



# Authentic Blue Collar Italian Food

*A Truly Unique Deli & Pizzeria*



A Family-Owned Franchise Opportunity

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Fast-casual food is quickly becoming the top choice for middle-class Americans looking for a good meal at a fair price. There is no shortage of opportunities when looking for a place to eat, but quality and atmosphere are what sets brands apart.

Consumers have become more discerning and prefer authentic, regional-flavored foods made with fresh, all-natural ingredients served hot and to order. Families want to enjoy a meal together at a place where they feel welcome and at home that doesn't break the bank.

Although the industry is bursting with opportunities nationwide, few standout brands like Paladino's Italian Eatery exist. Customers enjoy Paladino's fresh, high-quality dishes made to order. Nothing is ever frozen. They use only natural ingredients to serve customers the most authentic Chicago blue-collar Italian food anywhere.

**Learn why Paladino's Italian Eatery is the *hottest new franchise in town.***

## PALADINO'S SUCCESS HINGES ON THREE MAIN PRINCIPLES:

Authentic Chicago flavors from the Old Country

The highest quality ingredients

Meticulous cooking methods

All this is possible with our highly experienced and dedicated team committed to success.

### *Authentic Chicago Flavor*

Paladino's delicacies are based on founder Rick's father-in-law's authentic Italian recipes. Sharing the flavors of Chicago across the county is one of the goals of Paladino's franchise program. The restaurant prides itself on serving mouth-watering blue-collar Italian food to hard-working Americans and helping new owners build generational wealth.

### *Highest Quality Ingredients & Homemade Meals*

The Paladino's brand uses only the highest quality ingredients combined with meticulous cooking methods to ensure the ultimate quality, freshness, and taste. Nothing is ever frozen or pre-processed. All meals are made to order using high-quality meats, cheeses, and homemade ingredients. Paladino's sources its sausage from Chicago, and its corned beef and pastrami come from Vienna. The Italian beef is a round black Angus choice and is roasted in-house for hours. Paladino's makes all its own sauces and dough fresh in-house. Quality is what sets Paladino apart from the competition.

### *Experienced, Dedicated Team*

Paladino's founder has many years of extensive experience in establishing and growing a restaurant presence. He is eager to be extensively involved in helping new owners get up and running. His dedication to being a part of each and every location is what will ensure their success. Rick Paladino is always available for questions, support, and training.





## *The Italian Food Industry At A Glance*

Most great Italian restaurants are small family-owned mom-and-pop shops. Larger chains cannot compete with the high-quality, fresh, made-to-order meals served by these staple locations across the country. The Italian Food industry is valued at 86.4 billion. Americans love authentic Italian food in places where they feel like family.

Currently, 49,773 Italian food businesses serve pizza and deli creations within the United States. The Italian food industry is expected to continue to grow at a steady rate of 2.6% annually.

Paladino's bridges the gap between large Italian chains serving pre-processed and frozen Italian food and smaller family-owned businesses making all their creations in-house. Paladino's franchise aims to grow the brand through franchising and share its success with new owners who want to offer something better to their customers.



**Italian Food industry  
valued at \$86.4 Billion**



**Over 49,700 Italian  
Restaurants in the U.S.**



**2.6% Expected Annual  
Industry Growth**

# THE FRANCHISING ADVANTAGE

Starting a new business on your own can be challenging. Developing a brand and building a following takes time and money, even if you have a great product or service. Most small businesses that start from scratch need help just to stay afloat.

Franchising, however, gives new owners a big push forward. All of the hard stuff has already been figured out. The brand owner has extensive experience and has developed a successful business plan that works. Franchisees benefit from this experience by following in their footsteps. The brand shares with you everything they learned and what to do and what not to do, making your potential for success much greater and easier.

Other benefits to franchising are FTC protection, plenty of training and support, and many shortcuts like successful methods of production and vendor discounts. Franchising makes it easy to own your own business the smart way.



## *Franchise With the Best: Paladino's Italian Eatery*

Investing in a Paladino's Italian Eatery franchise could be the best decision you ever made. They offer each new owner immersive training and support throughout the first year to ensure success and ongoing support from there. The founder, Rick, will be with you every step of the way, guiding you and teaching you how to craft their unique, authentic meals from scratch. You also gain access to the brand's proprietary recipes. Your Paladino's will not be ran like a chain. Instead, Paladino himself will be teaching his hospitable ways and sharing true chicago authenticity at every location. The steps to becoming a Paladino's owner are:

- 1 Complete an Inquiry Form: Contact Paladino's or fill out the form on their website to learn more about the franchise opportunity.
- 2 Have an Introductory Call: Have an introductory call with the franchise manager and ask questions.
- 3 Fill Out a Candidate Profile: Fill out a short questionnaire to see if you fit the brand well and if the brand fits you.
- 4 Review the FDD (Franchise Disclosure Document): Read about the franchise's intricacies and ask more in-depth questions.
- 5 Meet with Current Franchisees: Meet other franchisees to connect and form a network of owners as support. See how they like working with the team.
- 6 Discovery Day: Visit one of our locations and meet with the management team to see how everything works.
- 7 Sign the Franchise Agreement: Sign the franchise agreement and become a member of the Paladino's family.
- 8 Prepare to Launch Your Franchise!

*A Truly Unique Deli & Pizzeria*

# WHAT IT TAKES TO JOIN THE PALADINO'S ITALIAN EATERY FAMILY

Paladino's intends to start franchising in the Valley and surrounding areas like Nevada, Utah, Colorado, and New Mexico. The first territories available are:

**East Mesa • Tempe • Queen Creek • Gilbert • (Anywhere in the Valley)**

**The brand is looking for hard-working, family-oriented people to franchise.**

**The franchise program is designed to create generational wealth for all owners.**

Paladino's Italian Eatery is highly interested in individuals with a strong business or restaurant experience background. Strong management skills and financial understanding are also essential.

*Some other traits Paladino's looks for in potential new owners are:*

- Pleasant Personal Demeanor
- Leadership Style
- Ability to Handle Conflict
- Entrepreneurial Spirit
- Strong Oral and Written Communication Skills
- Willingness to Follow a Proven System
- Hands-On Customer Service
- Team Building Skills

*The brand prefers new owners who intend to spend at least a year operating their own franchise before hiring an operational principal. Hiring a general manager to assist is fine, but new owners must initially immerse themselves in the business to fully understand what makes Paladino's different.*



# JOIN THE TEAM!

Paladino's holds itself to the highest possible standards and wants to share its success with you. Offering the absolute best in high-quality, authentic, Chicago-flavored blue-collar Italian food, Paladino's is poised to disrupt the Italian restaurant industry in a big way.

If you are interested in owning your own restaurant but want to offer your customers something better, a place where people feel like family when they dine with you, contact Paladino's today to learn more about this fantastic opportunity.



*Become a Paladino's Italian Eatery Owner Today!*



## Paladino's Italian Eatery

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