



ITALO'S™

QUALITA'E ABBONDANZA PIZZA

Our logo says it all...
QUALITA'E ABBONDANZA PIZZA
Which stands for Quality and Quantity

The Italo's Story

Italo Ventura came to the United States from Rome, Italy in 1965. He had no job and only limited acquaintance with the English Language- something he had learned from the tourists who visited the hotel he managed in his homeland.

Needing to find work to support himself and his family, Italo went everywhere, but couldn't find a job. Finally, his father-in-law gave him a small corner of his fruit market where Italo, with \$1,080 in used equipment, opened his first pizza shop. Attending Malone College in the mornings and operating his store the remainder of the day and evening, Italo gained a keen understanding of his business and his customers.

From that humble beginning in 1966, Italo's business soon doubled in size and expanded into two new locations. Relying on hard work, consistently high quality ingredients and a unique recipe for his delicious sauces, the popularity of Italo's pizzas grew.

In 1975, Italo's Pizza Shop, Inc. sold its first franchise in Northeast Ohio, helping other people fulfill the same dream that Italo Ventura had envisioned when he started his first pizzeria. Today, Italo still offers the same formula for success and dedication to service to those owner-operators who possess the strong work ethic and dedication to service which has been the hallmark of Italo Ventura's success.

Since 1966
QUALITA'E ABBONDANZA PIZZA





Buon Giorno,

I'm pleased to learn of your interest in becoming a member of the Italo's Pizza Franchise Family. I am confident that you too, will feel the pride and satisfaction that we feel each time we serve an Italo's pizza.

Since we opened our first pizza shop in 1966, we have maintained high standards of quality, consistency and award-winning taste. Our customers know that every time they come to Italo's, they'll enjoy great food and a comfortable family atmosphere. That's why we're serving our second and third generation of customers!

There are not many secrets to our success. Owning a successful business is hard work and requires sacrifice, but I can assure you that a strong work ethic and commitment to family and community has its rewards.

As an Italo's franchisee, you will benefit from my decades in the restaurant business. I will share with you my experiences and operations expertise, as well as, tell you about the values and commitment to community involvements that have helped make my store successful.

I have found ways to work smarter, and I never lose sight of my customer. A warm and friendly atmosphere and personal attention to my customers are the most important parts of my business. After all these years, I still like to roll up my sleeves and make pizza.

If you enjoy people and take pride in serving the best pizza around, I know that an Italo's Pizza Franchise can offer the same opportunities to you that it has for me and my family. Life has been good to me, and my pizza shops have given me the opportunity for a good life with many blessings.

Here's to your success,



Italo's Pizza Franchise

It's about offering a great pizza and other Italian food products and involving great people, that is what Italo Ventura thinks about the Italo's Pizza concepts.

Italo's Pizza consists of 6 Franchises and 2 company owned shops. Italo Ventura takes great care in choosing his Franchisees. Italo Ventura does not like to do things through the mail or phone, he likes to meet the prospective franchisees and go over the franchise agreement explaining the entire program because there are some very important business decisions and commitments to make. All Italo's Pizza shops are operated day to day by the people who own them. A promise of daily operations is not enough. The prospective franchisee must go through an **intensive month of training at our main store located at 3560 Middlebranch Ave. in Canton, Ohio.** Italo Ventura and James Ventura train the new franchisee in every aspect of the operation, with the help of some senior employees, and will assist them for 2 weeks at the time of the store opening.

Consistency is one of the most important features of an Italo's Pizza Franchise. Spices for pizza and spaghetti and chicken are packaged and prepared specifically for Italo's Pizza and they are sold to you to be mixed for a final product according to our secret recipes and distributed to you as needed.

Printed bags must be used with our logo and coupons and will be sold to you as needed.

We will assist you in site locations, remodeling, equipment purchase, layout, promoting, advertising and printing needs.

Corporate Office

Phone: 330-455-7443 / Fax: 330-455-7443

Store: Middlebranch

Phone: 330-455-6428 or 330-455-0006

Italo's Pizza Shop, Inc.

Established March 12, 1966

At 3560 Middlebranch Rd. NE

Canton, OH 44705

Phone: 330-455-6428 or 330-455-0006

Fax: 330-455-7443

Italo P. Ventura

Owner, President, Franchise Director

James P. Ventura

Vice President, Franchise & Marketing Director

Name and Logo Trademark was registered in the state of Ohio on March 29, 1971. Name and Logo Trademark was registered in the state of West Virginia on May 27, 1982

Started Franchising in 1975.

Now 6 Italo's Pizza Shop Franchises and 2 Company owned shops in 3 counties in Ohio.

Italo's Pizza Shop, Inc. features: Pizza, Pasta (Spaghetti, Rigatoni, Lasagna) Deep Pressure Fried Chicken, and Different subs.



1966



1970



1978



2004



- Full size menu
- Requires 1500-2000 Square Feet of Space.
- Requires a total investment package ranging from \$150,000- \$225,000 with used or new equipment.
- One time Franchise fee of \$15,000 and 5% monthly Royalties.
- Term of Franchise Agreement is 20 years.
- Working Capital of about \$25,000 besides total investment is recommended.
- Personal Financial Statement and resume are required.
- Italo's Pizza Shop does not provide any financing.

Description

A full service pizza restaurant offering your customers the total Italo's food experience. Naturally, the centerpiece of your menu will be your award-winning pizza. In addition, your customers can choose from an extensive menu of homemade Italian favorites including many unique and mouthwatering dishes such as spaghetti, baked lasagna, rigatoni, calzoni, Italo's Famous Chicken and Jojo potatoes plus a complete sub line- meatball, hot sausage and pizza (Italo's own creation).



Stark County

3560 Middlebranch Rd. NE Canton, OH 44705

Store: 330-455-6428

Corporate Office- 330-455-7443

2932 Cleveland Ave. SW Canton, OH 44706

330-484-4828

2512 Harrison Ave. NW & 25th Canton, OH 44709

330-454-6565

6316 Market Ave. N. (Across from Walsh) Canton, OH 44720

330-499-7800

703 North Main St. North Canton, OH 44720

330-494-0911

Summit County

1912 Brown St. Akron, OH 44310

330-724-5524

Columbiana County

16311 Lisbon St. Glenmoor, OH 43920

330-385-8200

7735 A. State Rt 45 Lisbon, OH 44432

330-424-0001

**Locations in
Stark, Summit and
Columbiana Counties!**