# Hacken Pizza

*Roman pizza, cut in squares, sold by weight*

Pizza al taglio emerged in postwar Rome when bakers needed to sell sheet pan pizza quickly. The crust develops a honeyco…

THE CONCEPT

# Rosso

*"Roman pizza, cut in squares, sold by weight"*

CUISINE FOCUS

**Pizza al taglio and suppli**

THE STORY

Pizza al taglio emerged in postwar Rome when bakers needed to sell sheet pan pizza quickly. The crust develops a honeycomb interior from long fermentation. Toppings change by the hour. Suppli rice croquettes arrive molten-centered. Marcus orders the mortadella square and a cacio e pepe suppli at 11 PM, the box still warm when it reaches his table.



#8B0000 #F4E8D8 #2C2C2C #D4AF37 #4A3933

THE AUDIENCE

# Audience brief

SYNTHESIS

Marcus, 29 — Sound engineer, in Shoreditch, ordering 2x per week

THE MENU

# Menu

MAINS

## Mortadella e Pistacchio — $12.00

Sheet pan pizza, mortadella, crushed pistachios, stracciatella, black pepper. Sold by 200g square.

## Patate e Rosmarino — $9.00

Thinly sliced potato, rosemary, garlic, olive oil, sea salt. Sold by 200g square.

## Cacio e Pepe Supplì — $8.00

Fried rice croquette, pecorino romano, black pepper, molten center. Two pieces.

## Zucchine e Fiori — $11.00

Zucchini ribbons, fried zucchini blossoms, ricotta, mint. Sold by 200g square.

## Pomodoro Supplì — $7.00

Fried rice croquette, tomato ragu, mozzarella, basil. Two pieces.

SIDES

## Olive Ascolane — $6.00

Fried green olives stuffed with pork and veal, breadcrumb crust. Six pieces.

## Fiori di Zucca Fritti — $7.00

Fried zucchini blossoms, anchovy, mozzarella. Four pieces.

THE MENU, CONTINUED

# 10 items total

DRINKS

### Chinotto — $4.00

Bitter citrus soda, 275ml bottle.

### Limonata — $4.00

Lemon soda, 275ml bottle.

DESSERTS

### Maritozzo — $5.00

Sweet bun split and filled with whipped cream.

AVERAGE ITEM VALUE

**$7.30**

# Launch markets

## London

UK

**84/100**

Shoreditch and Soho office workers already queue for Lina Stores' focaccia. Pizza al taglio aligns with UK grab-and-go lunch culture. Borough Market and Maltby Street proved appetite for weight-based Italian provisions. Strong Italian expat density in Clerkenwell.

BRAND IDENTITY

# Identity choices

LOGO DIRECTION

## Wordmark

PHOTOGRAPHY STYLE

## Minimal

Clean surfaces, negative space, considered composition.

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

Pizza al taglio and suppli

VIBE

Street

OCCASION

Late-night order, Family dinner

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 |

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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

georgeykaram@gmail.com

BRAND

## Hacken Pizza

SIGNATURE _____ DATE _____