

A large, illuminated neon sign for Sally's A PIZZA. The word "Sally's" is written in a cursive, pink neon font, and "A PIZZA" is in a white, blocky neon font. The sign is mounted on a dark building facade at night.

Sally's A PIZZA

**NEW LOCATION
DEVELOPMENT**

The Sally's A PIZZA logo, featuring the word "Sally's" in a red cursive font and "A PIZZA" in a white sans-serif font, set against a dark background.

Sally's A PIZZA®

DISCLAIMER

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



40,000,000

AMERICANS
Are Eating Pizza
EVERY DAY

UNIQUE HISTORY

Sally's A PIZZA®

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 A PIZZA®

IS A **CULINARY** ICON AND
EXPERIENTIAL LEADER



Sally's FANS INCLUDE THE MOST **ICONIC CELEBRITIES**



Frank Sinatra



John F. Kennedy



Paul Newman



Conan O'Brien



Gwyneth Paltrow

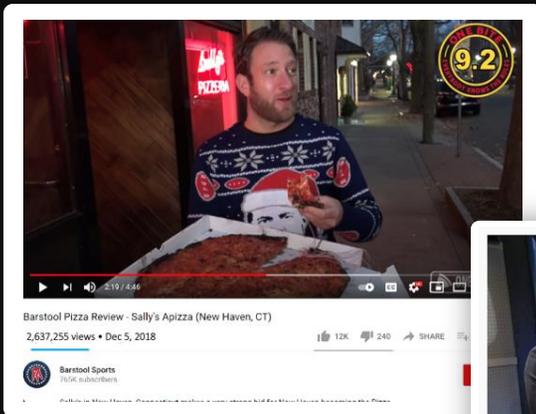


Gordon Ramsay

#1 PIZZA REVIEWER DAVE PORTNOY

Sally's is his favorite of all time

Portnoy media presence *has enormous reach*



Portnoy lists *Sally's*
as his #1 favorite

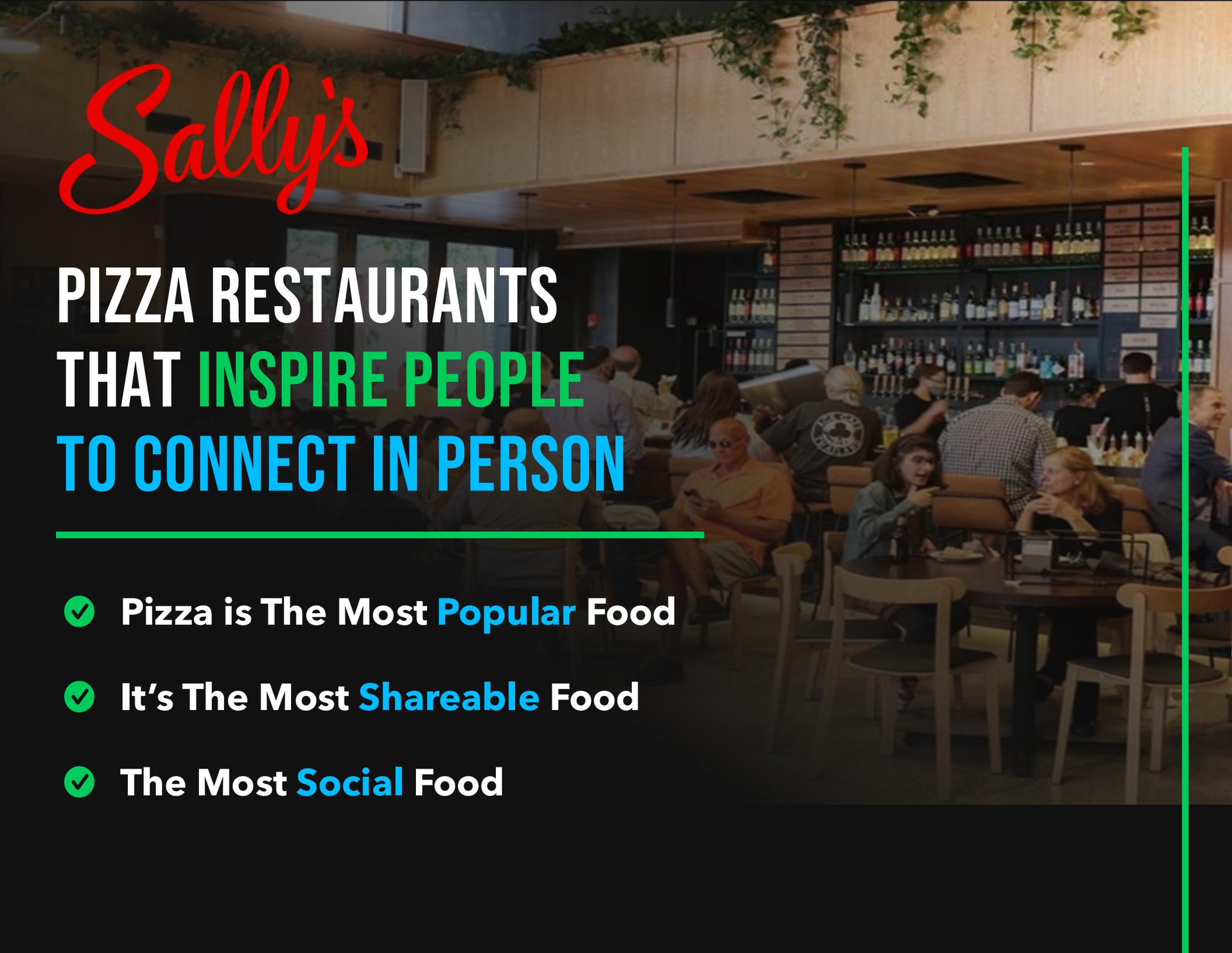


Dave Portnoy
@stoolpresidente

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 HAVEN, CT
- JOHN'S OF BLEECKER STREET NEW YORK, NY
- LUCALI BROOKLYN, NY
- REGINA PIZZERIA BOSTON, MA
- DE LORENZO'S TOMATO PIES ROBBINSVILLE, NJ
- LUIGI'S PIZZA BROOKLYN, NY
- JOHNNY'S PIZZERIA MOUNT VERNON, NY
- CONTE'S PIZZA & BAR PRINCETON, NJ
- DELUCIA'S BRICK OVEN PIZZA RARITAN, NJ
- ANGELO'S PIZZERIA PHILADELPHIA, PA

The background image shows the interior of a pizza restaurant. In the foreground, several people are seated at round tables, some looking at their phones. In the background, a bar is visible with shelves of bottles and a staff member behind the counter. The lighting is warm and the atmosphere appears social.

Sally's

PIZZA RESTAURANTS THAT **INSPIRE PEOPLE** TO **CONNECT IN PERSON**

- ✓ Pizza is The Most **Popular** Food
- ✓ It's The Most **Shareable** Food
- ✓ The Most **Social** Food

stamford
advocate

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



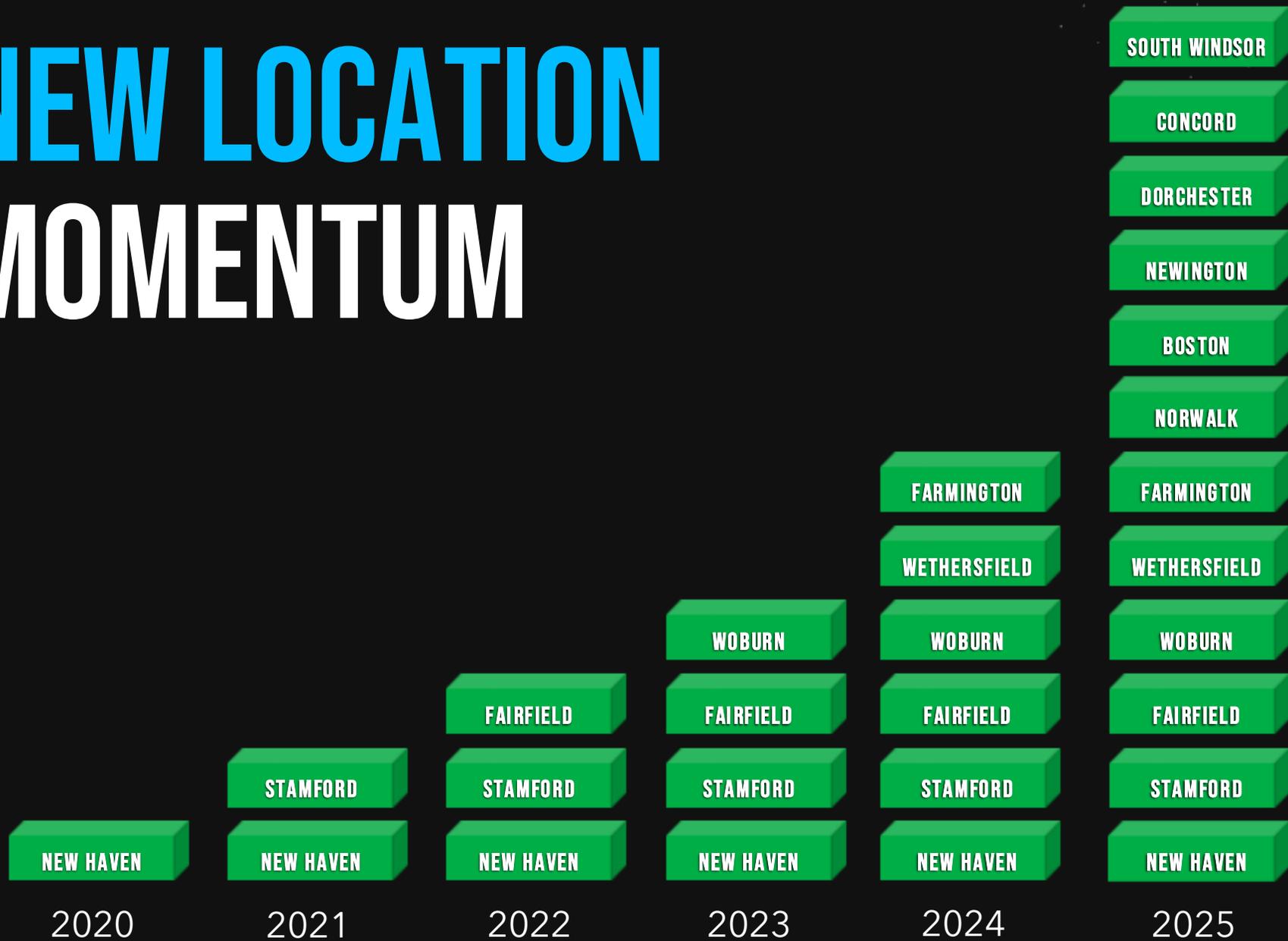
Verónica Del Valle
Oct 7, 2021



Sally's **FIRST NEW LOCATION**
LAUNCHED IN STAMFORD, CT

Sally's A PIZZA[®]

NEW LOCATION MOMENTUM



Sally's IS NOW DEVELOPING MULTIPLE LOCATIONS

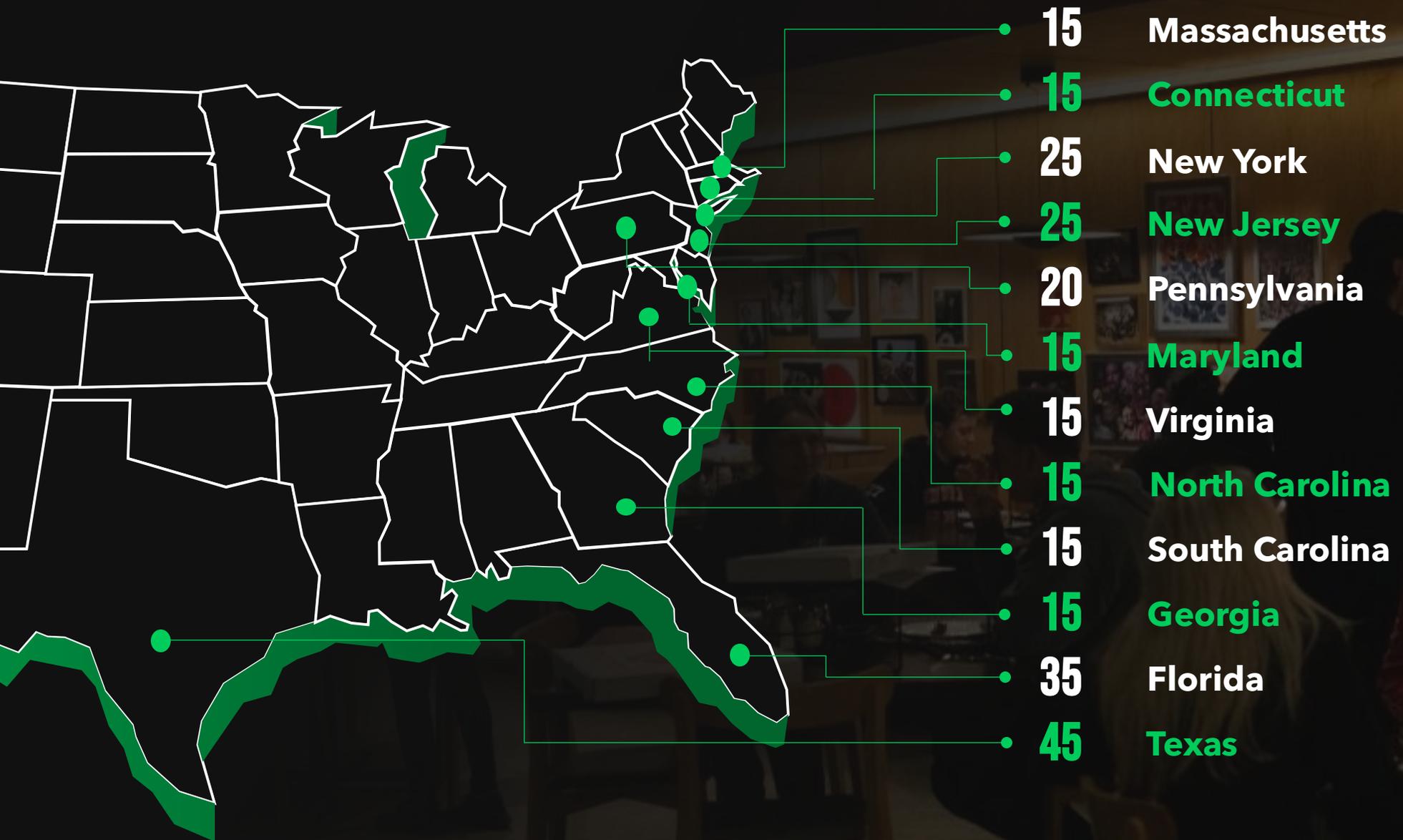


Sally's Apizza opening new location in Massachusetts

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

STRATEGIC LOCATION GOALS

TARGET NUMBER OF *Sally's* BY STATE



PLANNED NORTHEAST DEVELOPMENT MARKETS

Representative Potential *Sally's* Markets



Chestnut Hill, MA

Hingham, MA

Lynnfield, MA

Cranston, RI

Mashantucket, CT

Paramus, NJ

Garden City, NY



PLANNED FLORIDA DEVELOPMENT MARKETS

Representative Potential *Sally's* Markets



Miami

Coral Gables

Aventura

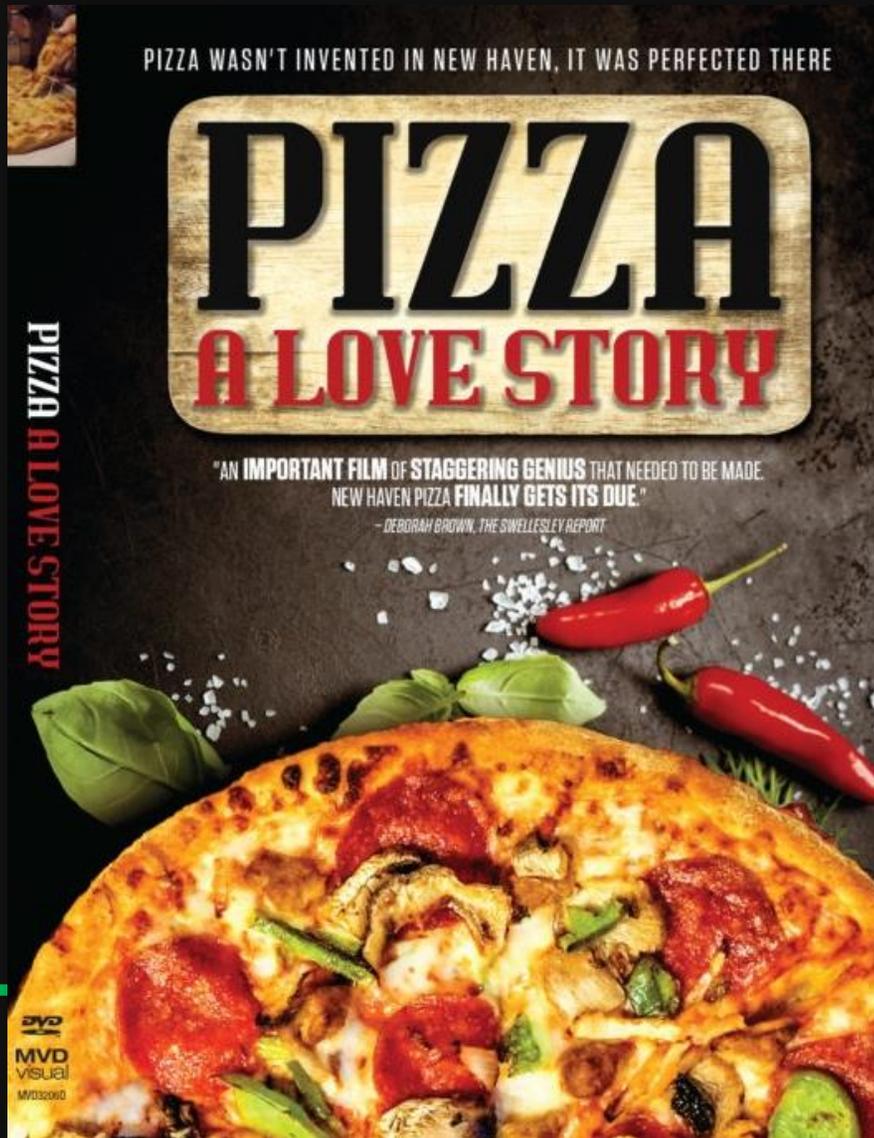
Fort Lauderdale

Boca Raton

Delray Beach

West Palm Beach

Palm Beach Gardens



“PIZZA A LOVE STORY”

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

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

amazon prime



jetBlue

Sally's **THE CRAVEABLE ARTISAN PIZZA**

THAT PEOPLE STAND IN LINE FOR

SINCE 1938 WE ARE

THE NEW HAVEN ORIGINAL





WE BELIEVE GREAT PIZZA
BRINGS PEOPLE
TOGETHER

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

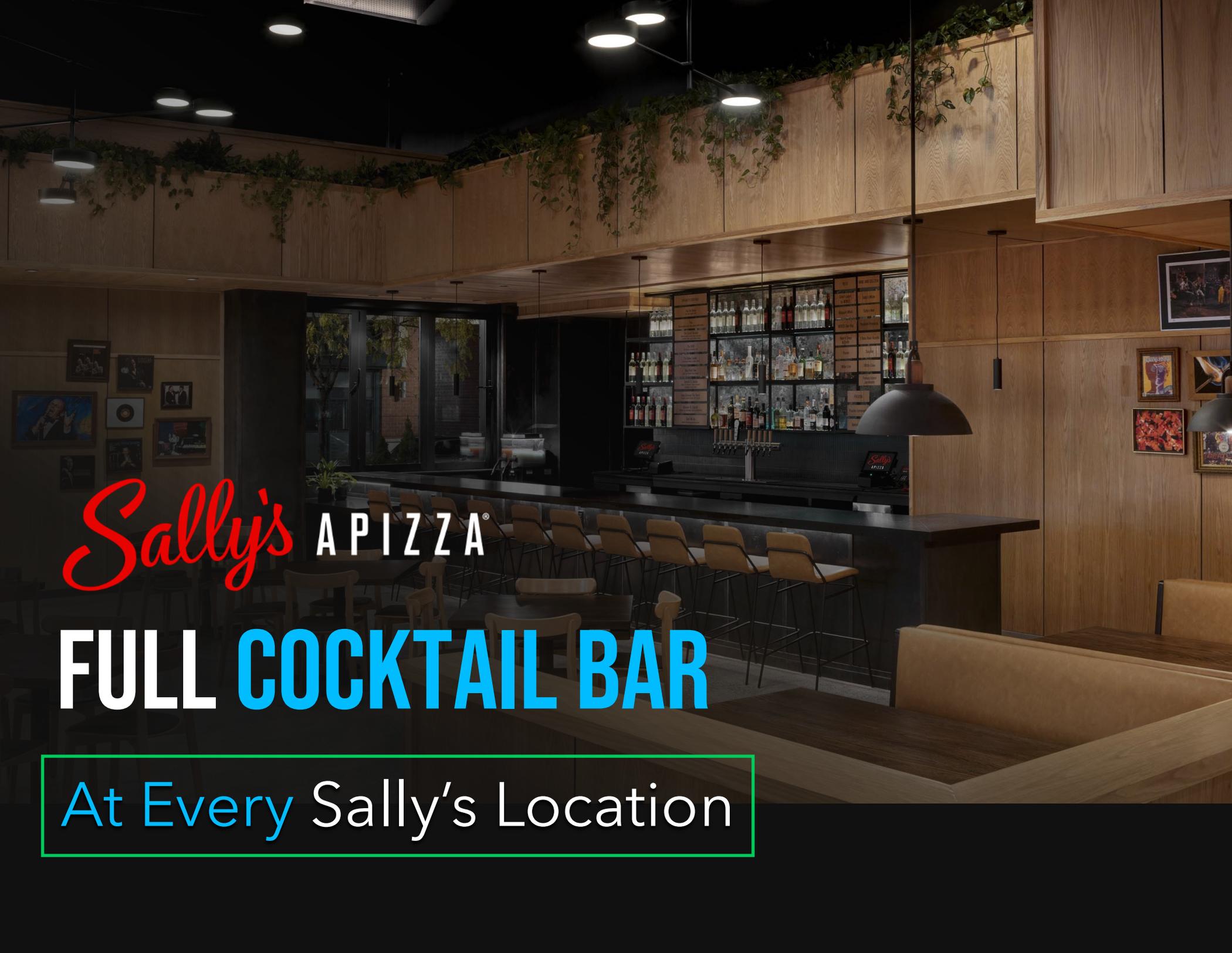




Sally's A PIZZA®

INTERIORS ARE INSPIRING

Reimagining What A Pizza Restaurant Can Be



Sally's A PIZZA®

FULL COCKTAIL BAR

At Every Sally's Location



Sally's A PIZZA®

UNIQUE MUSIC MEMORABILIA

Lines the Walls of Each Sally's

The image shows the interior of a Sally's pizza restaurant. On the left, a person is working at a long counter in front of a large brick oven. The oven is built into a wall of white and red bricks. To the right, there is a glass display case with the Sally's logo and the word 'PIZZA' on it. The ceiling is made of wood panels, and the floor is polished. A green vertical line is on the right side of the image.

Sally's PROPRIETARY OVENS

- ✓ Weigh Over **20,000 Pounds**
- ✓ **Superior Char** and Heating Capabilities
- ✓ Create Unique **Craveable Artisan Pizza**

Sally's

WOBURN, MA OPENED 2023



THE BOSTON GLOBE

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 TURNER/GLOBE STAFF

By Kara Baskin, 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, 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.



Sally's

WOBURN, MA OPENED 2023



Sally's

WETHERSFIELD, CT OPENED 2024



Sally's

AT JORDAN'S, FARMINGTON, CT OPENING Q1 2025

≡ Hartford Courant

Things to Do | Not just a furniture store: With 80-foot LED screen and Sally's Apizza, Jordan's at Westfarms



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



A giant, 80-foot by 30-foot 9K LED video wall will provide a wide assortment of entertainment for shoppers at Jordan's Furniture, and eventually for those dining at the Sally's Apizza within the store. Jordan's Furniture will open at Westfarms on Dec. 15, 2023. Photo credit: Ronni Newton



Sally's

AT JORDAN'S, FARMINGTON, CT



Sally's

BOSTON SEAPORT, MA
IN DEVELOPMENT 2025



Sally's

SOUTH NORWALK, CT
OPENING 2025



Sally's PIZZA



CLASSIC ITALIAN FAVORITES MADE “THE *Sally's* WAY”

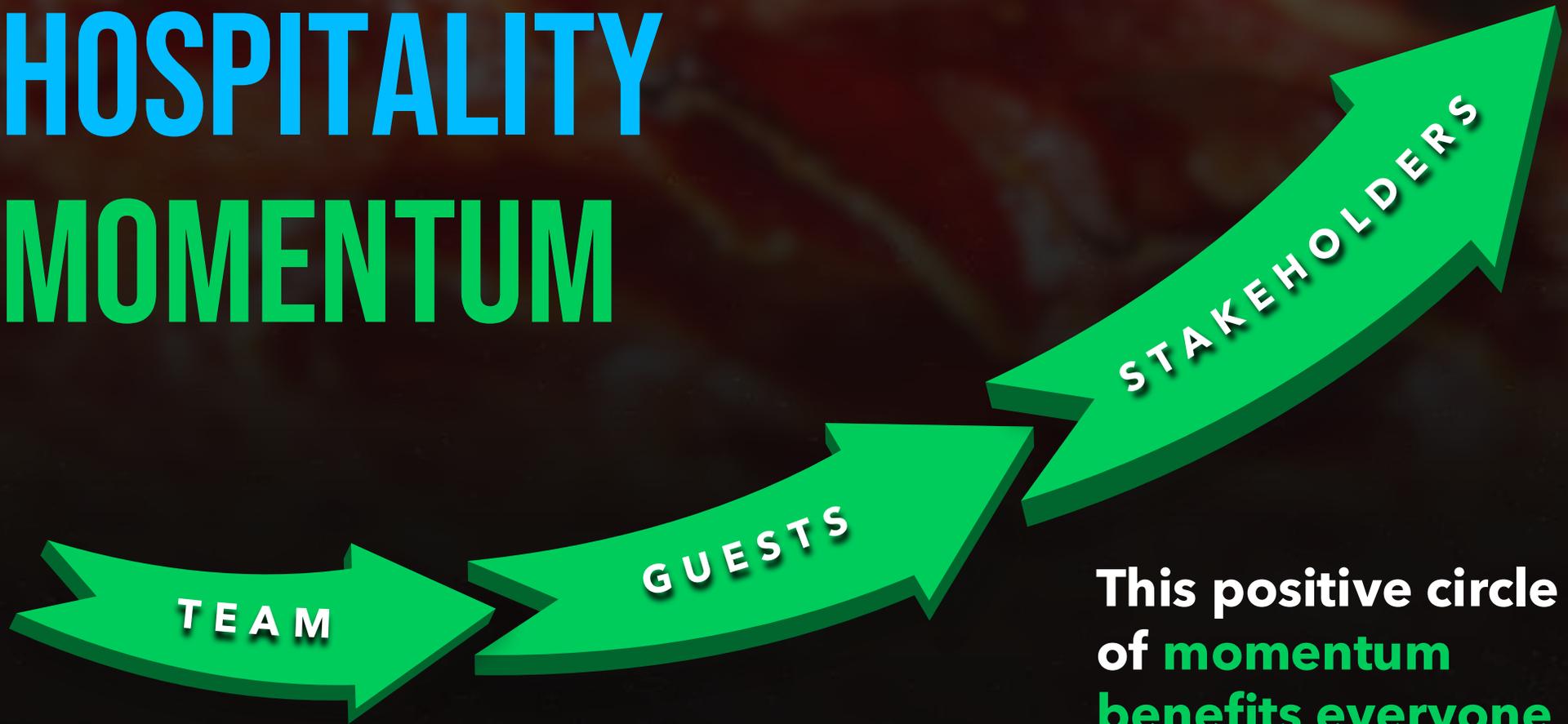


THE *Sally's* WAY

DO EVERYTHING LIKE YOU'RE
DOING IT FOR YOUR FAMILY

- Make every dish **rousing** to the palette
- Give it that **wow factor**
- See people **light up** with each bite

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

A photograph of three young women sitting at a table, smiling and eating. The woman on the left is wearing a grey top and has long dark hair. The woman in the middle is wearing a black leather jacket and has dark hair. The woman on the right is wearing a white top and has her hair pulled back. They are all looking towards the camera and smiling. The woman on the right is holding a glass of a beverage. The background is a wood-paneled wall with a framed picture hanging on it. A vertical green line is on the left side of the image.

Sally's **PURPOSE**

CREATING

PASSION AND EXCITEMENT

Sally's MISSION

ITALIAN CULINARY ARTISTRY NATIONWIDE

- ✔ Craveable Artisan Pizza
- ✔ Inspiring Design
- ✔ Elevated Hospitality





PARTNERED WITH MOSELEY GROUP TO MAINTAIN QUALITY AS WE GROW

TOP BRANDS ENGINEERED BY MOSELEY GROUP

Highlights: Culinary Systems,
Design & Technology

We Worked Closely with Moseley Group
to Engineer and Develop 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



Sally's CHOSEN BY MEDIA PLATFORM

THE INFATUATION TO HEADLINE PREMIER 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



THE GROWING *Sally's* PHENOMENON IS FEATURED IN

The New York Times

Forbes

The Washington Post



FOX

FOOD & WINE

EATER



The Boston Globe



BARSTOOL
SPORTS

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's* Locations**



Sally's A PIZZA®

**BRINGING
CRAFT CASUAL PIZZA
NATIONWIDE**

We are looking to work with visionary developers to **inspire consumers**

Contact our location development team
development@sallysapizza.com



Sally's
A PIZZA®

