



ITALIAN KITCHEN



FRANCHISE TOOLKIT

a one-of-a-kind
new york pizza franchise
with two models built
for multi-unit growth



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RussosFranchise.com



INVESTMENT HIGHLIGHTS

- **AUV \$1.164 Million**
(see Item 19 for details)*
- **Average Ticket: \$25–\$30**
(Higher than other national pizza brand)
- **Franchising since 1999**
- **4 Revenue Streams; Dine-in, Takeout, Delivery and Catering**
- **Flexible Footprint as small as 1,500 SF**
- **Unique menu items - pasta, salad, sandwich, deep dish, pizza by the slice**
(Including Halal and Gluten-Free specialty items)

Start Up Costs range from \$439,350 to \$1,491,000 for buildout, required improvements and tenant allowance
(Cost will vary depending on area, location or country)

STARTUP COSTS & FEES

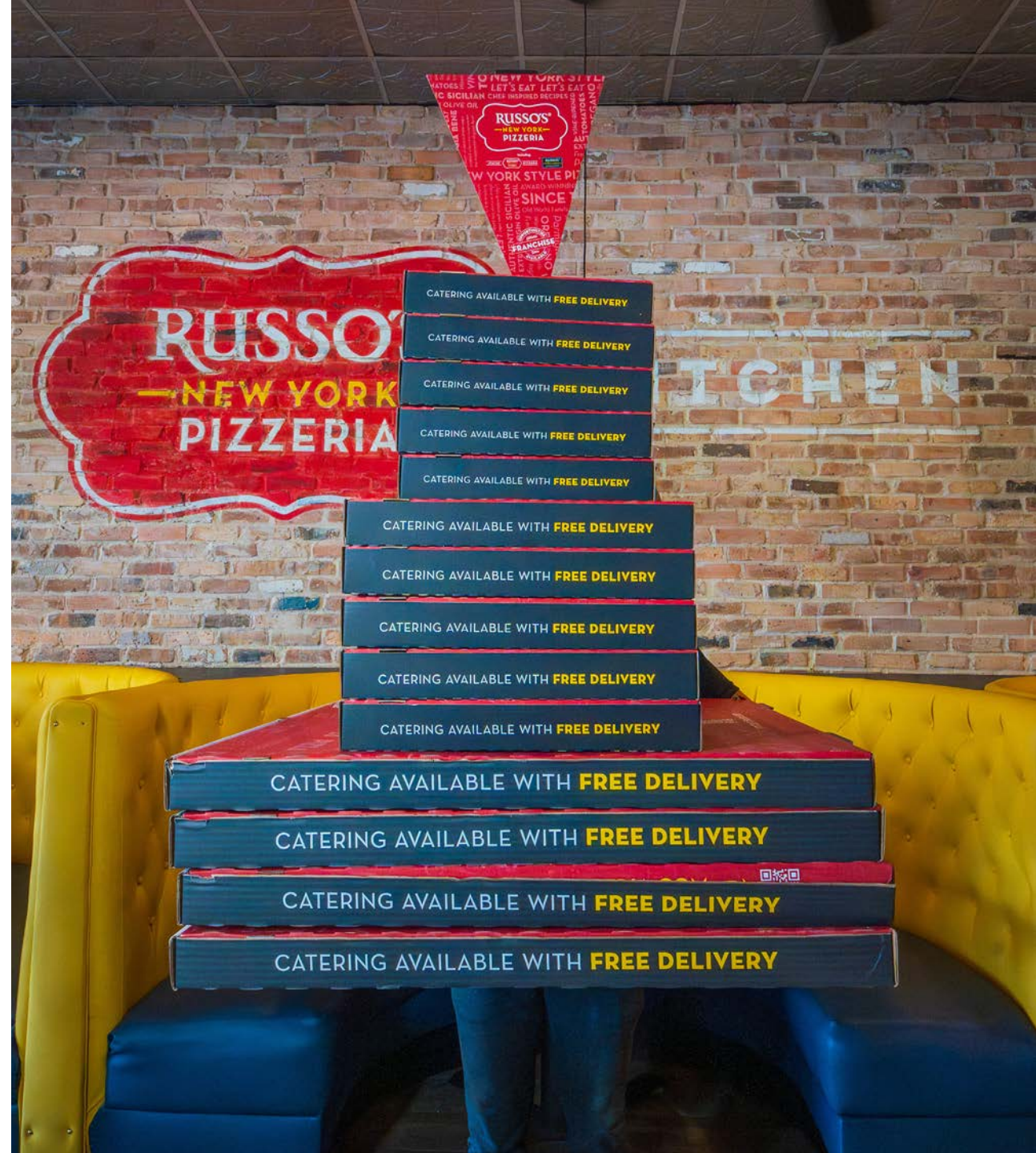
ITEM EXPENSE	LOW	HIGH
Initial franchise fee	\$35,000	\$35,000
Business license, permits, utility deposits, etc	\$5,000	\$10,000
Lease and other rental expenses	\$15,000	\$75,000
Architectural	\$12,000	\$25,000
Engineering	\$4,000	\$10,000
Furniture fixtures and equipment	\$130,000	\$270,000
Electronic cash register system	\$19,000	\$40,000
Signage	\$5,000	\$40,000
Initial training	\$10,000	\$40,000
Operation capital	\$28,350	\$75,000
Initial inventory	\$10,000	\$30,000
Insurance deposits/premiums	\$5,000	\$20,000
Grand opening advertisement	\$10,000	\$25,000
In-store opening training	\$0	\$40,000
Site evaluation expenses	\$1,000	\$5,000
Leasehold Improvement	\$150,000	\$750,000
TOTAL	\$439,350	\$1,490,000

*The information contained on this website is not an offer to sell or the solicitation of an offer to buy a franchise. The franchise information contained herein is not directed to the residents of any particular jurisdiction. The offer of a franchise can only be made through the delivery of a franchise disclosure document. Certain states require that we register the franchise disclosure document in those states. We will not offer or sell franchises in those states until we have registered to do so (or obtained an applicable exemption from registration) and delivered the franchise disclosure document to the prospective franchisee in compliance with applicable law.

WHY RUSSO'S?

Only Russo's has captured all four key revenue segments in the fast-casual market. Four important income streams flow together, to capture more market share: sit-down dining, delivery, takeout, and catering. Each Russo's location is built with this formula in mind, tailored for the cost and market of each store, without over- or under-building. Following current kitchen trends and design, our concepts will wow your guest with the ultimate experience of the Russo's atmosphere.

Our restaurants are designed to allow our guests to watch their fresh-tossed dough being cooked creating an ambiance of an authentic New York-style Italian Restaurant.



FAST CASUAL

NY-STYLE PIZZA BY THE SLICE

NYCE Slice is designed as a smaller footprint restaurant starting from 1,200 to 1,500 sq. ft., making it easier to secure sites, reduce buildout costs, and open faster. With a limited employee team, operators can keep labor in control while running a high-output kitchen built around speed, consistency, and throughput.



Best for: *high-density areas, office/lunch markets, mixed-use developments, and delivery-driven neighborhoods.*

Key advantages: *smaller footprint, lower operating costs, simplified kitchen flow, faster service, strong off-premise sales.*



FULL-SERVICE CASUAL DINING RESTAURANT

Russo New York Pizzeria & Italian Kitchen is a full-service Italian-American restaurant designed to be a strong lunch and dinner destination with a premium dine-in experience. Locations range from 1,800 to 3,500 sq. ft. and can include an indoor and outdoor patio for added seating and sales.



Best for: *lifestyle centers, strong retail corridors, suburban family markets, and entertainment districts.*

Key advantages: *elevated dine-in experience, higher check averages, wine-bar attachment, open-kitchen theater, and heritage-driven brand story (since 1978).*





TRAINING AND SUPPORT

Success starts with the right foundation— location, vendors, training, and a proven operating system. Russo New York Pizzeria supports franchise partners from the first real estate review all the way to a confident, high-momentum launch.

Site Selection & Approval:

Trade-area review, competition and delivery radius analysis, visibility/traffic checks, and LOI/lease guidance to help you choose the right location.

Design & Build-Out Support:

Prototype layout guidance, kitchen flow planning, equipment package direction, and brand standards for storefront and signage.

Supply Chain & Vendor Setup:

Approved product specs, distributor and vendor onboarding, ordering schedules, par levels, opening inventory plan, and receiving/quality standards.

Localized Menu Support:

Maintain Russo core menu while tailoring select items, pricing, and off-premise bundles/modifiers to fit your market - without compromising brand standards.

Training Program:

Owner and manager training on recipes and build charts, prep systems, speed and consistency, food safety, inventory, food/labor cost control, and guest experience to help you choose the right location.

Pre-Opening & Grand Opening Support:

Pre-opening checklist, soft opening plan, on-site launch support, and a grand opening playbook to drive early sales and reviews.

CANDIDATE QUALIFICATIONS

Rather than looking for pure investment partners, Russo's places great importance on building partnerships strengthened by the acumen of both franchisor and franchisee. The franchisee brings their entrepreneurial skills, knowledge of the local business and cultural climate, and a personal network and contacts, all of which are essential to assuring the success of every franchise.

What it Takes to Qualify as a Franchisee

- *Liquid Capital Requirement: \$250,000*
- *Net Worth Requirement: \$550,000*
- *A sound background in business development*
- *The ability to work independently*
- *Initial Franchise Fee: \$35,000*
- *Minimum Credit Score: 700*
- *A good standing within the community*
- *Financing information available upon request*



YOUR STEPS TO OWNERSHIP

Our ideal franchise partners are **passionate** about great food, community, and building something meaningful. While restaurant experience isn't required, a strong entrepreneurial spirit—and background in business, sales, marketing, hospitality, or retail—is a great foundation. What matters most is your commitment to delivering authentic Italian flavors and unforgettable guest experiences.



The Franchise Journey: From Interest to Ownership

Step 1 Submit Application

Your information is confidential and used only to assess preliminary franchise qualifications. The application is non-binding and does not obligate you or Russo New York Pizzeria. Preferred locations listed will be reviewed at this stage.

Step 2 Evaluation & Approval

You'll sign a Confidentiality/Non-Disclosure Agreement to protect information shared during the process. Approval is based on multiple factors to ensure a mutually beneficial franchise opportunity.

Step 3 Sign Contract & Location Search

Welcome to the family! You'll visit our Corporate Office to meet the team, sign all documentation, and pay the initial franchise fee. We'll guide you through the location search, evaluating demographics and site characteristics to find the ideal location.

Step 4 Turn Key Build Out

We provide turnkey support for construction, floorplans, kitchen layout, interior design, furniture, and fixtures. We'll guide you through building your restaurant, hiring and training staff, and setting up your supply chain.

Step 5 Training & Development

Training has two phases: 6 weeks at our Houston training store covering FOH and BOH operations, followed by 3–4 weeks at your location to set up, train staff, and prepare for opening.

Step 6 Pre-Opening & Opening

Our operations team supports every aspect of your store opening—from kitchen setup and staff training to Friends & Family or charity events and your grand opening. Ongoing support is available as needed.

Step 7 On-Going Support

Our operations team stays in constant contact, providing ongoing operational and marketing support to help your restaurant grow.

REQUIREMENTS TO QUALIFY

DOMESTIC

- \$250k Liquid Capital & \$550k Net Worth
- Credit Score 700+
- Ability to Open Restaurant within 8-16 Months*
**Depending on the real estate*

INTERNATIONAL

- \$3,000,000 Net Worth
- \$1,000,000 Liquid Capital
- Multi-Unit Restaurant Experience Required
- Development Agreement to Develop Area of 5+ years

FINANCING OPPORTUNITIES

Our partnership with Conners Financial provides franchisees with tailored financing solutions and expert guidance to help secure funding for their location.

Available Financing Options Include:

SBA Loans

Competitive rates, longer terms, and lower down payments.

Conventional Financing

Traditional bank funding for well-qualified borrowers.

ROBS (401k/IRA) Rollover Funding

Use funds from your retirement account with no loans or interest required.

Alternative Financing

Fast approvals with minimal paperwork and no collateral to meet critical timing needs.

STORE DESIGN



OUR MENU



READY TO OWN A RUSSO'S NY FRANCHISE?

Schedule a Discovery Call today

call

(832) 849-0724

email

Franchise@NYPizzeria.com

Whats app

18324777597

website

RussosFranchise.com



or scan qr code
to contact us



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