

ALTO

PIZZA KITCHEN + BAR

From the founders of

FLIPDADDY'S

BRILLIANT BURGERS & CRAFT BEER BAR



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Opening Spring 2018

- High-end casual Pizza & Cocktail bar
- Exclusive food partner to Braxton Brewery, NKY's largest microbrewery
- Cornerstone at Duveneck Square, in downtown Covington (144 unit mixed use development)

# ALTO Pizza

*from Stone Hearth Ovens*

Hand-tossed dough and old-world recipe sauces. Made with the freshest ingredients sourced from local farmers & ranchers who raise animals free from antibiotics & hormones. Topped with a special blend of cheeses that are melted to perfection. Every pizza is then paired with a specialty cocktail made from one our mixologist.

## **The Pizza Industry**

Pizza is the fastest growing segment of the restaurant industry with a growth rate that's doubled any other dining segment at 11.4% (Pizza Magazine's 2017 Annual Industry Report). Blaze Pizza, for instance, is an emerging brand with 205% YOY sales in 2015. Two other fast-casual brands: MOD Pizza climbed 182% and Pieology posted a 67% gain.





## In the Heart of downtown: **Covington, KY**

- 29 West 7th Street (1 mile S of downtown Cincinnati)
- Duveneck Square - Anchor of planned 144 unit mixed use urban redevelopment project
- 3,000 s.f. restaurant
- Population of 204K within 5 mile radius
- Braxton Brewing Company - Food partner to NKY's largest microbrewery



## Next to Braxton Brewery

- ALTO will be exclusive food partner
- Ordering kiosk directly inside
- Consistent foot traffic

Braxton Brewery is one of Greater Cincinnati's largest regional breweries. Braxton operates an 11,000 s.f. brewery & taproom that's expanding with a roof-top bar. They distribute all over OH, KY, & TN, and produce over 15,000 bbls/year, elevating them from Microbrewery to REGIONAL brewery status.

Since opening in Spring 2015, Braxton's presence has been recognized as a key to Covington's renaissance and revitalization bringing significant traffic from the surrounding region.

Braxton has been looking for a restaurant partner who'll put the same amount of quality into their food as much as Braxton does into its craft beer.

They already have partnerships with Northern Kentucky University and Graeter's Ice Cream to make specialty craft beers.



# ALTO Menu



# ARTISANAL PIZZA

10" \$13

12" \$16

15" \$18

Our dough is handcrafted using locally milled flour, filtered water, sea salt and fresh yeast ensuring a crisp golden crust, chewy center, and unique flavor. Our sauces are housemade using the finest and freshest ingredients.



## FRESH TOMATO RED SAUCE PIZZAS

### CLASSIC MARGHERITA

fresh mozzarella, olive oil, sea salt, basil

### CHEESE PIZZA

fresh mozzarella, parmesan, provolone, oregano, basil, sea salt, olive oil

### SMOKED SAUSAGE

fresh mozzarella, parmesan, basil

### PEPPERONI

fresh mozzarella, parmesan, basil

### GREEK

olive oil, bacon, kalamata olives, roasted garlic, spinach, onion, feta

### PROSCIUTTO

fresh mozzarella, prosciutto di parma, capers, crimini mushrooms, oregano, truffle oil

### VEGGIE

fresh mozzarella, crimini mushrooms, red onion, black olives, cherry tomatoes, truffle oil

### MEATBALL

fresh mozzarella, parmesan, basil

## PARMESAN CREAM SAUCE WHITE PIZZAS

### MUSHROOM

crimini mushroom, gruyère, balsamic onion, truffle oil, rosemary, parsley

### PROSCIUTTO & EGG

four cheeses, sunny-side up egg, chili flakes

### BACON

aged fontina, thyme, chili flakes, parmesan, arugula, black pepper

### SAUSAGE & FRIENDS

fresh mozzarella, sausage, roasted red pepper, red onions, oregano

### ARTICHOKE & OLIVE

fresh mozzarella, prosciutto di parma, artichokes, criminis, kalamata

### CHICKEN & PESTO

pesto, fresh mozzarella, goat cheese, chicken, red onions, sundried tomato

### SHRIMP

fresh mozzarella, parmesan, gulf shrimp, garlic, Italian parsley, parmesan, and oregano



## **SALADS**

**HOUSE \$5**

field Greens, capers, cherry tomatoes, pine nuts, goat cheese, balsamic vinaigrette

**CHIPOTLE RANCH \$6**

Romaine Lettuce, Bacon, Tomatoes, Parmesan, Red Onions, Chipotle Ranch Dressing

**GREEK \$6**

Field Greens, Kalamata Olives, Sun-Dried Tomatoes, Whole Roasted Garlic, Red Onions, Cucumbers, Feta, Balsamic Vinaigrette

**CAESAR \$5**

Romaine Lettuce, Croutons, Parmesan, Caesar Dressing

**SPINACH \$6**

Pickled strawberries, bacon, crimini mushrooms, poppy seed dressing

Seasonal - we offer a rotating selection of innovative seasonal pizzas and salads.

## **BOWLS \$8**

**FREE RANGE CHICKEN** - smoked and shredded, pickled red onion, oregano, parmesan cream sauce, pasta

**MEATBALL** — fresh mozzarella, parmesan, red sauce, basil, oregano, pasta

**BACON** - fresh mozzarella, basil, parmesan cream sauce, pasta





# ALTO Mixology

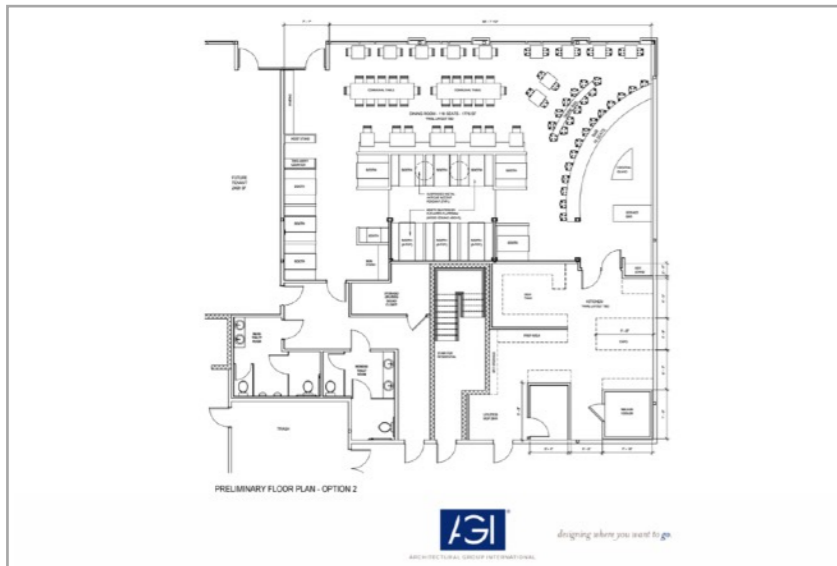
The freshest cocktails paired for each specialty pizza

# Pro-Forma

	Year 1	Year 2	Year 3	Year 4	Year 5	% of Revenue
<b>Revenues</b>	\$2,525,000	\$2,626,000	\$2,731,040	\$2,840,282	\$2,953,893	100%
<b>Cost of Goods Sold</b>	\$606,000	\$709,020	\$737,381	\$766,876	\$797,551	27%
<b>Gross Profit</b>	\$1,919,000	\$1,916,980	\$1,993,659	\$2,073,406	\$2,156,342	73%
<b>Total Operating Expenses</b>	\$910,635	\$945,370	\$981,505	\$1,019,085	\$1,058,169	36%
<b>Operating Income</b>	\$1,008,365	\$971,610	\$1,012,154	\$1,054,321	\$1,098,173	37%
<b>Total Non-Operating Expenses</b>	\$246,000	\$285,760	\$245,727	\$245,908	\$249,551	8%
<b>Net Profit</b>	\$762,365	\$685,850	\$766,427	\$808,413	\$848,622	29%

# Opening Spring 2018

## Concept



*We're building a 3,000 square foot store with a rustic industrial décor of steel, iron, wood, and touch of local Kentucky flavor. We'll share an entrance with Braxton Brewery.*

## Preparation



*We've signed the lease, and build-out has already begun. We picked this location because we're steps away from the new apartments above, boutique hotels, and Covington's shopping district.*

## Launch



*We'll launch April/May just in time for the warm weather & outdoor patrons at Braxton. We'll serve local tech companies, hotels, & businesses nearby.*



# The ALTO team



Bob Dames

CEO - 18 years in the restaurant and food services industry. Founded Flipdaddy's a 6 store restaurant chain. Extensive background in sales and sales management.



Tom Kearney

Partner - 35 years in financial services. Extensive experience in the formation and growth of start-up operations, including raising capital to support these ventures.



Ed Biery

COO - 30 years in the restaurant industry. Operated multi-unit chains. Developed several successful restaurant concepts. Developed cost control and training systems.



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