

*Sally's*  
A P I Z Z A<sup>®</sup>



**New Location** Development

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THIS IS NOT A SOLICITATION TO INVEST.

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# Our Legacy

Sally's Apizza was **founded in New Haven, CT** by Salvatore "Sally" Consiglio **in 1938**.

We hand-craft authentic New Haven pizza in **custom designed ovens**, using the original recipes.

Famous for our **distinctive tomato sauce** and chewy, crispy crust with an **iconic oven-kissed char**, Sally's draws pizza fans from around the world.

# Our Purpose

Bringing More **Passion** into Communities and Lives.  
More **Excitement**. More **Fun**. More **Love**.

# Our Mission

Every day **40 million people** in the United States are eating pizza.

How many of them have **great pizza** where they live?

Sally's mission is to make great pizza available **to everyone**.

We believe great pizza  
brings people together.



# What is **great pizza?**

Pizza that dances with flavor  
**and lights up the senses.**

So good **you're craving it**  
the next day.

It's so good that people  
**stand in line for it...**



Our Unique and Craveable Recipe.  
Made The Sally's Way since 1938.





# The Sally's Way

Do everything like you're **doing it for your family.**

Make every dish **rousing** to the palette.

Give it that **wow factor.**

Watch their face **light up** with each bite.

# We believe in the power of **Hospitality Momentum**

Everything starts with hiring team members who genuinely enjoy **making people happy.**

Because that leads to guests **having great experiences.**

This circle of positive momentum **benefits everyone**  
in our ecosystem.

We are **a nation of** pizza lovers.

Longing for the **pizza restaurants we deserve.**

**Now** we're getting them...

# Sally's is elevating and redefining the pizza restaurant category



# Sally's Apizza Stamford, CT Opened in 2021.



# Our Proprietary Pizza Oven At the Stamford Sally's



# Fairfield, CT Anticipated Opening Q4 2022



# Fairfield, CT Anticipated Opening Q4 2022





# Fairfield, CT Anticipated Opening Q4 2022



# Wethersfield, CT Anticipated Opening Q1 2023



# Wethersfield, CT Anticipated Opening Q1 2023



# Wethersfield, CT Anticipated Opening Q1 2023



# Norwalk, CT Anticipated Opening 2023



# Woburn, MA Anticipated Opening 2023



# Woburn, MA Anticipated Opening 2023



# Notable Sally's Fans Span Multiple Decades

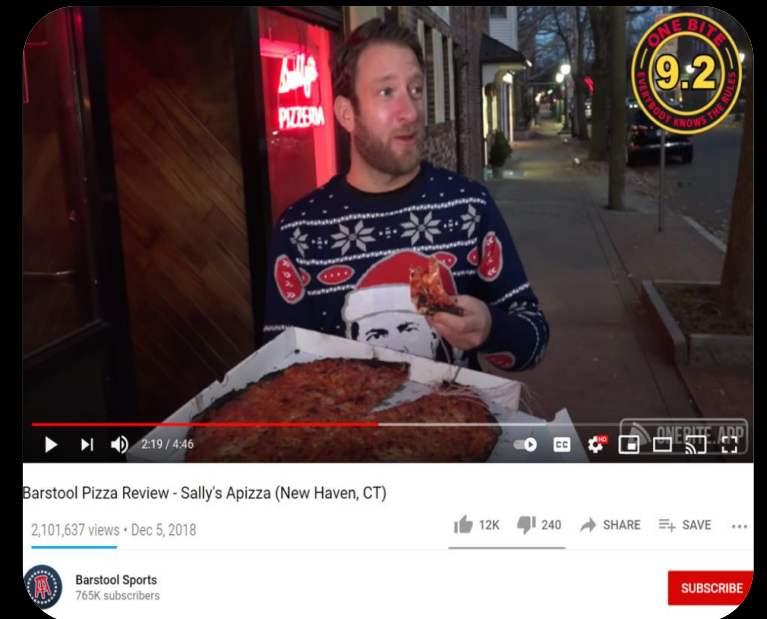
partial listing

Frank Sinatra

Dave Portnoy

John F. Kennedy

Bill Clinton

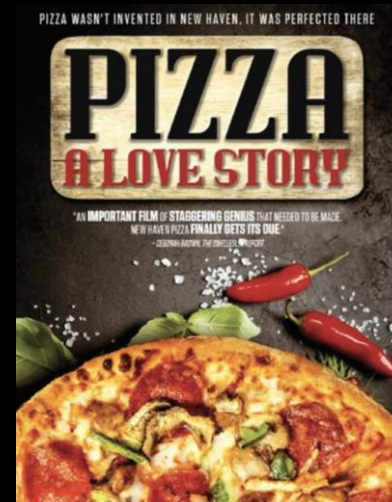




**Sally's Apizza** is prominently featured in the full-length documentary film

## "Pizza A Love Story"

- Streaming on 
- Shown on  flights
- Televised on 



# Who's Talking About Sally's Apizza

bon appétit

**EATER**

The Washington Post

**thrillist**

**FOOD & WINE**

**Forbes**

**USA TODAY**

**Paste**

The Guardian

*Esquire*



**THE INFATUATION**



Sally's is bringing more **passion and excitement**  
into people's lives. **Want to be a part of it?**



We are looking to work with visionary developers  
and institutions to **light up more communities**  
with a Sally's Apizza location.

Contact our real estate development team.

[development@sallysapizza.com](mailto:development@sallysapizza.com)



**Thank You**