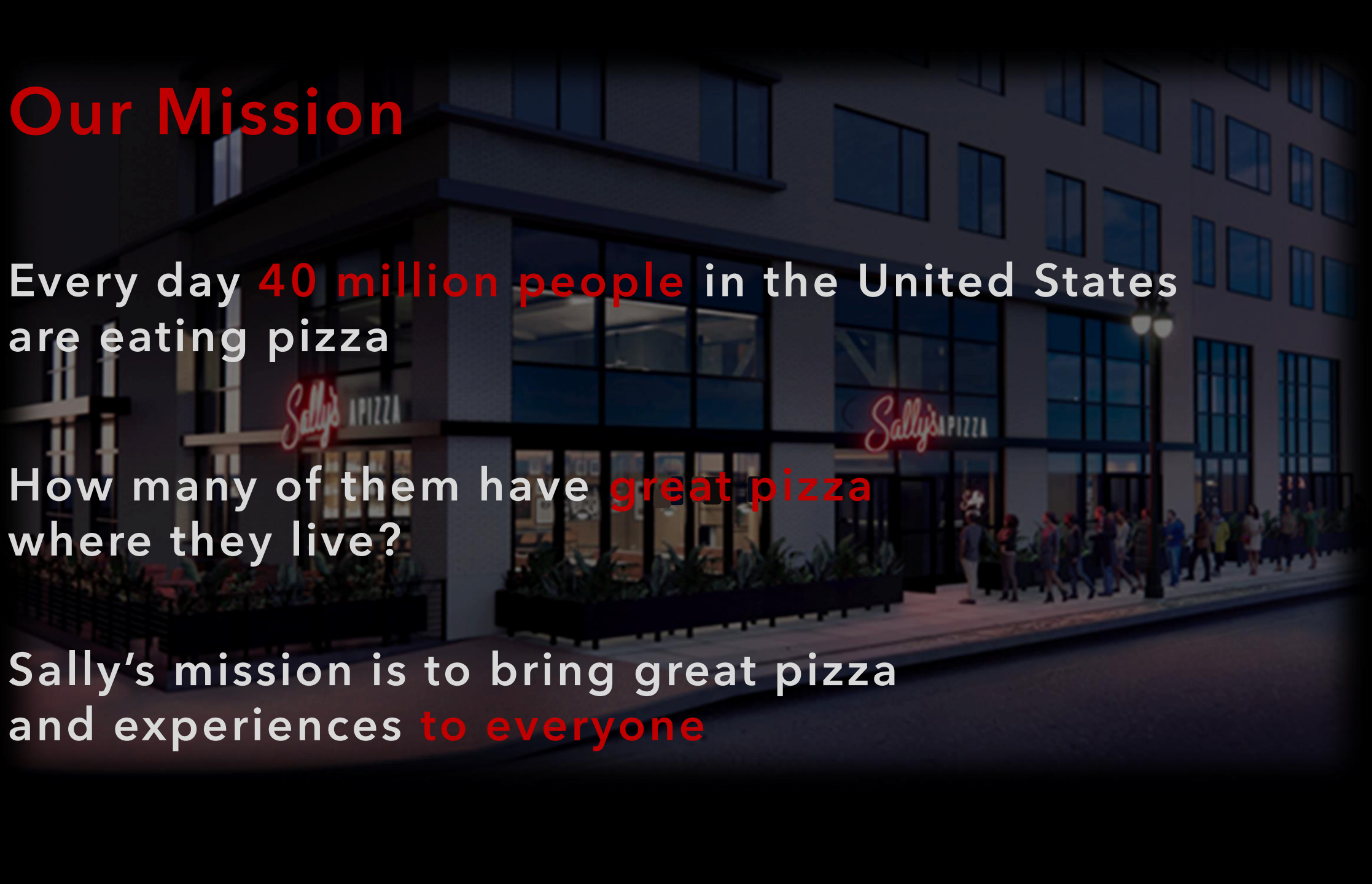
More **Love**

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 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

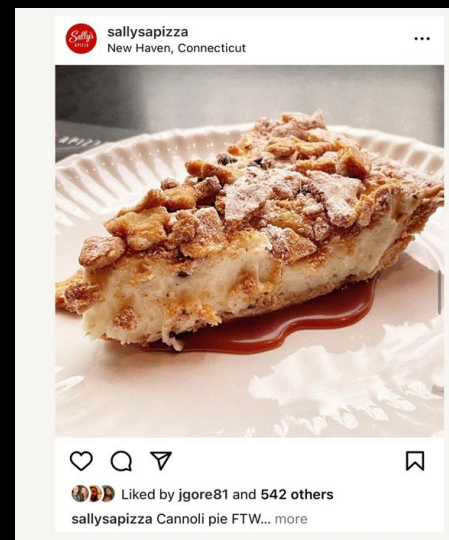
A background image showing a hand sifting a cloud of white flour over a piece of dough resting on a wooden surface. The scene is dimly lit, with the flour creating a bright, ethereal glow as it falls.

The **Sally's** Way

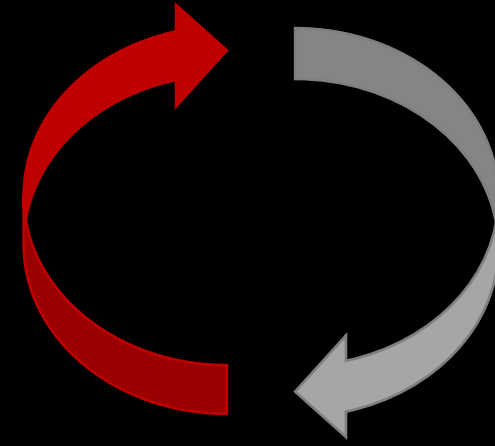
Do Everything Like You're **Doing it For Your Family**

- 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



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

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

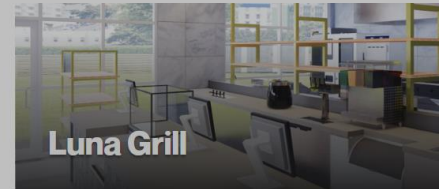
We work wherever food & beverages are
made, bought, sold, or experienced.



Coca-Cola



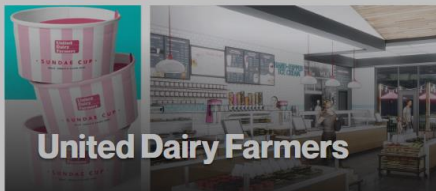
Smashburger



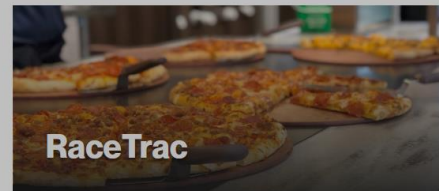
Luna Grill



Nando's



United Dairy Farmers



RaceTrac



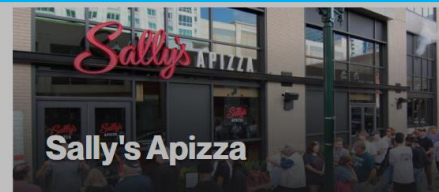
Carl's Jr.



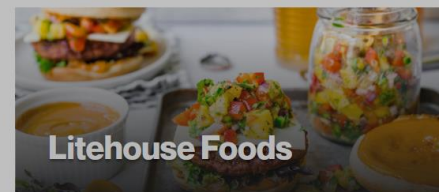
Kitopi



Kudu



Sally's Apizza



Litehouse Foods

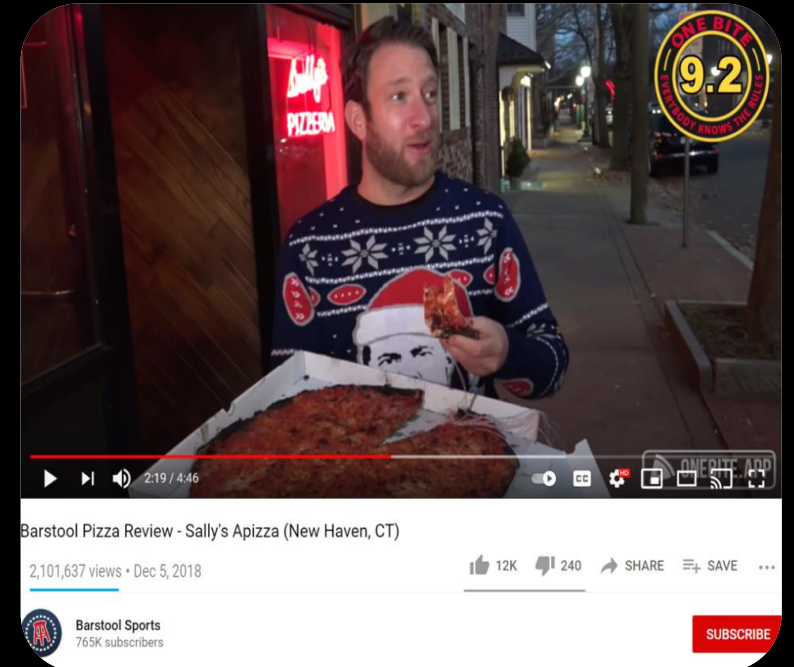
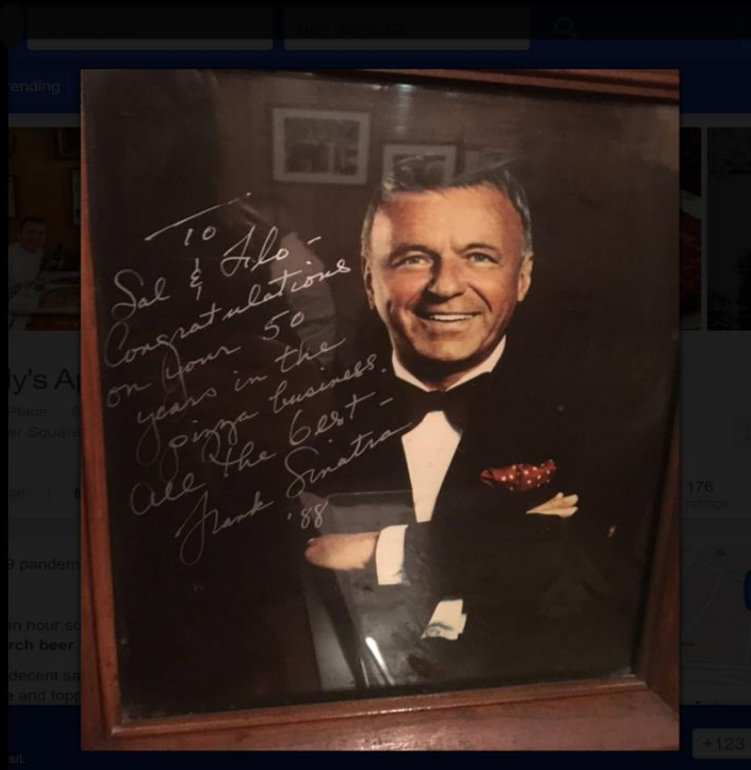


Garrett's Family Market


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**

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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 🍕

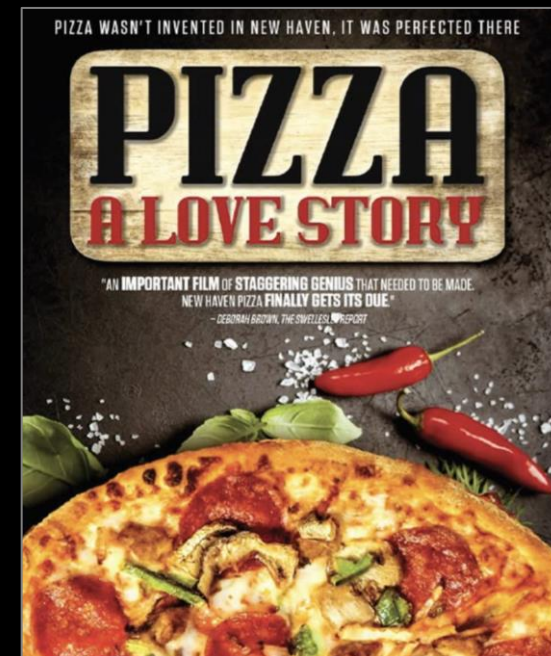
Sally's Apizza is Prominently Featured in
the Full-Length Documentary Film

"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



Thank You