



VIA **c** | **b** o

ITALIAN STREETFOOD

FRANCHISE INFORMATION

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WHAT IS VIA CIBO?

At Via Cibo we are devoted to the passion and quality of Italy; where great food surrounds you and requires no reservations. Our menu is inspired by flavourful soul warming food the way our nonna always made it...with love and welcoming to all.

Via Cibo has created an entirely different segment in the food industry; fast fine dining. The "Fast" comes from combining the best of fast casual dining through our speed in service and ordering combined with food quality you would expect from a fine dining establishment. We are a different concept, making waves in the industry, serving authentic and affordable Italian food in an upscale environment.

Via Cibo has a food first approach; creating a broad menu of made from scratch meals, with fresh high-quality ingredients. We offer an experiential unique dining experience with an open kitchen and a superior offering compared to other Fast Casual options, but most of all we appeal to multiple demographic segments and thrive during all day parts (Brunch, Lunch and Dinner).

In today's hectic world one should be able to enjoy a great meal with family and friends that doesn't require hours and a great amount of money. At Via Cibo, our unique fast casual dining experience provides everything at your own pace and tailored to your needs. Simply order from one of our experienced greeters, find a seat in our dining room which can accommodate large groups of all sizes, and our servers will deliver your fresh authentic Italian dishes right to your table. There is no need to tip unless you want to and no need to wait for the bill when you are done. Your meal is made fresh to order in our professional open kitchen and served to you in under 12 minutes. In a rush to a meeting? No problem! Want to slow down the pace and enjoy a bottle of wine with friends? No problem your experience is tailored to your needs; you decide how long you want to stay.

*Real Food,
made from scratch
here in our kitchen
using simple delicious
ingredients*

cibo

OUR HISTORY

Via Cibo is a project launched by two Italian brothers, Alex and Mark Rechichi and business partner Sean Black. They have been successful restaurateurs and franchisors for the last 25 years; building and growing international restaurant brands, such as Mucho Burrito, Extreme Pita, The Burger's Priest and Fresh Plant Powered. Every brand they have been involved with has grown exponentially over the years and acquired by larger public companies. They have deep experience in the restaurant and franchise industry and have operated over 40 corporate restaurants of their own. They understand the effort and strategy required to be a successful restaurant brand in today's changing world.

Growing up Italian, the Rechichi brothers developed a passion for good food by watching their nonna, their mother and their aunts cook feasts made from scratch with authentic ingredients and always with love. They saw how Italian cheese was made. They made fresh pasta and gnocchi with their mother, cured prosciutto and salami with their nonno and made wine with their father. These were just a few of the experiences that created the passion for good food, enjoyed with friends and family.

This love for food combined with their penchant for creating experiential brands was the catalyst behind Via Cibo, translated to English Via Cibo means "street food". Via Cibo is the Italian food Italians talk about. Our kitchen is open. Smell the food, watch the cooks, have a bite with friends and share in our love for food!



Steven Rego
Corporate Chef

Alex Rechichi
CEO, President

THE FOOD

We have worked very hard to create the spectacle for your eyes, nose, and belly! We have trained cooks, hot pans, an authentic Italian pizza oven and wholesome real food. While most Italian concepts serve only pizza and pasta, Via Cibo has a broad menu with fresh sandwiches made on fresh baked bread and a classic flat bread called La Piadina which is made fresh to order. There are a number of fresh salads and side dishes that are great for sharing. Via Cibo also offers Saturday and Sunday Brunch on top of its core line up of Pizza, Pasta, Sandwiches and Salads. All of this allows for a balanced sales cycle with multiple strong dayparts on top of a robust catering program.

WHY ITALIAN FOOD?

Italian Food is globally recognized and widely accepted as one of the most popular foods on the planet. As Italian immigrants started to arrive in North America many years ago, Italian food was considered to be "foreign", typically made with very cheap ingredients and predominantly consisted of pasta with red sauce. Fast forward to today and Italian food is at the top of the Culinary World. Through the use of ingredients rarely seen outside of Italy in the past such as; Extra Virgin Olive Oil, Buffalo Mozzarella, Balsamic Vinaigrettes, Truffles, Chianti Wines, Cappuccino, Gelato, and Prosciutto. As these ingredients started to proliferate outside of Italy, only then did the world start to experience real Italian food.

Italian food has become one of the most fashionable foods in the world but also one of the healthiest; transforming itself over the past two decades "to dominate global gastronomy, gaining status and recognition in restaurants as a healthy alternative to meat-centric diets and the backbone of the Mediterranean diet." When Italians came to North America, they adapted their "old country" recipes to the new country, and slowly America has embraced them. So much so, that Italian food has influenced the way North Americans eat and has been assimilated into the North American culture as no other food.

Italian food is always best enjoyed with family and friends and good food is always at the center of large Italian family gatherings.



BECOMING A FRANCHISE

Fast Casual restaurants are the fastest growing segment of the restaurant industry. Via Cibo has the potential to outpace the fast casual sector due to the unique concept and market positioning. From site selection through grand opening, our team is with you every step of the way. We have franchise and expansion opportunities in high-profile markets across Canada and the United States. Here's what we're looking for in our franchisees:

- Prior Restaurant Experience
- Passionate about Hospitality
- Active in the business, with a priority on local marketing and customer service
- Min. net worth \$750,000 + Capital to invest \$350,000 - \$400,000
- Strong cultural fit
- History of community involvement
- Appreciation of great food
- Best-in-class operators within your current system

NUMBERS		
FRANCHISE FEE \$30,000	ROYALTIES 5% OF GROSS SALES	START UP COSTS \$525,000 - \$725,000
MULTI-UNIT DEVELOPMENT FEE FULL DEPOSIT 1-3 UNITS (OR 1-5 FOR 10+ UNITS), 50% DEPOSIT EACH ADDITIONAL UNIT	LOCAL STORE MARKETING 1% OF GROSS SALES	MARKETING FUND 3% OF GROSS SALES ONLY 1.5% BEING COLLECTED UNTIL WHICH TIME FUND BECOMES MORE ESTABLISHED
SITE CRITERIA		
Our Franchises are typically located in a trade area that leverages a mix of residential, commercial and industrial consumers, with facilities ranging in size from 1800s.q ft.-2000s.q. ft.		

The estimated range is based on the cost to build out a "vanilla shell" street front restaurant [approx. 2000 square feet]. Costs may vary greatly if the size or nature of the premises differs from this assumption. This estimate does not include other pre-opening costs, such as utility deposits, insurance, travel, business and liquor licenses, inventory, working capital, etc.



FRANCHISE SUPPORT

Via Cibo offers extensive support in the following areas: real estate, training, operations and marketing.

REAL ESTATE & CONSTRUCTION

Our dedicated development team will assist with location selection and analysis, including tenant rep brokerage management and lease negotiation. Our construction team will manage the construction process; including space planning, general contractor selection and necessary support and purchasing power for furniture and equipment packages.

TRAINING

New Franchisee training is provided at our corporate training restaurant where you will learn to manage all aspects of the business to preparing you to run your own Via Cibo over a six-week period. Prior to opening your location your employees will be trained by the Via Cibo Restaurant Opening Team.

OPERATIONS

We support your operation via regular visits and support by your assigned Business Development Consultant. This includes additional conference calls with your support team to review any operational challenges and overall financial performance and opportunities. Our Business Development Consultant will work with you to provide additional ongoing training for staff and managers and provide financial management guidance to optimize the performance of your restaurant.

MARKETING

Via Cibo provides comprehensive marketing support from grand opening events, social media strategies and execution and catering business development. We also provide access to our graphic designers for marketing materials and site-specific needs.

