



# AGENDA



**THE BRAND**



**THE VENUES/FORMATS**



**THE BUSINESS**



**THE TEAM**



# CONCEPT

## THE BRAND

Tortellino is a unique, international gourmet food concept, offering “gourmet pasta to go” inspired by traditional Bolognese recipes along with other Italian favourites.

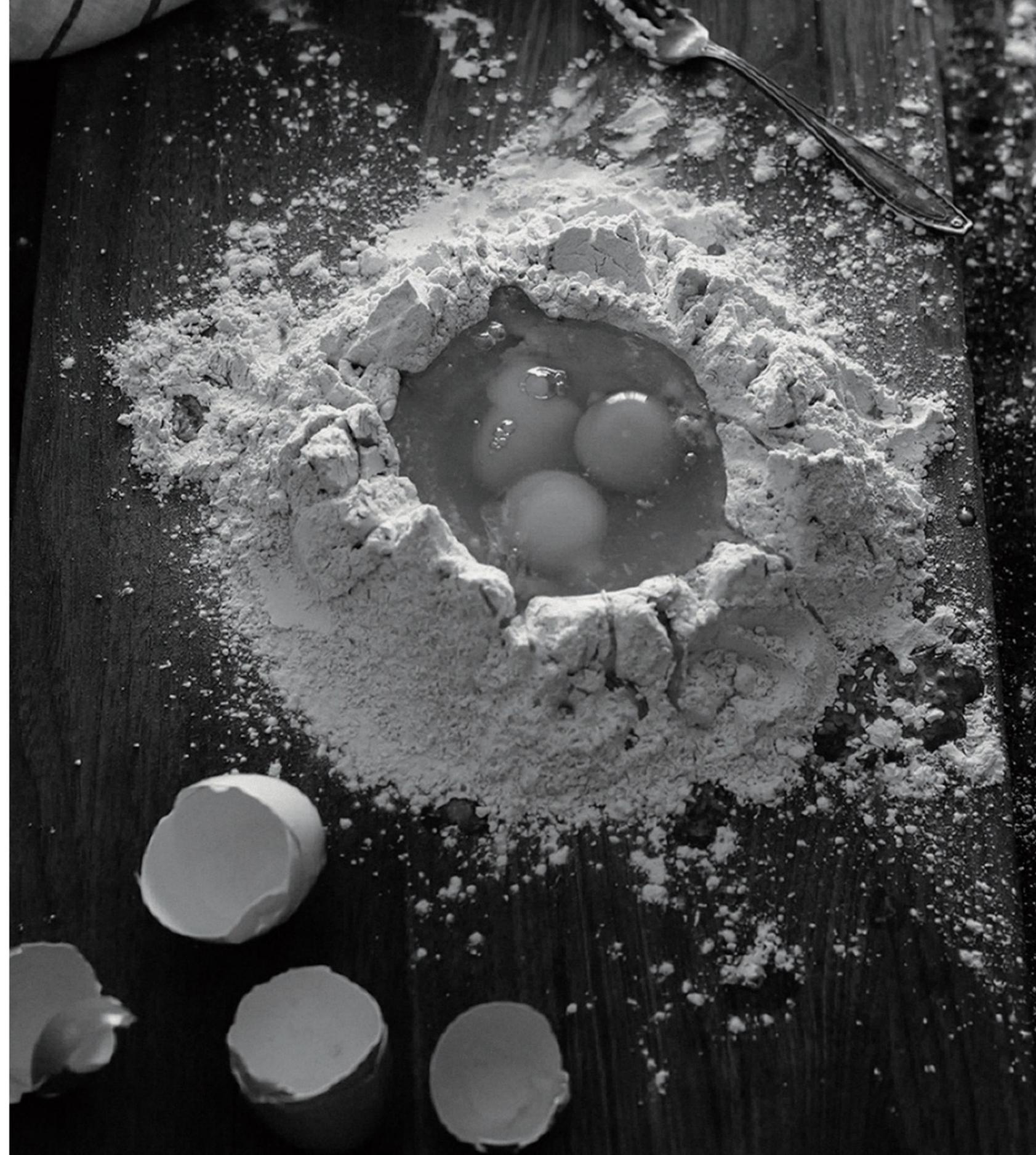
An innovative and Made in Italy business model bringing together all the Italian lifestyle, taste and creativity.

THE BRAND

## VISION & MISSION

Tortellino envisions a new fast-casual format for traditional Italian food. It **revives Bolognese cuisine to feed our modern needs** while maintaining its globally-renowned quality and exceptional taste. **Delicious, affordable and fast**, a perfect match with the modern, millennial lifestyle.

The very final aim of Tortellino, however, is to bring people back together and gather them around a meal like we used to do while our grandmothers were making hand-made pasta.





# THE CITY OF FOOD

## THE BRAND

Bologna is the City of Food, the gastronomic heart of Emilia Romagna located in the fertile Po Valley. It celebrates a rich food legacy: “ragù” was founded here, as well as “tortellini”, “lasagne”, “mortadella” and many others.

Tortellino collects all the heritage and traditional way of living of Bologna, both in its food and its brand personality.

# TORTELLINO BOLOGNA

## THE VENUES/FORMATS

Tortellino Bologna is our first home.

Born in 2012, this little corner of the city centre has been recognized by Gambero Rosso for the way it combines taste and innovation in a restaurant-quality yet convenient takeaway format.

Tortellino Bologna has now become part of the backbone of the urban environment.





# TORTELLINO SAN FRANCISCO

## THE VENUES/FORMATS

Tortellino San Francisco is our **first international pop-up**. Located at The Hall on 1028 Market Street (a cool food collective a few blocks away from Twitter HQ) since November 2015, Tortellino SF leveraged the relationship with culinarian-turned-social entrepreneur Tim West and his expansive network.

# ON THE STREETS

## THE VENUES/FORMATS

The fast-casual, street food soul of Tortellino finds its fulfillment with a Ape Classic vehicle, a very own “concept in the concept” to get all the innovation and taste of Tortellino on the streets for street food events.

Due to its fast and delicious nature, Tortellino is perfect for all kinds of informal and casual occasions such as lunch at work, parties, catering events and many more.



# PACKAGING

## THE BUSINESS

Tortellino uses an iconic cup to contain first courses and dishes, making them perfect to eat on the go as well as sit in the restaurant. This comfortable packaging choice preserves both the taste and warmth of all dishes and makes for a **quality, convenient lunch for city workers, students and tourists.**



# MENU

## THE BUSINESS

The menu of Tortellino brings together traditional Bolognese recipes along with other Italian favourites. It includes iconic main courses such as **tortellini**, **tortelloni** and **passatelli** to very local inspired second courses, sides and sweets. All made to be served and tasted on the go.

### IL TORTELLINO

sfoglia all'uovo con ripieno di prosciutto crudo, mortadella, lombo di maiale, noce moscata e Parmigiano Reggiano  
stuffed with raw ham, mortadella, pork loin, nutmeg and Parmigiano Reggiano cheese



**IN BRODO • € 8** ↻  
in brodo di carne • in a hot meat broth

**ALLA PANNA • € 8** Ⓢ  
con panna e noce moscata  
with cream and nutmeg

**AL RAGÙ BOLOGNESE • € 9** ↻  
con sugo di maiale e manzo al pomodoro  
with a minced pork, beef and tomato-based sauce

---

### I TORTELLONI

sfoglia all'uovo con ripieno di ricotta e spinaci  
egg-based pasta stuffed with ricotta cheese and spinach



**CLASSICI**  
€ 8

**KAMUT®**  
€ 9

**BURRO E SALVIA** Ⓢ  
con burro e salvia • with butter and sage

**BURRO E ORO** Ⓢ  
con burro e pomodoro  
with butter and tomato sauce

**VEGETARIANO** Ⓢ  
con verdure di stagione  
with seasonal vegetable sauce

---

### SCEGLI LA TUA PASTA...



**GRAMIGNA** € 7

**TAGLIATELLE** € 7

**GNOCCHETTI** € 7

---

### ... E IL CONDIMENTO

**RAGÙ BOLOGNESE** ↻  
con sugo di maiale e manzo al pomodoro  
with a minced pork, beef and tomato-based sauce

**RAGÙ DI SALSICCIA** ↻  
with a tomato and pork sausage sauce

**QUATTRO FORMAGGI** Ⓢ  
con Parmigiano Reggiano, Emmentaler, Fontina e Italice  
with a Parmigiano Reggiano cheese, Emmentaler cheese, Fontina cheese and Italice cheese

**PESTO DI BASILICO** Ⓢ  
pesto tradizionale  
con basilico, pinoli e aglio\*  
with basil pesto

**VEGETARIANO** Ⓢ  
con sugo alle verdure di stagione  
with seasonal vegetable sauce

---

**VEGETARIANO** vegetarian 

**A BASE DI CARNE** with meat 

Se hai allergie e/o intolleranze alimentari chiedi al nostro staff  
If you have food allergies/intolerances inform our staff

---

### I PRIMI DELLA TRADIZIONE

**LASAGNA BOLOGNESE** € 7  
pasta sfoglia all'uovo, besciamella e ragù bolognese  
traditional Bolognese lasagna with meat sauce and béchamel ↻

**PASSATELLI IN BRODO** € 7  
in brodo di carne con Parmigiano Reggiano  
traditional small bread and egg-based pasta in a hot meat broth with Parmigiano Reggiano cheese ↻

**PASSATELLI AL PARMIGIANO** € 7  
alla crema di Parmigiano Reggiano  
traditional small bread and egg-based pasta with a Parmigiano Reggiano cheese sauce Ⓢ

**ZUPPA IMPERIALE** € 6  
dadini di semolino, uova e Parmigiano Reggiano in brodo di carne  
traditional small, cube-sized pasta made with semolina, eggs and Parmigiano Reggiano cheese cooked in hot meat broth ↻

**PASTA E FAGIOLI** € 6  
crema di fagioli borlotti con stracci di pasta  
borlotti bean soup with pasta Ⓢ

---

### I SECONDI

**POLPETTE IN UMIDO CON PISELLI** € 7  
stewed meatballs with peas ↻

**COTOLETTA** € 7  
cotoletta dorata e fritta  
deep-fried pork-breaded cutlet ↻

**COTOLETTA ALLA BOLOGNESE** € 9  
cotoletta con formaggio e prosciutto  
pork-breaded cutlet with cheese and ham ↻



# FORMAT EXPANSION

## THE BUSINESS

As part of the Tortellino expansion plan, we envision the opening of new franchises in big cities, in strategically placed areas with high pedestrian foot traffic. Long term, the idea is to construct a central factory that will cook and distribute products to all new outlets.

# FRANCHISING PROCESS

## THE BUSINESS

1. Contact You Can Group for preliminary information and details
2. Company welcome in Bologna, Italy in order to strengthen direct contact with headquarters, meet staff and visit the original store located in the centre of Bologna
3. Analysis of franchise agreement, formation of business plan, and identification of how entrepreneur/investor will partake in the activity
4. Sign a pre-contractual franchising agreement, which nominates location chosen by entrepreneur/investor
5. Extensive location search and confirmation (which must be approved by Tortellino staff)
6. Obtain all information necessary from local health authorities (essential for food and catering enterprises)
7. Drafting franchise contract
8. Identify a project manager for the store (possibly a local surveyor)
9. Meeting and inspection with Tortellino's architects, to design and develop storefront with correct delivery specifications
10. Find store operations staff

# OPENING TORTELLINO

## THE BUSINESS

- Opening a Tortellino requires an investment between 70,000 and 100,000 euros. This figure also includes restructuring costs as well as design, furnishings and equipment
- The investor/entrepreneur has the possibility to choose the design of Tortellino based on the standard model or a new design concept of his or her choosing
- Aforementioned fee varies depending on the number of inhabitants of the area where you intend to open the store, and by factors related to territorial exclusivity, approx. 20,000 and 35,000 euros
- If the franchisee plans to open a new store the fee will fall from XX to XX
- A surety is required, and the amount will vary depending on the chosen format

# MARKETING & SUPPLIES

## THE BUSINESS

- Other costs to be incurred for the affiliation include an annual contribution towards marketing and design (between 6000 and 8000 euros depending on the size of the store), which offers each store website maintenance, graphic design assistance, and a PR/ Communications office, available every day
- From the second year there will be a royalty on sales ranging from 4 to 6% depending on sales turnover
- Product supplies for the kitchen and food preparation, packaging and all communication material are provided by Tortellino
- The payment of goods must be made within 30 days

# FOOD COST & INGREDIENTS

THE BUSINESS

- lorem ipsum dolor sit met consectetur adipiscing lit

# STAFF TRAINING

## THE BUSINESS

- Tortellino guarantees staff training in order to attain optimal management processes for your new store
- Provides education in food hygiene rules and safety at the work place
- Provides information on brand philosophy, the product, and the elements of communication/marketing surrounding Tortellino
- Coaching staff in practical activities related to the preparation, production, management and sale of the product
- Ensuring periodic updates needed to run the company, and that follow the evolution of the franchisor
- Training front of house and kitchen staff

# THE TEAM

YOU CAN GROUP

FEDERICO SPISANI – FOUNDER  
ECC.

THANK YOU

