Sally's Apizza

New Location Development
DISCLAIMER

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
• MILLENNIAL FEMALES ARE THE #1 CATEGORY OF PIZZA CONSUMERS
• PIZZA IS A TOP INSTAGRAMMED FOOD
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
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’
Sally’s Apizza is Now Growing Rapidly Developing Multiple Locations

Sally’s Apizza opening new locations in Massachusetts

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 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
The Pizza that Fans Stand in Line for
We Are The New Haven Original Since 1938

Sally's
CRAFTED PIZZA LIKE NO OTHER
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
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 **faces 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
Reimagining What A Pizza Restaurant Can Be
Sally’s Apizza Locations
Feature A Full Craft Cocktail Bar
Every Sally’s Apizza Has Unique Hand Signed Music Memorabilia
The Sally’s Proprietary Ovens
Create Authentic New Haven Pizza
Sally's Woburn, MA Opened 2023

The toughest seat in town? It's at a Woburn pizzeria.

By Kara Bashin, 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, 63-year-old New Haven pizzeria opened its first Massachusetts location in Woburn in December, with lines out the door and around the block. I saw them every time I scooted into HomeGoods next door to do my holiday shopping.
Sally’s Newington, 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 Wethersfield, CT Opening 2024
Sally’s Norwalk, CT Opening 2024
Sally’s Norwalk, CT Opening 2024
Sally’s Boston Seaport, MA Opening 2024
Sally’s Boston Seaport, MA  Opening 2024
Target Northeast Development Markets

Partial Listing

Concord, MA
Newton, MA
Cambridge, MA
Waltham, MA
Burlington, MA
Providence, RI
Danbury, CT
Manchester, CT
Garden City, NY
Melville, NY
Central Valley, 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
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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Sally's Apizza is featured in:

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