

July 2023

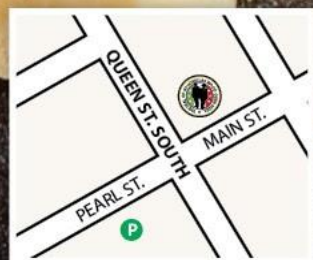
Confidential Information

Goodfellas



≈ WOOD OVEN PIZZA ≈

RESERVATION  WWW.GOODFELLASPIZZA.CA



— STREETSVILLE —

209 Queen Street South
(Mississauga)



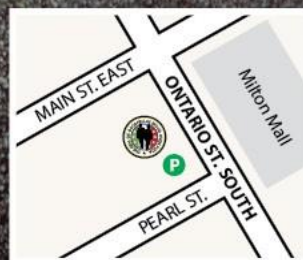
— GEORGETOWN —

29 Main Street
South



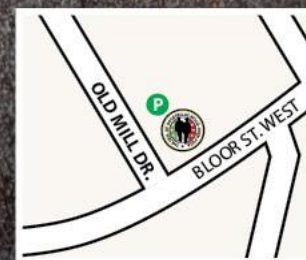
— MISSISSAUGA —

50 Burnhamthorpe



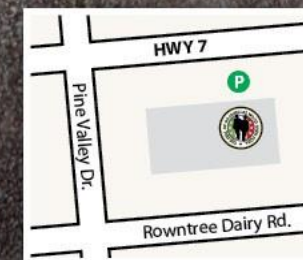
— MILTON —

22 Ontario Street
South



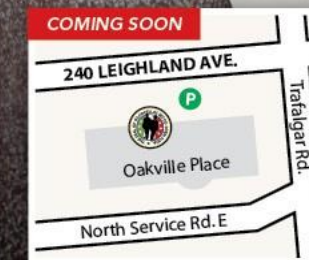
— TORONTO —

1 Old Mill Drive
(Bloor West Village)



— WOODBRIDGE —

4411 Highway 7



— OAKVILLE —

240 Leighland Avenue
(Oakville Place)

Corporate Office

Goodfellas Pizza Inc.
557 Dixon Road, Suite 125
Etobicoke, Ontario
M9W 6K1

Goodfellas Pizza Business Summary

Contact Information

416-235-0203
info@goodfellaspizza.ca
www.goodfellaspizza.ca



We'll make you a pizza you can't refuse!

Business Highlights

"Pizza is big business. According to one study, 83% of consumers eat pizza at least once a month. Overall, the market is an estimated \$141 billion and growing at a low- to mid-single-digit annual rate, with faster consumption coming from global markets, especially in the carryout and delivery segments."^[1]

Headquartered in Toronto, Ontario, Goodfellas Pizza was established in 2013 by the former operators of the Gino's Pizza and 241 pizza franchise brands.

The senior management team has many years of operational expertise in the restaurant industry.

With six locations throughout the Greater Toronto Area and the seventh location opening for business in Oakville, ON.





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Competitive Advantage



Most of the ingredients of our prepared Neapolitan pizzas are produced in Campania, Italy. We select the best raw materials to offer an authentic and quality product.

- Italian fiore di latte mozzarella cheese
- Italian double zero "00" flour
- San Marzano DOP tomatoes
- Organic extra virgin olive oil
- All Natural Ingredients (GMO Free)

Since pizza was invented, the dough was the first thought. The best Neapolitan pizza must be tasty, light and digestible. For this we use only first grade flour, water, a little salt and a pinch of yeast.

We do not use other oils, lard or hydrogenated fats. No additives. We allow the dough rise naturally, for 24 hours as the tradition of the true Neapolitan pizza requires.

Neapolitan pizza crafted with a soft and thin texture, but with a high edge (called "cornicione"), is the Neapolitan version of the most famous Italian pizza in the world.

Our current selection includes classic products such as Pizza Margherita, Pizza Primavera, Pizza Diavola and N.Y Style Pepperoni made with a skilled manual craftsmanship and a long leavening, that guarantees each product the utmost care and quality. All prepared pizzas are round and are 10" in diameter.



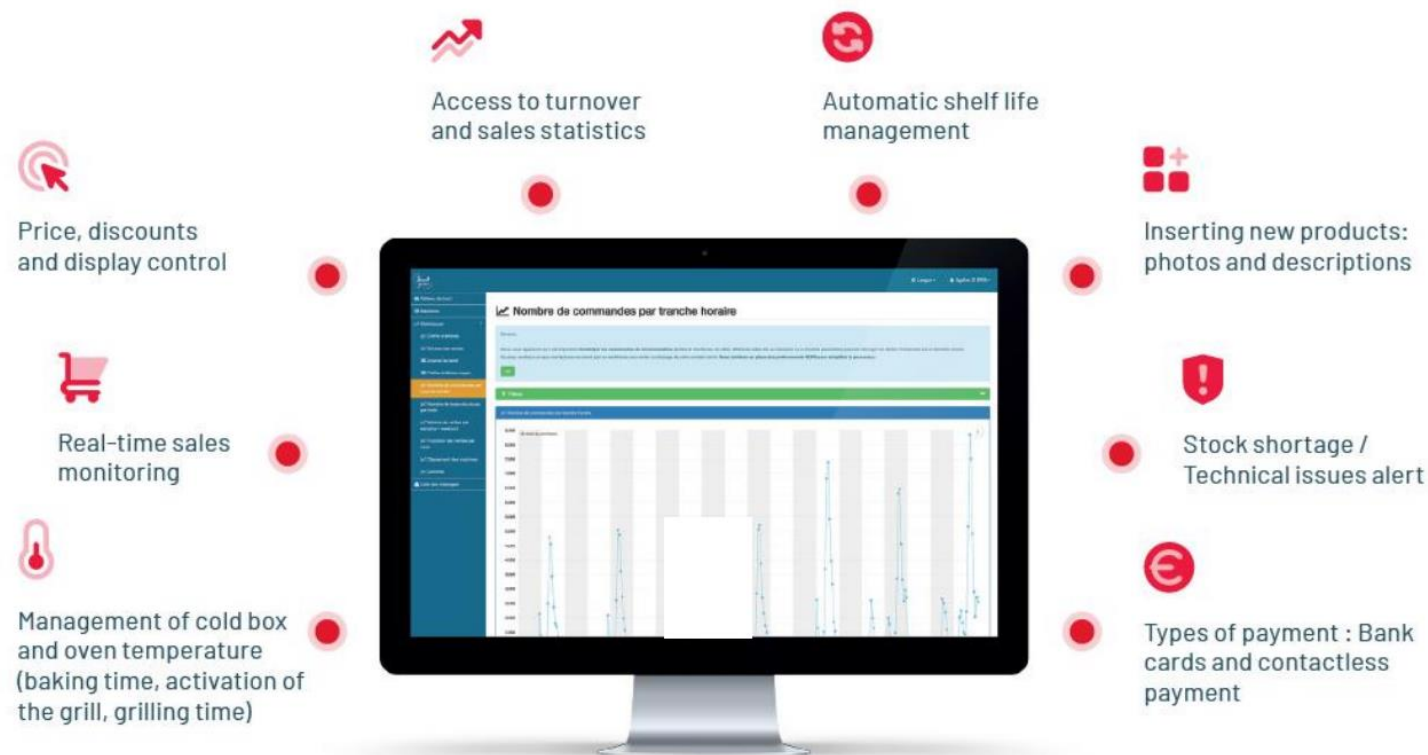


We'll make you a pizza you can't refuse!

Install Requirements & Management Tools

Preparation Goodfellas Pizza Site:

1. Floor is level
2. Internet (SIM Card, WIFI & CAT-5)
3. Power Supply (240V/3ph/32A). Maximum 60-inch cable must come out of the box
4. The installation process should take approx. 2-3 hours. Container, flat bed & liftgate truck will deliver.
5. Connect power cable through opening at the bottom of the machine to connection box and connect the power supply and turn the unit on.
6. Put machine in manual mode and check every part of the machine. Check flow of pizza boxes.

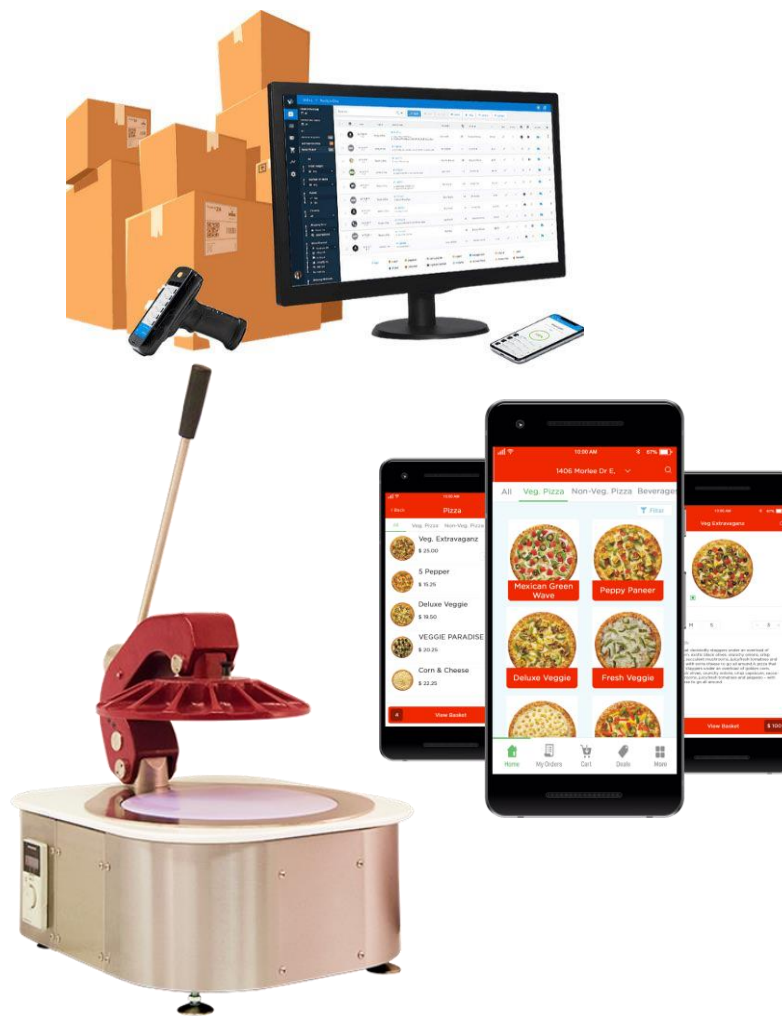




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Technology & Services

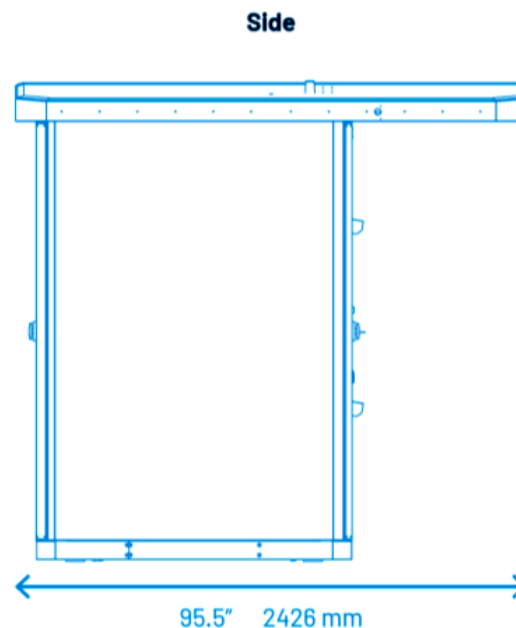
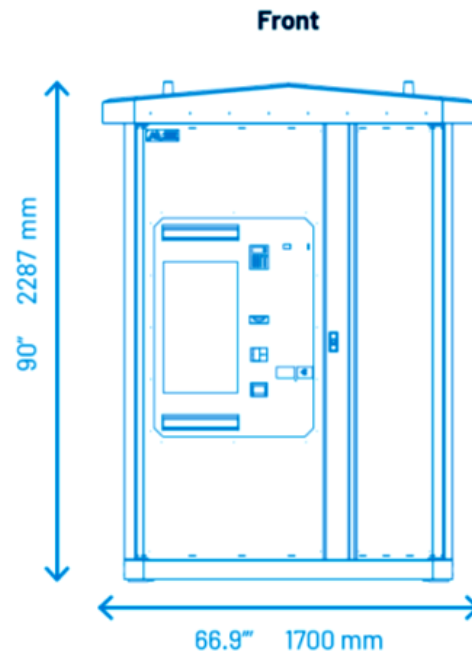
- Industry leading food and labor tracking software to manage costs, reduce over-staffing and align sales with labor on a daily basis.
- Exclusive rights to revolutionary pizza stretching machine in Canada to reduce labor requirements when mass pizza production.
- New vending machine technology with opportunities available in 2022 in high traffic institutional venues.
- Online ordering with app software for loyalty and reward points.





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Pizza Vending Data Specifications



Electrical Rating	208V-240V / 60Hz / 3-Phase / 32A			
Electricity Consumption	14 kW (for 2 ovens)			
Weight	3,115 lbs	1413 kg		
Dimensions	69.2" W	124,8" D	98,3" H	
	1758 mm W	3170 mm D	2497 mm H	
Install Clearance	1" both sides	12.9" back	10" front	1" top
	25 mm both sides	336 mm back	254 mm front	25 mm top
Dimensions Including Clearance	71.2" W	147.7" D	99.3" H	
	1808 mm W	3760 mm D	2522 mm H	
Refrigeration System	Refrigerant: R134a			
Connectivity	Cellular WiFi Hard-wired internet connection			
Touchscreen Display Size	24"			
Oven System	2 Ovens			
Max Temperature	662 °F	350 °C		
Outdoor Operating Temperature Range	between -4°F and 104°F			
	between -20°C and 40°C			
Adjustable Temperature and Time Settings	Yes			
Pizza Storage Capacity	96 pizzas			
External Material	Painted Stainless Steel			
Cover Design Material	Wrap: 80 microns Vinyl Adhesive : Acrylic-Based Backing : PE-coated StaFlat + 75 microns PVC Minimum Durability : 7 Years with Vertical Exposure in Central European Climate			
Customized Cover Design	Optional			
Bank Card Reader	Ingenico			
Contactless Card Reader	Ingenico			



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Potential Pizza Vending Growth Opportunities





Competitive Edge

Production facility will allow for rapid expansion of the brand over the next 5-years. The investment into continued technology will fuel the ability of the company to push the boundary of competitiveness in the restaurant industry. As we grow, our purchasing power increases and the ability to private label becomes a reality to further the brand identity into supermarkets and non-traditional markets throughout Ontario.

Our prepared pizzas have a refrigerated shelf life of 7-days and 180 days frozen. The following are the current products manufactured and available for distribution. Each product will be par-baked and flash frozen to maintain maximum freshness.

VARIETIES	SIZE	COST	RETAIL
Margherita Pizza	(12") 485gr	\$7.00/ea (incl. packaging)	\$12-20
Pepperoni Pizza	(12") 530gr	\$8.00/ea (incl. packaging)	\$13-21
Primavera Pizza	(12") 530gr	\$9.00/ea (incl. packaging)	\$14-22

Note: Production prices may vary and change throughout the year based on supply chain issues. Retail prices vary based on site location demographics.

