



Nobody Makes Pizza Like We Do!

License Package

Welcome to REAL JERSEY PIZZA:

Thank you for considering Solorzano's Pizzeria as your future business enterprise. As you read through this package, you will see that Solorzano's Pizzeria has great opportunities. You may have looked into other systems and seen similarities, but NOBODY MAKES PIZZA LIKE WE DO! The biggest difference that you will see with our system, is the Costs and License agreement as opposed to a Franchise agreement. The license system was designed for experienced people or investors that have a manager in place, and aren't scared to #GetToWork. This system is the closest that you can get to owning/running your own business without all the initial hassles of putting a system in place and creating recipes. Unlike the Franchise system, Solorzano's pizzeria does not make you uproot and travel for weeks of training at your cost. There are no franchise Supervisors checking on you every month threatening you with defaults, but we will make sure you are keeping the place up to Solorzano's pizzeria standards, with store cleanliness, product quality, and once and a while visits to your location. With the experience that you already have and our system in place, there won't be a need for lengthy training. We will spend the first few weeks in your store with you training your staff on operations, food preparation and basic administrative duties. We will also offer advice on advertising and marketing strategies, and will always be a phone call away. After reviewing the following pages, we hope that you will consider Solorzano's Pizzeria as your new future business enterprise!

I look forward to hearing from you soon. Sincerely,

Philip Solorzano

President C.E.O. of Solorzano's Pizzeria

Cell Phone: 201-819-8630

#RealJerseyPizza #NobodyMakesPizzaLikeWeDo

www.NobodyMakesPizzaLikeWeDo.com

GlassGripper@Gmail.com

- Voted "Best Pizza" 2019 in Sarasota Magazine
- Voted "Best Pizzeria" 5 years in a row on Trip Advisor
- Voted "Best Italian Cuisine" 3 years in a row on Trip Advisor
- Voted "Best Quick Bites" in Sarasota 2020 on Trip Advisor
- Voted "Best Pizza" - Create Loafing's Best of the Suncoast issue 2010
- Voted "Runner Up" 2020 Sarasota Readers' Choice Award Winner



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"Our Family Story"

In the early 1960's, Filippo Centrella and his wife Lina moved to northern New Jersey from Avellino, a small town just outside of Naples, Italy. The immigrant Italians settled in Union City where they raised four children and by 1968 took over an existing pizzeria named Sole's. The Centrellas sold the business a few years later and opened Presto Pizza in West New York. After leaving Presto to his brother Vincenzo in 1977, Filippo opened a pizzeria on Washington Street in Hoboken, naming it after himself. He and Lina, along with their children and a young pizza man named Carlos Solorzano helped make Filippo's pizzeria a success.

Eventually Carlos and Filippo's eldest daughter Franca started dating and married in 1979. Shortly after the Solorzano's two sons were born, they were able to start a business of their own. The young couple opened Filippo's II in 1985 on the same street in Hoboken as the original, paying homage to the man who had started it all. Filippo's III and IV opened in the years following, all owned and operated by Carlos while Franca stayed at home with the boys. By 1995, the Solorzano's had sold all three pizzerias, and decided to concentrate their efforts on one single business. Carlos, Franca, and their sons Carlos Jr. and Philip opened Filippo's Pizza Cafe at the corner of First Street and Willow Avenue in Hoboken. While on vacation in Florida in April of 2003, Philip Solorzano fell in love with the area and the people of Sarasota, while at the same time noticing an excellent opportunity to relocate the family business and change their lifestyle. Six months later, the family moved to the Suncoast and Solorzano's Restaurant was opened in March of 2004.

In 2007 Philip was offered a great investment opportunity to open up his own pizzeria on Siesta Key and was nice enough to ask his brother Carlos Jr to join him, that's when Solorzano Bros. Pizzeria was born. After a few successful years on Siesta Key, the brothers opened up another pizzeria on Beneva and Webber located in the heart of Sarasota. To make things easier for the brothers they eventually split up the shops, so they could focus more time and effort on each location. Since then Carlos Jr. owns the 3604 Webber and Beneva location (Solorzano Bros. Old-Fashioned Pizza), Carlos and Franca owned and ran the wonderful fine dining location In Gulf Gate (Solorzano's Ristorante) until they decided to sell and retire, and Philip has opened many more locations,(Solorzano's Pizzeria Siesta Key, Solorzano's Late Night Pizzeria In Gulf Gate, Solorzano's Pizzeria Venice, Solorzano's Pizzeria Longboat Key, and Solorzano's Pizzeria North Port, Solorzano's Pizzeria AML, and is now offering you this amazing license package opportunity!

Sincerely,
La Familia



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Business Structure

Solorzano's Pizzeria is a Jersey pizzeria that specializes in pizza and pizza related product delivery. Solorzano's pizzeria also sells license agreements to experienced operators. Currently there are over four licensees operating now. All locations open at 10:00 for lunch seven days a week, and close between the hours of 10:30 pm to 12:00 midnight, or later.

Stores are set up with speed in mind. The floor plans are designed to run efficiently with minimal staff. Having an even flow is important. From the phone center to stretching pizzas, topping pizzas, cooking pizzas, cutting pizzas and then out the door.

Solorzano's Pizzeria is a “Mom & Pop” shop with Jersey love. Solorzano's Pizzeria is very appealing due to the profitability, currently with food cost at approximately 34% the gross profit margins are around 25%. License fees and royalty fees are among the lowest in the industry, and we have won countless awards.

Products and Services

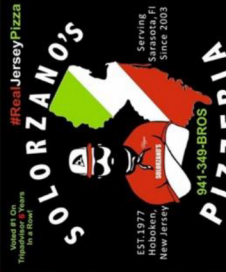
Solorzano's Pizzeria sells pizzas, hoagies, calzones, wings, dinners, sides, salads, beer, wine and other beverages. Having the “right mix” of products is important. Solorzano's Pizzeria feels it has that “right mix”; of products to please the lunch crowd and the dinner crowd while still keeping it “clean and simple”. The pizza is tossed from fresh dough that is made in the stores daily. Both the white and red pizza sauces are homemade recipes that are mixed in the stores. This is done with an agreement with a local spice company to provide the spice packets to mix with the base. It is done this way for consistency and to keep the recipes a secret. If new products are added training is provided to all locations. Consistency is very important.

Carry out orders constitute around 25% of our business while dine in orders only make up about 5% approximately 70% of our sales come from delivery.

Keeping safety in mind at all times Solorzano's Pizzeria strives to get deliveries to the customer Fast! Fresh! Deliveries arrive from 40 to 70 minutes on average after the customer calls. Experience is the most important ingredient to achieving these times. Finding the balance of having enough and yet not too many delivery drivers and cooks is the key to controlling labor cost.



License Package



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Rough Estimates

Weekly Sales	\$ 5683.91	100%	\$ 7,000	100%	\$ 8,500	100%	\$ 9,000	100%	\$ 10,000	100%	\$ 10,833.33	25.0%
Monthly Sales	\$ 24,630	100%	\$ 30,333	100%	\$ 34,667	100%	\$ 36,833	100%	\$ 43,333	100%	\$ 43,333	35.0%
Yearly Sales	\$ 295,564	100%	\$ 364,000	100%	\$ 416,000	100%	\$ 442,000	100%	\$ 468,000	100%	\$ 520,000	100%
Labor	\$ 7,881.69	32.0%	\$ 9,100.00	30.0%	\$ 10,053.33	29.0%	\$ 9,945.00	27.0%	\$ 10,140.00	26.0%	\$ 10,833.33	25.0%
Food	\$ 8,374.30	34.0%	\$ 10,616.67	35.0%	\$ 12,133.33	35.0%	\$ 12,891.67	35.0%	\$ 13,650.00	35.0%	\$ 15,166.67	35.0%
Payroll Taxes	\$ 788.17	3.2%	\$ 970.67	3.2%	\$ 1,109.33	3.2%	\$ 1,178.67	3.2%	\$ 1,248.00	3.2%	\$ 1,386.67	3.2%
Rent	\$ 1,000.00	4.1%	\$ 1,000.00	3.3%	\$ 1,000.00	2.9%	\$ 1,000.00	2.7%	\$ 1,000.00	2.6%	\$ 1,000.00	2.3%
Security	\$ 29.95	0.1%	\$ 29.95	0.1%	\$ 29.95	0.1%	\$ 29.95	0.1%	\$ 29.95	0.1%	\$ 29.95	0.1%
Electric	\$ 450.00	1.8%	\$ 380.00	1.3%	\$ 380.00	1.1%	\$ 380.00	1.0%	\$ 380.00	1.0%	\$ 380.00	0.9%
Gas	\$ 325.00	1.3%	\$ 325.00	1.1%	\$ 325.00	0.9%	\$ 325.00	0.9%	\$ 325.00	0.8%	\$ 325.00	0.8%
Water/Sewage	\$ 65.00	0.3%	\$ 65.00	0.2%	\$ 65.00	0.2%	\$ 65.00	0.2%	\$ 65.00	0.2%	\$ 65.00	0.2%
Telephone	\$ 200.00	0.8%	\$ 220.00	0.7%	\$ 220.00	0.6%	\$ 220.00	0.6%	\$ 220.00	0.6%	\$ 220.00	0.5%
Garbage	\$ 100.00	0.4%	\$ 100.00	0.3%	\$ 100.00	0.3%	\$ 100.00	0.3%	\$ 100.00	0.3%	\$ 100.00	0.2%
Advertising Office	\$ 1,847.27	7.5%	\$ 1,800.00	5.9%	\$ 2,000.00	5.8%	\$ 2,000.00	5.4%	\$ 2,000.00	5.1%	\$ 2,000.00	4.6%
Supplies	\$ 50.00	0.2%	\$ 50.00	0.2%	\$ 50.00	0.1%	\$ 50.00	0.1%	\$ 50.00	0.1%	\$ 50.00	0.1%
Repair/Maint	\$ 100.00	0.4%	\$ 100.00	0.3%	\$ 100.00	0.3%	\$ 100.00	0.3%	\$ 100.00	0.3%	\$ 100.00	0.2%
Uniforms	\$ 200.00	0.8%	\$ 100.00	0.3%	\$ 50.00	0.1%	\$ 50.00	0.1%	\$ 50.00	0.1%	\$ 50.00	0.1%
Royalties	\$ 500.00	2.0%	\$ 500.00	1.6%	\$ 500.00	1.4%	\$ 500.00	1.4%	\$ 500.00	1.3%	\$ 500.00	1.2%
Insurance	\$ 330.00	1.3%	\$ 330.00	1.1%	\$ 330.00	1.0%	\$ 330.00	0.9%	\$ 330.00	0.8%	\$ 330.00	0.8%
Accounting/Legal	\$ 200.00	0.8%	\$ 200.00	0.7%	\$ 200.00	0.6%	\$ 200.00	0.5%	\$ 200.00	0.5%	\$ 200.00	0.5%
Delivery Expense	\$ 738.91	3.0%	\$ 910.00	3.0%	\$ 1,040.00	3.0%	\$ 1,105.00	3.0%	\$ 1,170.00	3.0%	\$ 1,300.00	3.0%
TOTAL COST	\$ 23,180.30	94.1%	\$ 26,797.28	88.3%	\$ 29,685.95	85.6%	\$ 30,470.28	82.7%	\$ 31,557.95	80.9%	\$ 34,036.62	78.5%
GROSS PROFIT	\$ 1,450.00	5.9%	\$ 3,536.05	11.7%	\$ 4,980.72	14.4%	\$ 6,363.05	17.3%	\$ 7,442.05	19.1%	\$ 9,296.72	21.5%
NET PROFIT	\$ 0.00	0.0%	\$ 2,086.05	6.9%	\$ 3,530.72	10.2%	\$ 4,913.05	13.3%	\$ 5,992.05	15.4%	\$ 7,846.72	18.1%
Yearly Profit	\$ 0.00		\$ 25,032.60		\$ 42,368.60		\$ 58,956.60		\$ 71,904.60		\$ 94,160.60	



Initial Investment Requirements

The initial investment to develop a Solorzano's Pizzeria store will range from roughly \$85,000 to \$140,000. The investment is lower than you would think.

	LOW END	HIGH END
INITIAL INVENTORY	\$ 4,500.00	\$ 5,000.00
INITIAL ADVERTISING	\$ 3,000.00	\$ 4,000.00
REMODELING	\$ 15,000.00	\$ 40,000.00
LICENSE FEE	\$ 25,000.00	\$ 25,000.00
EQUIPMENT	\$ 50,000.00	\$ 70,000.00
SIGNAGE	\$ 3,000.00	\$ 7,000.00
WORKING CAPITAL	\$ 5,000.00	\$ 7,000.00
ATTORNEY FEES	\$ 1,500.00	\$ 3,000.00
FIRST/LAST LEASE PYMNT	\$ 2,000.00	\$ 4,000.00
DEPOSITS	\$ 3,000.00	\$ 4,000.00
OFFICE SUPPLY/CLEANING	\$ 500.00	\$ 1,000.00
TOTAL INVESTMENT	\$ 112,500.00	\$ 170,000.00

Location & Lease: The store space and location are the responsibility of the Licensee. However, we can assist you in finding an acceptable location. Each Licensed store will be granted a Protected Delivery Zone.

At Solorzano's Pizzeria we don't penalize you for raising sales. Most other systems charge you a percentage on your GROSS sales. This can become quite costly each week. Our royalty fee is a FLAT \$2000 per month payment.

An Architect floor plan may be required in some locations. We will assist in the initial basic layout of your store.



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EQUIPMENT	COST
2 Ovens (Reconditioned)	\$ 20,000.00
Make Table 67"	\$ 3,500.00
Make Table 48"	\$ 1,800.00
S.S. Tables 8' (3)	\$ 800.00
S.S. Table 4'	\$ 160.00
Walk-In 8X10	\$ 5,000.00
Single Burner	\$ 200.00
Commercial Microwave	\$ 600.00
EZ Slicer	\$ 260.00
Tomato Slicer	\$ 200.00
Steam Table	\$ 125.00
Dough Racks (2)	\$ 300.00
2 Door Freezer S/S	\$ 2,700.00
Dunnage Racks (2)	\$ 100.00
Mixer 80 QT	\$ 6,000.00
3 Bowl Sink	\$ 750.00
Grease Trap 50Lb	\$ 1,800.00
Hand Sink	\$ 120.00
Safe	\$ 400.00
Mop Sink & Faucet	\$ 100.00
4 Tier Shelving (3)	\$ 375.00
Oven Hood & Fan	\$ 1,500.00
Computer System	\$ 7,000.00
Fax Machine	\$ 150.00
Phone System	\$ 1,700.00
(2) 6 person Booths	\$ 900.00
(2) 4 top Tables	\$ 300.00
10 Chairs	\$ 250.00
Coffee Cabinet & Top	\$ 200.00
Smallware Package	\$ 2,535.00
Booster Seat & High Chair	\$ 75.00
	\$ 60,000.00

This Equipment package is based on all new equipment. Prices may vary. All prices are estimated. We have in the past found that used equipment works well for some locations. However, we do discourage used refrigeration units.



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More Equipment

Cost

French Fry Scoop	\$ 19.50
Half Size Fryer Basket (Spag)	\$ 14.00
Delivery Bags (Aldos) (15)	\$ 338.00
Screens (Aldos) 10, 15, 24, 12	\$ 200.00
Pizza Racks (4)	\$ 140.00
Pizza Peels (2)	\$ 28.00
Dockers (2) (On Line)	\$ 65.00
Pizza Cutters (3)	\$ 23.00
Pizza Pans (Dine-in) 5,5	\$ 40.00
Spaghetti Pot	\$ 25.00
Breadstick Pan Grates and Pans	\$ 40.00
Scales (2)	\$ 300.00
Oven Mitts	\$ 7.00
Can Opener (Edlund #1)	\$ 75.00
Egg Timer	\$ 9.00
Tongs (2)	\$ 9.00
Spoodles (2)(4oz)	\$ 15.00
Heat Resist (Spatula, rubber)	\$ 14.00
Sauce Scraper (spatula, rubber)	\$ 3.00
Ice Scoop (24 oz for flour)	\$ 5.00
Measuring Cup (2 Quart)	\$ 11.00
Tomato Corer (2)	\$ 3.00
Funnel (6.5")	\$ 4.00
Hamburger Turner (6" X 3")	\$ 5.00
Dough Scraper (2)	\$ 16.00
Pastry Brush (3)	\$ 11.00
Flour Bin (20 Gal)	\$ 24.00
Knives (14") (2)	\$ 15.00
Stem Thermometers (2)	\$ 10.00
Mop Bucket & Wringer	\$ 75.00
Brooms, Dustpan, Mop	\$ 50.00
Garbage Cans (Varies)	\$ 190.00
Check Minder (3)	\$ 65.00
Cheese Shakers (3)	\$ 3.00
Cornmeal Bowl	\$ 9.00
Pizza Sauce Cont and lids	\$ 76.00
Dough Trays (24)	\$ 167.00
Makeline Racks (2)	\$ 93.00
Squeeze Bottles wide mouth (12)	\$ 15.00
Wire Wisp 18"	\$ 8.50
Insert Pans/lids	\$ 270.00
Napkin Dispensers (6)	\$ 40.00
Meatball Spoons (2)	\$ 5.00
<i>*All prices are estimated</i>	\$ 2,535.00



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SOLORZANO'S PIZZERIA LICENSE APPLICATION

NOTICE TO APPLICANT

The following disclosures are made pursuant to the requirements of the fair credit reporting act.

1. An investigative consumer report may be made in connection with your application for a Solorzano's pizzeria licensee agreement.
2. In the event such an investigative consumer report is procured, upon your written request of this company received within a reasonable period of time from the date hereof, you will be provided a complete and accurate disclosure of the nature and scope of the investigation requested. Receipt of the above notice and acknowledgement is hereby acknowledged.

APPLICATION

The following information is requested to assist us in evaluating your qualifications as a potential licensee of Solorzano's pizzeria. A copy of this application must be submitted for each person who you contemplate would own an interest in the license, if a license were granted.

By filling out and submitting this application, you agree that we may rely upon the information provided herein. You are also agreeing that we may solicit and obtain a credit and criminal report. Upon your request, we will tell you whether such a report was obtained and we will give you the name and address of the agency which has furnished the report.

All lines marked with * are required

PERSONAL INFORMATION

*First Name

*Last Name

*Social Security Number

*Date of Birth

*Address

*City

*State

*Zip Code

*Home Phone

*Business Phone

*Email Address

Cell Phone

*Current employer and Current Position



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BACKGROUND

*Geographic area of interest in order of preference

1st Preference _____ 2nd Preference _____

How Many stores do you want to develop? _____

*How will you finance your location(s)? _____

*Do you have restaurant management experience? YES NO (Circle one)

If Yes please provide details _____

If No please provide information on Operating partner. _____

*Do you or your spouse currently own any interest in any restaurant or food business? YES NO (Circle one)

If Yes please provide details. _____

*Are you or any member of your immediate family affiliated with any other pizza or food delivery business? YES NO

If Yes please provide details. _____

*How did you learn about Solorzano's pizzeria? _____

