Nastya Pasta

Italian food for hunger, not ceremony

Sfizio serves the Italian food that evolved in American kitchens: baked rigatoni with three kinds of cheese, chicken par…

THE CONCEPT

Sfizio

"Italian food for hunger, not ceremony"

CUISINE FOCUS

Italian-American comfort iterations

THE STORY

Sfizio serves the Italian food that evolved in American kitchens: baked rigatoni with three kinds of cheese, chicken parmigiana that covers the whole plate, meatballs in Sunday gravy that's been reducing since noon. This is the food Italian grandmothers made when they had seven people to feed and limited time. Portions assume you're genuinely hungry. Garlic bread comes with everything because some traditions deserve protection.



#2D2926 #FF6347 #228B22 #FFFACD #8B4513

THE AUDIENCE

Audience brief

SYNTHESIS

Sarah, 38 — Operations manager at a logistics firm, in Wandsworth, London, ordering Weekly

THE MENU

Menu

MAINS

Baked Rigatoni — $14.00

Rigatoni with beef ragù, ricotta, mozzarella, provolone, marinara, baked until edges crisp.

Chicken Parmigiana — $16.00

Breaded chicken cutlet, marinara, melted mozzarella, served over spaghetti with more sauce.

Sunday Meatballs — $15.00

Six beef and pork meatballs in slow-cooked tomato gravy, grated parmesan, soft Italian bread.

Sausage and Peppers — $14.00

Italian sausage links, bell peppers, onions, marinara, served with penne and garlic bread.

Eggplant Parmigiana — $13.00

Breaded eggplant layered with marinara, mozzarella, parmesan, baked, served with linguine.

SIDES

Garlic Bread — $5.00

Italian loaf, butter, garlic, parsley, toasted until golden.

Caesar Salad — $6.00

Romaine, parmesan, croutons, anchovy dressing, black pepper.

THE MENU, CONTINUED

10 items total

DRINKS

Italian Soda — $3.00

Cherry or lemon syrup, soda water, ice.

Iced Tea — $3.00

Black tea, lemon, sugar optional.

DESSERTS

Tiramisu — $6.00

Espresso-soaked ladyfingers, mascarpone, cocoa powder.

AVERAGE ITEM VALUE

$9.50

Launch markets

London

UK

82/100

Soho House fatigue creates space for honest carbs. Young professionals in Shoreditch and Clapham want pasta that arrives hot and fills the bowl. No tasting menus, no waiting. Comfort without the ceremony fits the delivery-first culture here.

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

Italian-American comfort iterations

VIBE

Bold

OCCASION

Late-night order

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

georgeykaram@gmail.com

BRAND

Nastya Pasta

SIGNATURE _____ DATE _____