

# Cataldo's PIZZERIA



© 2009 Cataldo's Pizzeria

FRESH NEW YORK STYLE PIZZA

*Home of the Giant 30" Pizza*

## CATALDO'S PIZZA LICENSE OVERVIEW

### WHO WE ARE

Since Cataldo's Pizzeria was founded in 2001, we have grown to become the #1 rated pizza business in Bakersfield. We take pride that our name is synonymous with quality and family. We use nothing but the best ingredients and our dough and dressings are made fresh daily. From our critically acclaimed New Your Style pizza to our calzone and homemade lasagna, customers love the food that comes out of our brick ovens. At Cataldo's we are well known for our Giant 30 inch pizza that will feed up to 12 adults. When a giant pizza box enters a room, everyone knows the pizza is from Cataldo's. The quality confirms it!



Visit Cataldo's Pizzeria Online At:  
[www.cataldospizza.com](http://www.cataldospizza.com)

## WANT TO BE YOUR OWN BOSS?

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With a proven track record of profits and high quality products including the Giant hand tossed pizza, calzone and pastas that continue to exceed expectations, Cataldo's is setting its sights to expand the Cataldo's family. With two established locations and thousands of satisfied customers, we have proven that Cataldo's offers the right equation for success. When you succeed, we succeed!

## WHY LICENSE?

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When you open a Cataldos location, you become part of a recognized business with an established customer base, quality products and professional support. There is great value in a name, especially when its backed up with superior products.



## WHY CATALDO'S

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Cataldo's offers quality support in all areas of your business model. As Kern County's 1st independent pizzeria with online ordering, we hope to continue the quality old fashioned taste of Fresh New York Style Pizza with the convenience of modern technology. When you open a Cataldo's, you will receive personalized adaptive support to get your pizzeria up and running in your designated geographic area. We help you design a store opening project plan tailored to your financial or geographic situation. When you sign on with Cataldo's, you will receive the following:

### Detailed Project Plan to Open your store

- Support executing Project Plan
- Marketing Materials
- Pre-Opening Media Blitz
- 30 day onsite operations training
  - Food Preparation
  - POS setup and operations
  - Product Ordering
  - Staff hiring and training
- Your own online ordering website
- On going Co-op Advertising and Marketing
  - Television and Radio
  - Direct mail campaigns
  - Flyers, Coupons, etc
  - Internet presence (Online Order Capability)



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# *Well Worth The Wait*

**Dear Valued Customer,**

Unlike most of our competitors we do not use dough sheeters or presses. Nor do we use conveyer belt ovens. At Cataldo's we prefer to do things

## **"The Old Fashioned Way"**

Each of our pizzas are hand-tossed and baked in brick ovens. Every pizza must be rotated during the cooking process. Therefore, you will experience a wait during our busy hours.

***WASSA MATTA U!  
U Wauua Good Pizza U Hava Wait!***

**FAMILY OWNED AND OPERATED  
WITH 2 LOCATIONS TO SERVE YOU**

650 Roberts Lane  
661-387-0965

3611 Stockdale Highway  
661-832-0750

### **HOURS**

Sunday through Saturday  
11am Until the Last  
Customer is gone

**For more information contact:**

**Mike Regpala  
661-978-0591**