

Create History with Pizza Local



Your Invitation

Your invitation awaits to join the Pizza Local national network of Australia's **best** independent & locally owned pizzerias. Pizza Local is the first and only independent group to successfully rank among the **top 6 pizza groups in Australia**.

Join our fight against the rapid rise of pizza chains and secure your position in your territory as the number one local independent pizzeria.

Your once in a life time **opportunity** to create history has arrived with Pizza Local.



Our History

The Pizza Local concept was born when Emil Parthenides was managing his family run business in TEVE Packaging which until it sold in 2007 was the largest pizza box distributor in Australia.

Fed up with how unfairly local independent pizza stores were treated, both on price and service due to their size when compared to chains, Emil considered the idea of a retail banner group supporting independent pizza stores.

Emil along with business partner Paul Economedes knew that with services like the 131 PIZZA phone word, free website, online ordering, unlimited marketing consultations, national supplier network & group promotions, local pizzerias could compete with chains. Achievable by providing added ordering convenience to consumers as well as providing Pizza Local members the buying power in which a nationally recognized brand is capable of.

Much the same way that both Emil and Paul have been brought up in life, Pizza Local is all about supporting the local 'little guy' and giving everyone a fair go. Through the innovative ideas of two ambitious individuals, Pizza Local since launching in March 2009 does just that.



Emil Parthenides
Director

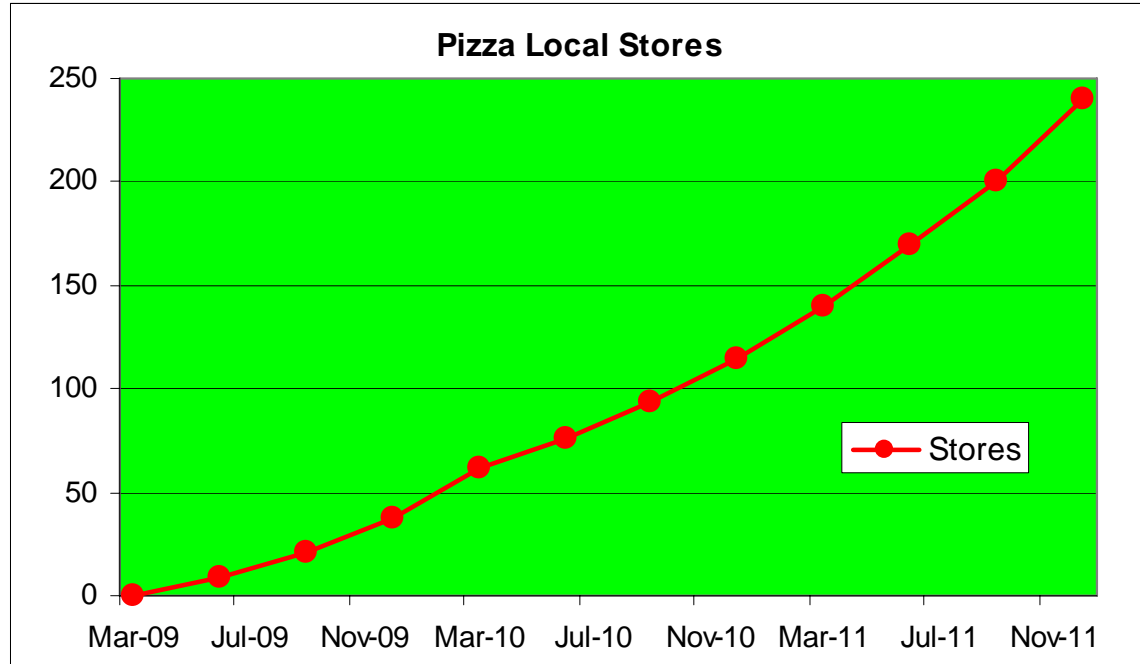


Paul-Anj Economedes
Director

The Growth

➤ Currently there are **now over 100** (as of the 21/01/2011) of the best independently owned local pizzerias under the Pizza Local national network which is projected to grow to over **200** by the end of 2011.

➤ The opportunities of future growth are substantial considering there are over **500+** potential members Australia wide



Quietly Achieving

- *Over 100 stores across Australia, this makes the Pizza Local Group Australia's **4th largest** and only independent pizza group among the big 6.*
- *Pizza Local members use on average **over 200,000** printed 131 PIZZA BOXES per month*
- *Pizza Local members purchase through our preferred food distributor network on average **over \$400,000** in sales per month*

1. Dominos
2. Eagle Boys
3. Pizza Hut
4. **Pizza Local**
5. Pizza Capers
6. Crust Pizza



Winning Awards



Small Business Success Award

*2009 Winner
Sponsored By 3AW,
Momentum Energy & the
Small Business Success
Awards.*

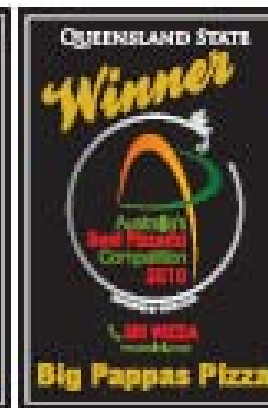
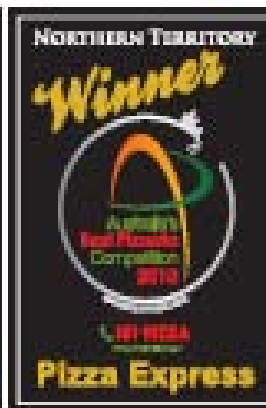
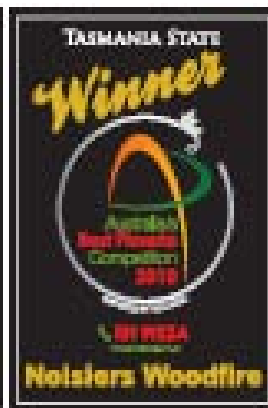
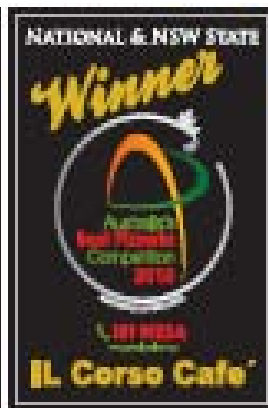
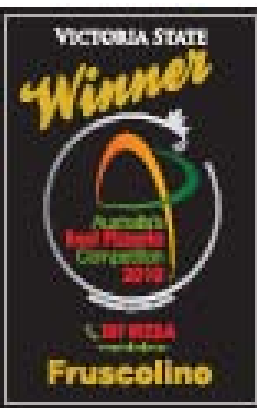


Left: Joe Helper (Victorian Minister for Business), Middle Left: Paul Economdes, Middle Right: Emil Parthenides, Right Camillo D'Alessandro (CEO Momentum Energy)



Quality Members

PMQ's Pizza Australia



*Australia's Best Independent Pizzeria Competition 2010
6 State Winners and one National winner!
(Sponsored by Pizza Magazine Australia, PMQ)*



So Why Join?



Sales

- *Pizza local has been specifically developed to assist local independent pizzerias to increase sales, profits, services and the sale value of their business.*



Branding

- *As part of a national network of pizzerias, the Pizza Local banner assists your store in giving consumers a brand they can rely on for quality locally owned independent nationally.*



Power in Numbers

- *As part of a group you are never alone. You have the support of head office, its network of suppliers, consultants and most importantly other independent pizzerias who want to help and learn from others.*



The No. 1. Phone Name

- **131 PIZZA** is much easier for consumers to remember than your standard phone number.
- Case studies have shown that using **131 PIZZA** in place of phone numbers on advertising will increase response rates an average of **300%**. That's three times more calls for every ad – without spending any extra advertising dollars - just by switching from a phone number to **131 PIZZA**
- **131 PIZZA** is what's known by the telecommunications industry as a 'category killer' phone name and valued at over \$650,000, by securing it you have the opportunity to block the competition. Forever.
- Word of Mouth promoting is much easier for your customers when they can tell friends and families to simply call **131 PIZZA**.
- **131 PIZZA** reinforces your brand and what your business is selling: PIZZA!



What's in a Phone Name?



- Roy Morgan Research concluded that since 2006 there has been an 88% increase in consumer usage of phone names
- In May 2008, Roy Morgan research tested the unaided recall of a selection of national advertisers' phone names and phone numbers. On average, recall of the advertisers' phone name was 850% greater than the recall of their phone numbers
- In May 2009, D&M Research found that across a variety of advertising mediums (TV, radio, print, and outdoor) the recall of 13 & 1300 phone words are on average, 450% greater than the recall of a phone number



Top Pizza Chain News

➤ ***Sydney Morning Herald 10/04/08:***

1300 Dominos replaces the number 131 888 it had used for more than a decade.

After more than two years of talks and research the company decided to make the change after a three-month trial of the new number in regional NSW blitzed its existing number in terms of recall

➤ ***The Australian 01/12/08:***

*Pizza Hut dumps one of Australia's most famous numbers 131 166 for **1300 PIZZAHUT**. The Marketing Director stated that the 131 166 number has double the recall of almost any other phone number out there, but the company realised customers want ease of ordering and **1300 PIZZAHUT** improves convenience.*

➤ ***Franchise Magazine 13/12/10:***

*The latest Roy Morgan Research found that the **1300 EAGLE BOYS** phone number is staying in consumers' minds, with unaided recall climbing 700 per cent since its launch eight months ago.*



What Does Pizza Local Offer?

- ✓ Exclusive territory of 1-3 postcodes (maximum of 3) per store ;
Value: Increase of business sale value of 20-30%
- ✓ Connection and licensing rights to **131 PIZZA** national phone ordering service;
Value: \$3,500 per month
- ✓ Website created with online ordering facilities and google search optimization (NEW)
Value: \$600 per month
- ✓ 30 minute Marketing consultations with XMG media;
Value: \$50.00 per month
- ✓ i-phone app listing with store details and ordering online;
Value: \$50.00 per month



PLUS MUCH, MUCH MORE!



Free Website & Online Ordering



iPhone App - NOW Available



iPhone App - NOW Available

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Slice Pizza Pasta Life

1/94 Boundary St
West End
QLD 4101

Starters

Favourites Pizza

Gourmet Pizza

Vegetarian Pizza

Salads

Pasta

Minimum delivery order is \$14.00

Register NOW and Receive a
\$ 3.00 Discount off
your **First Order**
when you spend \$25 or more

Today is Tuesday



Trading Hours

Delivery:

11:30am to 1:30pm

5:30pm to 8:45pm

Pick Up:

11:30am to 1:30pm

5:30pm to 8:45pm

Deliver to:

Slice Pizza Pasta Life



Slice Pizza Pasta Life

Welcome to Slice Pizza

The online store is designed to allow all Brisbane residents to purchase our delicious products, if your suburb is not listed within our delivery area simply phone (07) 384 44001 to discuss our ability to reach you.

CORPORATE ACCOUNTS WELCOME ...we also accept all major credit cards and offer PayPal facilities.

Choose from a variety of bases and sauce flavours or select the half & half option all at no additional cost, remembering we also do great pasta, salads and cold drinks, our sweets range is just weeks away.

Party and Corporate Organizers must try our "36 SLICE" mega party pizza, up to four toppings or sauce combinations are available on the one pizza.

* Please note: some of the images displayed on this website are for illustration purposes and may not represent the actual product *

Slice Pizza Pasta Life - Favourites Pizza

Margherita

Supreme

Works

Hawaiian

Pepperoni

BBQ chicken

BBQ meat lovers

Capriciosa

Pepperoni al fungi

Pancetta & sweet potato

Alfredo chicken

Mexian

Supreme



Description

Pepperoni, ham, mushrooms, capsicum, bacon, onion & chives (anchovies on request)

Prices

Small 8"
AUD \$10.00

Add to Order

Large 11"
AUD \$17.50

Add to Order

Family 15"
AUD \$21.50

Add to Order

Mega 24"
AUD \$65.00

Add to Order

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Pizza Local Website



DINNER DIALER
131 PIZZA

DELIVERY OR DRIVE-BY!
ORDER ONLINE

BET YOU'RE HUNGRY?
FIND STORE

WIN A FREE PIZZA YUMMM!!

Free Pizza Fridays | Share a Slice | It'sya BDAY!

DID YOU KNOW WE NOW HAVE OVER 100 PIZZA LOCAL'S!

LOCAL LOCATOR: Enter Postcode



**BIRTHDAY SPECIALS
YOU WERE BORN FOR!!**

TWEET PIZZA

28 Nov 2010
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Maccenas ultricies nulla non mi
tempus lobortis. Aliquam erat
voluptat.

27 Nov 2010
accenas lectus sapien, ultrices ac
sollicitudin nec, convallis
rutrum ligula.

More...



INDIE PIZZA...

Whats this all 'bout?



PASSPORT-O

& Pick-a-Prize!

**SHARE
A SLICE**



'n Win Free PIZZA

Got a store??

**WATSAMATA
YOU EH... JOIN
THE LOCAL
LEGENDS!!**

**GIVE FEEDBACK...
ASK QUESTIONS...**



Love Life, Love Family, Love Friends & Enjoy Tradition



Pizza Local Website: Store Listing



DINNER DIALER
131 PIZZA

DELIVERY OR DRIVE-BY!
ORDER ONLINE

BET YOU'RE HUNGRY?
FIND STORE

DID YOU KNOW WE NOW HAVE OVER 100 PIZZA LOCAL'S!

LOCAL LOCATOR: Enter Postcode



Il Gambero on the Park

Carlton, VIC 3053

IL GAMBERO ON THE PARK is a proud member of "Your" Pizza Local national network of quality locally owned independent pizzerias. "Your" Pizza Local members are selected due to their high standards of quality, service and friendliness.

As 6 of the 7 state winners for Australia's Best Independent Pizzeria 2010 were "Your" Pizza Local members. This is testament to the quality customers receive when ordering from a locally owned independent pizzeria that takes pride in its work.

So next time you see a store anywhere in Australia marked as "Your" Pizza Local you can rest assure this pizzeria is a quality independent pizzeria.

So for HOT, FRESH and TASTY Pizza, ORDER NOW.

"Your" Pizza Local members are supporting the environment by using the (CSIRO TESTED) GREEN friendly Coup-on-a-box pizza box. By utilizing the coupons on this box "Your" Pizza Local members are minimizing the harmful impact of wasteful fliers.

More information
We take reservations except on weekend brunches between 9am - 5:30pm. Call us to make a booking for your party!



Opening Times

Mon - Fri 8am - 11pm
Sat 9am - 10:30pm
Sun 9am - 10:30pm

Contact Details

215 Lygon St
Carlton, VIC 3053

Call: 0928 2004

[View Map](#)

DOWNLOAD OUR MENU HERE - YUMM!

TOO LAZY TO MOVE?

[so Easy to Order...](#)



SHARE A SLICE



[n Win Free PIZZA](#)

TWEET PIZZA

28 Nov 2010
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maccenas ultricies nulla non mi tempus lobortis. Aliquam erat volutpat.

27 Nov 2010
accenas lectus sapien, ultrices ac sollicitudin nec, convallis rutrum ligula.

[More...](#)

Got a store??

WATSAMATA YOU EH... JOIN THE LOCAL LEGENDS!!

PIZZA PASSPORT-O

[& Pick-a-Prize!](#)



Love Life, Love Family, Love Friends & Enjoy Tradition



Recipe of the week!

the-italian stallion!

[more...](#)

Welcome Pack

- When joining Pizza Local, your store will receive a welcome pack containing the following promotional items: Stickers, Fridge Magnets & Window Signage.
- We also have in addition a large number of other consumable & promotional items available at great pricing. These have all been designed by XMG media, specialist in pizza marketing.



Loud & Proud



The Coup-on-a-Box



*Pizza Local has taken on the license to use the world wide patented **14% hotter** Coup-on-a-Box (CSIRO tested & approved). The Coup-on-a-Box is the world's most green friendly pizza box. Minimize the use of fliers by printing on coupons and you will be supporting a green friendly world.*

Statistics:

When consumers buy pizza:

- There is visual contact with the box for 40 minutes.*
- An average of 4+ people will view the box and 75% remember a simple message on the Box.*
- The Box brings the number 131 PIZZA into the homes of consumers until the period the consumer disposes of the Box.*
- With current box usage, there are over 200,000 boxes going into Australian homes with the number 131 PIZZA every month. This is a whopping total of 800,000+ people viewing 131 PIZZA per month!*



Detachable Pizza Box Coupons



*Coup-on-a-Box has a generic 131 PIZZA printed coupon in addition to blank coupons for self promotions via custom made stamps which our members are currently experiencing an outstanding **25% redemption rate**.*



Grand Final Day Promo



Your Investment?

\$99.00 per month per postcode selected plus GST (max. 3 postcodes)

FREE WHEN:

Spending \$2400 per month per postcode selected with any of Pizza Local's national preferred food & packaging distributor list.

Pizza Local preferred distributors:



Plus: Metropol Foods & ISD Tas



Conditions?

Applicants Must Be

Independently Owned (No franchises allowed)

Passionate

Positive

Friendly

&

The Best or have the Desire to be the Best

Members On-Going Conditions

Put up Pizza Local Sign (Loud & Proud)

Use 131 Printed Pizza Boxes (Custom Prints to be reviewed)

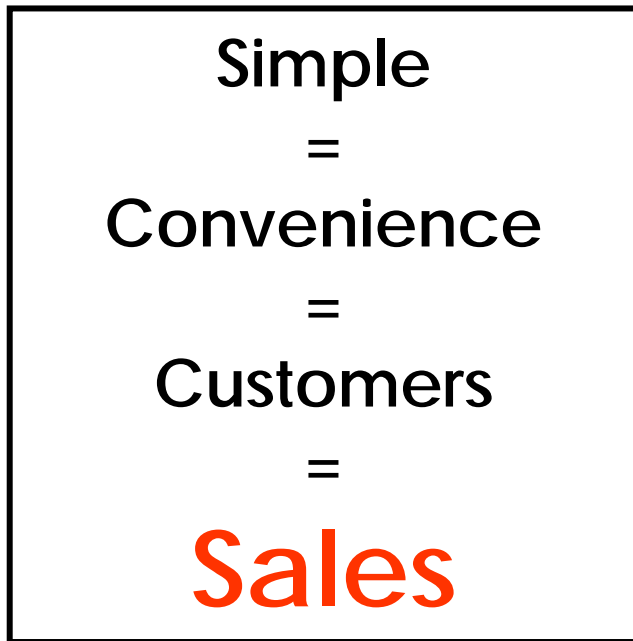
Provide Menu

Take Part in National Group Promotions



Keep it Simple

What do 1300 Flowers, 13 Cabs, 1300 Dominos, 1300 Go Harvey, 1300 Real Estate have in common? Easy to remember phone words which increase consumer convenience, branding, awareness and sales.



"Remember that old saying about half the money you spend on advertising being wasted, but it's just hard to work out which half? I'll tell you which half - any money spent trying to get people to remember phone numbers!"

Now I just laugh when I see phone numbers in ads.

*It's pretty simple, if you want more calls, more customers and more sales - put **phone words** in all your ads. We did."*

Gerry Harvey
Chairman
Harvey Norman



Frequently Asked Questions

Q: When should I start receiving orders through Pizza Local?

A: Pizza Local is here to provide quality stores with the tools that huge franchises give their franchisees in order to be more competitive in the market place. Stores should promote and advertise these tools as much as possible to ensure successful returns on marketing campaigns.

Q: Do I have to use Pizza Local suppliers?

A: No, this is not compulsory. The opportunity is there however to have your fees rebated by our suppliers if you did want to spend with them the minimum spend. Our suppliers are supporting the growth of the group by doing this.

Q: How often are rebates done?

A: Pizza Local direct debits from all members the monthly fee and those that have met minimum spends with our suppliers in order to receive their rebates, receive their rebates quarterly.

Q: I have my own printed pizza boxes so can I still join?

A: This is normally reviewed in house as the 131 PIZZA boxes are a great marketing tool for all members. In most cases this is allowed however it is expected to move to the custom printed (your logo) 131 PIZZA boxes when your stock runs out.

Q: Does my current phone number still operate?

A: Yes, all we do is tag 131 PIZZA onto the number you provide. Both numbers will be in operation.

Q: Do I have to change my menu to a standard Pizza Local menu?

A: No, All stores are independent and unique and we want it to stay this way.

Q: I am in an area where I border and deliver to many postcodes, I can not afford to take on the cost of all these postcodes. What can I do?

A: Normally, the maximum number of postcodes is 3 per store, and in some cases we will review the areas and we are open to negotiations in regards to costs and postcodes allocated.



Testimonials

I have been using the 131 PIZZA service for over a year now and the results for increasing deliveries has been unbelievable!

(John Gioia – Il Corso Café Griffith NSW Winner of Australia’s best independent pizzeria competition 2010)

Well, what can i say. For us joining pizza local has meant a sense of belonging. I enjoy my friendly chit chats with the boys from time to time. Congratulations to you Emil and Paul for coming up with such a great concept, and to band a group of independent operators together to compete against the franchises . Pizza Local has helped tip the scales our way.

(Pinno and staff – Pinnos Pizza Mildura VIC)

Joining Pizza Local has resulted in a more level playing field in relation to cost of goods purchased, which in turn helps that bottom line.

(Peter & Elton Grant – Slice Pizza West End QLD)

We were sceptical at first so didn’t promote the number but it hit me that I am wasting a valuable tool to fight my competitors with. I added it to all my fliers, menus etc... and my calls jumped nearly 400%.

(Ross Nadalin – Fresco Pizza Ringwood VIC)

After speaking with other members that Pizza Local was happy to provide contact details for we have not looked back. I have since developed a great relationship with Emil and appreciate the advice when needed. Joining under the new model and using the Pizza Local preferred distributor (All Foods) has meant that I don’t pay a cent even though now the cost wouldn’t be a problem for me as the sales, services, expertise and being part of history is worth more than that ten fold!

(Peter Serroni – Pizzaronis Templestowe VIC)



Contact

LIMITED TO ONLY
ONE QUALITY
PIZZA STORE
PER POSTCODE

DON'T MISS YOUR
OPPORTUNITY TO
CREATE HISTORY!

