Mo's Pizzerua

Roman trattoria food, delivered past midnight

Cacio e pepe at 1am. Amatriciana when the edit runs long. Rossa operates on the hours Marcus keeps, not the ones restaur…

THE CONCEPT

Rossa

"Roman trattoria food, delivered past midnight"

CUISINE FOCUS

Roman trattoria classics

THE STORY

Cacio e pepe at 1am. Amatriciana when the edit runs long. Rossa operates on the hours Marcus keeps, not the ones restaurants want to serve. The menu holds six pasta shapes, three cuts of meat, and nothing that requires apology the next morning. Red sauce, white plates, no compromises on timing or technique.



#8B0000 #F4E8D8 #2C2416 #C1440E #FAF0E6

THE AUDIENCE

Audience brief

SYNTHESIS

Marcus, 29 — Post-production editor, in Shoreditch, London, ordering 3x per week

THE MENU

Menu

MAINS

Cacio e Pepe — $14.00

Tonnarelli, Pecorino Romano, black pepper, pasta water. The standard by which Roman kitchens are measured.

Amatriciana — $16.00

Rigatoni, guanciale, tomato, Pecorino Romano, chili. Slow-cooked pork cheek renders into the sauce.

Carbonara — $15.00

Rigatoni, guanciale, egg yolk, Pecorino Romano, black pepper. No cream, no compromise.

Saltimbocca alla Romana — $22.00

Veal scaloppine, prosciutto, sage, white wine, butter. Cooked to order, served immediately.

Abbacchio al Forno — $26.00

Roasted lamb shoulder, rosemary, garlic, white wine, roasted potatoes. Feeds two.

SIDES

Puntarelle — $8.00

Chicory, anchovy dressing, garlic, vinegar. Roman bitter greens, dressed cold.

Patate al Forno — $7.00

Roasted potatoes, rosemary, sea salt, olive oil. Crisp outside, soft center.

THE MENU, CONTINUED

10 items total

DRINKS

Moretti — $5.00

Birra Moretti lager, 330ml bottle. The beer Romans drink with pasta.

Frascati — $9.00

White wine from the Castelli Romani hills, 250ml carafe. Mineral, clean.

DESSERTS

Tiramisu — $8.00

Savoiardi biscuits, espresso, mascarpone, cocoa. Made in-house daily, served cold.

AVERAGE ITEM VALUE

$13.00

LAUNCH MARKETS

Launch markets

New York

US

89/100

Manhattan after midnight belongs to night shifts and insomniacs who know the difference between pizza and Roman pizza. The outer boroughs have money and taste now. Carbonara at two AM competes with dollar slices and wins on different terms.

BRAND IDENTITY

Identity choices

LOGO DIRECTION

Wordmark

PHOTOGRAPHY STYLE

Street

Authentic, high-contrast, real environments.

ECONOMICS

Projected performance

LAUNCH INDEX
72 / 100

MONTH 1 REVENUE (PROJ.)
$8,400

MONTH 6 REVENUE (PROJ.)
$52,000

LAUNCH CITIES
1

MENU ITEMS
10

All projections are estimates based on comparable GFV network launches. Actual results may vary.

PACKAGING STUDIO

Branded surfaces

Five surfaces, one consistent system. All printed pieces carry the brand palette and name.

01 Pizza box

Primary surface. Brand name, tagline, accent band, and palette swatch.

02 Cup

Branded strip with name. Works at 12oz and 16oz.

03 Paper bag

Handle + brand strip. Matte or kraft finish.

04 Sticker

Round, 60mm. Name + tagline fragment. High-tack.

05 Menu insert

Trifold, 99×210mm. Three panels: concept + menu + contact.

Print-ready files are generated at the production stage and delivered with your dossier.

HOW THIS WAS BUILT

Builder path

CUISINE DIRECTION

Roman trattoria classics

VIBE

Street, Clean, Bold

OCCASION

Late-night order, Family dinner, Weekend treat

WHAT HAPPENS NEXT

30-day launch sequence

- DAY 0

  Application received

  Your dossier is in the review queue. Expect seven days.

- DAY 7

  Review complete

  Approved brands move immediately to kitchen matching. Declined brands receive written feedback.

- DAY 8-10

  Kitchen matched

  GFV assigns a host kitchen in each of your launch cities.

- DAY 11-20

  Production setup

  Menu localisation, packaging print, platform listings, photography.

- DAY 21-25

  Soft launch

  Live on platforms in test mode. First orders, operations review.

- DAY 30

  Full launch

  All platforms active. Performance dashboard live. GFV support active.

THE GFV NETWORK

Where your brand lives

GFV operates a network of host kitchens across 9 countries and 100+ cities. Every GFV brand has access to the same infrastructure — professional production environments, established delivery platform integrations, and local operational teams.

9	100+	$0	30d
COUNTRIES	CITIES OPERATIONAL	APPLICATION FEE	APPROVAL TO LAUNCH

GFV is the infrastructure. You are the brand. Our model is straightforward: we provide the kitchens, the platforms, the operations. You provide the concept, the menu, and the identity. Revenue is shared on a fixed percentage basis per market.

NEXT STEPS

What to expect

01 **Review (7 days)**

A GFV brand strategist reviews your dossier. They assess concept viability, market fit, and operational readiness. You will receive a written decision.

02 **Kitchen matching (2 days)**

Approved brands are immediately matched with available host kitchens in their selected markets. GFV assigns one kitchen per city.

03 **Production (10 days)**

Menu adaptation, packaging design, photography brief, and platform onboarding are completed by the GFV production team.

04 **Soft launch (7 days)**

Your brand goes live in test mode. GFV monitors order quality, operations, and customer feedback. Issues are resolved before full launch.

05 **Full launch**

All platforms active across your launch cities. Revenue sharing begins. You retain full brand ownership.

APPLICATION

GFV Brand Expansion

This dossier constitutes your Brand Expansion application. By submitting, you confirm that the information provided is accurate and that you have the rights to the brand concept described herein. GFV's standard Revenue Sharing Agreement will be presented separately on approval.

APPLICANT

mkmohammad@yahoo.com

BRAND

Mo's Pizzerua

SIGNATURE _____ DATE _____