

## A recipe for success

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*1 oz. passion*

*3 lbs. authenticity*

*1 tsp. dedication*

*2kg. perseverance*

*and an 800PIZZA® franchise*

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**800PIZZA®**

ADD TO FAVOURITES



*Our work is our pride. We believe that hard work pays off and it truly always does. Our Roman-style pizzas are baked in a wood-fired oven for good reason. The burning wood provides the pizza with a wholesome aroma that cannot be achieved with any other type of cooking. Our pasta is made at the time of ordering. We would never use any pre-cooked or pre-boiled pasta. Our signature dough is made fresh everyday following our own recipe which was crafted over time, which produces a unique combination of crunch and softness. Our dough maturing process and raising time exceeds twelve hours to achieve maximum lightness and fragrance. There are no short cuts in the pursuit of true satisfaction. Just a whole lot of passion, pride and the perfect pizza.*

# Passion, purpose & pizza

## From Rome with love

*Our aim is to constantly serve an exceptional Italian pizza that is light, thin and crispy, made with superior ingredients in the traditional Roman way, keeping the art of wood-fired baking alive and burning.*

## Mission Possible

*Delivering value. The two words that put a smile on our faces and spur us on to do our best every time we interact with one of our customers. We strive to be THE favorite Italian pizzeria by making sure our patrons always have a friendly face to talk to, by putting the utmost care and attention into your order and by ensuring we deliver hot, mouthwatering food to their doors as fast and as accurate as possible. That's a challenge we'll gladly take.*

## The bigger picture

*We'll always strive to promote a bigger change from within by embracing our core values, becoming successful and memorable in the process.*

## At our core

*Honesty  
Accuracy  
Responsiveness  
Accountability  
Care  
Competency*



# Forged by flame

*The origin of the wood-fired stone oven is lost in time but leads us back to the time when the only way to bake bread was by means of a wood-fired oven. The wood-fired oven provides the food with a wholesome aroma that cannot be achieved with other types of cooking; it creates a unique and wonderful flavour through the open flame of the burning wood, the intense heat it generates, and the direct contact between the dough and the stones.*



# From 0 to 800

*Success usually comes with hard work and determination. That's certainly true in the case of 800PIZZA, considered by many to be the finest Italian pizzeria in town.*

*Alessandro D'Ubaldo, the driving force behind 800PIZZA, always had a passion for authentic Italian food, made using the traditional methods from his hometown of Rome. With this dream burning inside him, he began his humble pizzeria project in 2006.*

*On 8 March 2007, the very first branch of 800PIZZA was opened in the area of Al Barsha, Dubai, and despite having the most intriguing name in the long history of pizza restaurants, 800PIZZA grew in popularity overnight. Little more than a hole in the wall, it contained the Italian owner's pride and joy, a genuine handcrafted wood-*

*burning oven flown in all the way from the "The Boot" of Southern Europe.*

*In 2010, 800PIZZA joined hands with Belhasa Hospitality which resulted in a strong growth of its business. By October 2012, 800PIZZA had expanded from the 40sqm branch in Al Barsha to more branches all over the Emirate of Dubai.*

*800PIZZA's passion and desire to share a taste of real Italian cuisine with people in the Middle East is indeed the key to its success. With new branches constantly opening all across the UAE and abroad, 800PIZZA has proven its excellence in the food industry and has built a brand recognized by many as the leading name in traditional and authentic Italian Pizza.*





of pork with es and tney ie

40 Eggs benedict at More Café

44 at La Pan

41 Margarita pizza 800PIZZA

45 at Al Mal

800 Pizza A

There's a great quote about Italy from Orson Welles where he points out that "for 80 years under the Borgias they had warfare, terror, murder and bloodshed but they produced Michelangelo, Leonardo da Vinci and the Renaissance. In Switzerland they had brotherly love, they had five hundred years of democracy and peace and what did that produce? The cuckoo clock."

Italy has always been a place where your perfection has often been from

Going for a pizza in Dubai with an Italian mate usually results in them launching an impassioned diatribe about the lack of a thin crispy base and the horrifying presence of mozzarella that is neither imported from Italy nor created from buffalo milk. But getting in an 800PIZZA margarita does something truly extraordinary – it gets them to shut their gob for at least ten minutes. The quality of cheese is second to none, the basil-infused tomato sauce exquisite and the base melt-in-the-mouth yet with enough resilience to avoid going as limp as a sedated slug. Bellissimo.

Al Barsha (800 74992)

At a paltzy three inches, the sandwiches aren't particularly first, but they cram enough give even the most advanced thing to reel about later as leaks aside, these tiny little fresh tomatoes, verdant pressed falafels and tomato juice, garlic and parsley bread by a local Egyptian version of Borek cheese.

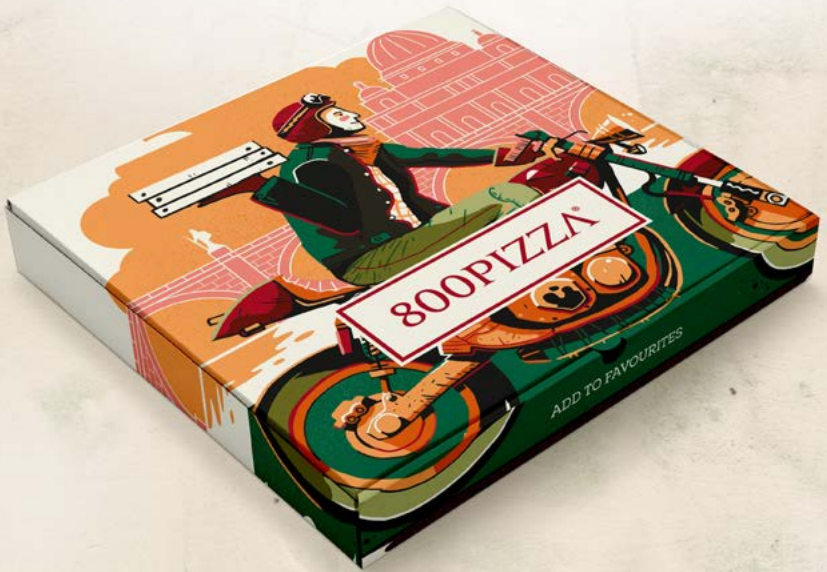
Al Dhiyarah Road

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Al Dhiyarah Road

# How to make the perfect pizza

The Margherita pizza recently turned 120. Created to mark the visit to Naples of Queen Margherita of Savoy the wife of King Umberto I, it was designed to represent all three colours of the Italian flag (red tomatoes, mozzarella and green basil). Since then, it has become known around the world as the archetypal Italian pizza. To mark the occasion, James Brennan asks Alessandro D'Ubaldo of Dubai's 800PIZZA to give a step-by-step demonstration of how to make the ultimate Margherita. Photographs by Pawan Singh / The National



**Step 1 - Put on the volcano shape with a hole for live oil and a sprinkle of salt.**

**Step 2 - Put on the stone oven creates a intense heat and the direct the stone base. Birch wood allows the wood to burn between 420-450 degrees /C oven won't get the same hot as possible.**

**Step 3 - Put it in the oven.**

**Step 4 - Put it in the oven.**

The pizza goes onto a paddle known as a peel and into the centre of the oven. If you have you can buy an earthenware pizza stone to cook pizzas on. The way to tell whether a pizza a wood-burning stone oven is to check the base. If it is spotted with slight brown burns mark Domination, then it's authentic.

# A slice of the pizza

## The ideal Franchisee

*Although there may be a number of viable franchisee profiles, 800PIZZA Management believes that it should operate with franchisees that meet the following criteria:*

- Entrepreneurs or Corporates*
- Have substantial F&B industry experience*
- Have relevant resources in terms of IT, Financial, HR and Government liaison*
- Has suitable locations shortlisted and available in the countries they operate in*
- Hard-working with a desire to succeed*
- Good people skills, including business, management and customer service skills*
- High personal standards: excellence, honesty and integrity*
- Ability to work within a system*
- Stability and maturity*
- Exposed to business and businesses operation*

## Franchising services

- Exclusive license to use the 800PIZZA trademarks, marketing and operational systems
- Assistance in the location selection and construction specifications
- Supply of equipment and furniture
- Assistance with the marketing campaigns to launch the franchised units
- Permanent support & assistance
- Operation and management manuals
- Supply of 800PIZZA's exclusive F&B items
- Phase I training at 800PIZZA headquarters for a period of 6 to 8 weeks pertaining to administrative, operational, sales and marketing matters
- Phase II training at franchisee's outlets for a period of 10 to 14 days to assist in the commencement of operations

## Franchise agreement duration

The initial term of the Franchise Agreement is five years from the date the Agreement is signed. The franchise is renewable for four additional terms of five years each, providing the provisions of the Franchise Agreement have been complied with.

## Franchising fee

USD 50,000 for a single unit.\*

## Area development

The Area Development agreement Franchise Fee is USD 220,000 for a number of 5 units.\*

## Royalty fee

The continuing services, or "royalty fee," is 5% of the gross sales and is paid monthly.\* This fee entitles the Franchisee to use the 800PIZZA service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits that come with being an 800PIZZA franchisee.

## Advertising & Marketing fee

The 800PIZZA name and reputation is an important part of our business. The Franchisee is required to spend at least 2% of the gross sales per month on local advertising.\* In addition, if 800PIZZA should establish fees for a Marketing Fund, the Franchisee will be expected to make Marketing Fund contributions of up to 2% of the monthly gross sales.

\* Rates & fees are applicable within the MENA region only

# A super brand



*The Superbrands organization is acclaimed worldwide as being an independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding. The selection and voting process takes place through the Superbrands Council, which in each country is comprised of individuals who have shown exceptional aptitude in business and who have a thorough knowledge of that country's markets and methods of business.*

*A "Superbrand" offers consumers significant emotional and/or physical advantages over its competitors which (consciously or subconsciously) consumers want, recognize and are willing to pay a premium for. Being recognized as a Superbrand is a powerful endorsement and evidence of a brand's exceptional status.*



**Thin  
Light  
Crispy**

**That's how  
it's done in  
Rome**



**800PIZZA®**

**800PIZZA Co. LLC**

A subsidiary of Belhasa Hospitality

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