



QOFTE KING

FRESHLY GRILLED MEATBALLS

ABOUT QOFTE

A CONTEMPORARY FAST-CASUAL CONCEPT THAT BLENDS ADRIATIC CULTURE AND ITALIAN DESIGN.

OUR SANDWICHES ARE PREPARED WITH THE HIGHEST QUALITY INGREDIENTS AND A TOUCH OF ORIGINALITY, FEATURING OUR FLAGSHIP PRODUCT: QOFTE, 100% BEEF MEATBALLS.



CHEF DINO RICCI

THE ARCHITECT OF A MULTIFACETED HOSPITALITY ENTERPRISE THAT COMBINES 19th CENTURY ITALIAN TRADITION WITH 21ST CENTURY LUXURY LOGISTICS. AS THE CHEF PATRON OF THE HISTORIC "RISTORANTE LA SCALETTA" IN PISA, CHEF RICCI HAS SUCCESSFULLY LEVERAGED A LEGACY BRAND TO DOMINATE NICHE MARKETS IN THE PRIVATE AVIATION AND MARITIME PROVISIONING SECTORS.

UNDER HIS LEADERSHIP, THE LA SCALETTA GROUP HAS EVOLVED BEYOND THE TRADITIONAL DINING ROOM TO BECOME AN INFRASTRUCTURE PARTNER FOR THE ELITE TRAVEL CORRIDORS ACROSS THE MEDITERRANEAN.

BY INTEGRATING FINE DINING PRECISION WITH COMPLEX SUPPLY CHAIN MANAGEMENT, CHEF RICCI DELIVERS BESPOKE CULINARY EXPERIENCES TO PRIVATE JET TERMINALS AND LUXURY PORTS ACROSS ITALY AND THE FRENCH RIVIERA.



BRAND VALUES

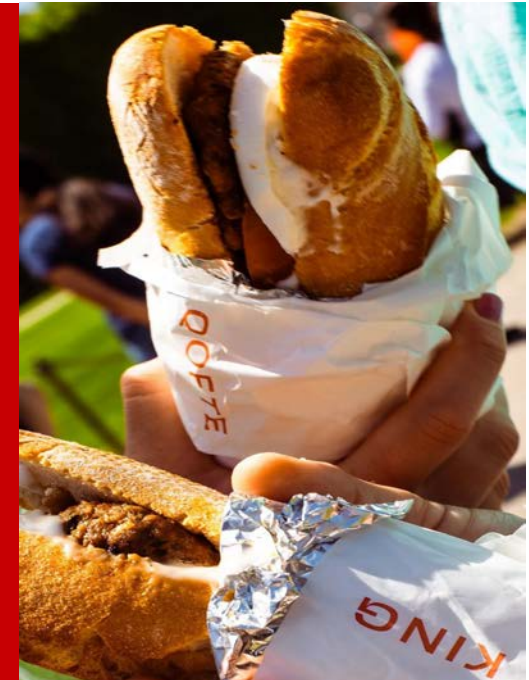
AUTHENTICITY — WE TELL THE STORY OF THE ADRIATIC REGION, WITHOUT FILTERS OR PRETENCE.

IDENTITY — EVERY DETAIL SPEAKS OF BELONGING, ROOTS, AND MEMORY.

SHARING — QOFTE IS A WELCOMING PLACE, DESIGNED FOR BEING TOGETHER.

MATERIALITY — MATERIALS ARE PART OF THE STORY AS MUCH AS THE FOOD.

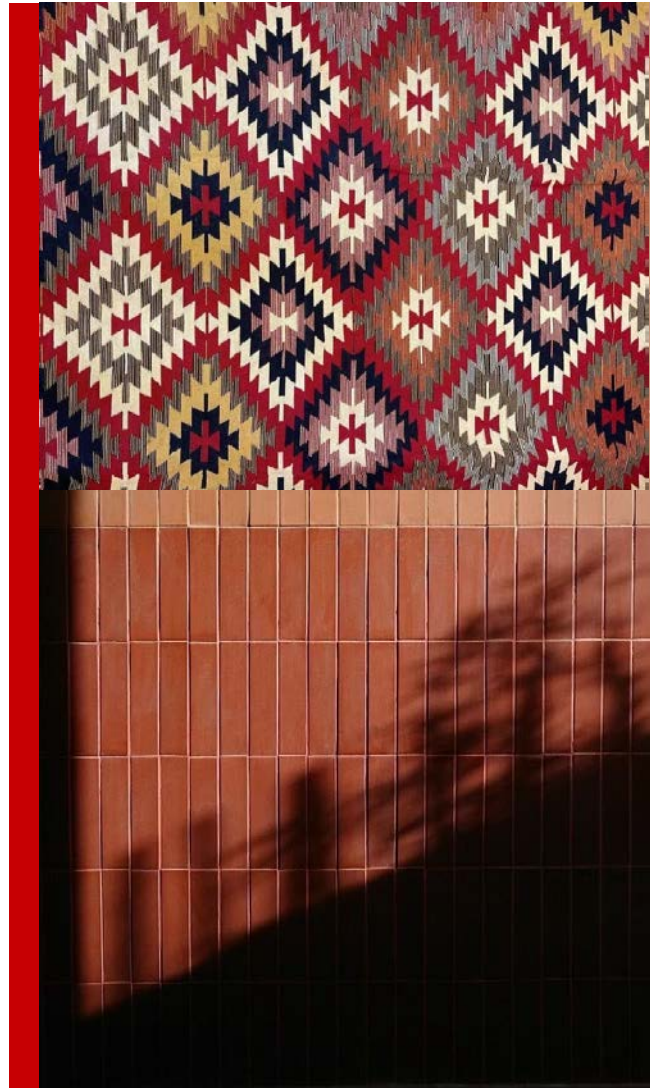
CONTEMPORARY — TRADITION REINTERPRETED.



MATERIALS

- WARM, NATURAL WOOD MEETS TEXTURES, CARPETS, A SYMBOLIC ELEMENT PRESENT IN ALL HOMES.
- TERRACOTTA COLOURED WALLS WITH THE HARMONIOUS REPETITION OF TILES COVERING THE COUNTER, THE VISUAL FOCAL POINT OF THE SPACE.
- EVERY SURFACE, EVERY TEXTURE CARRIES MEANING AND MEMORY.

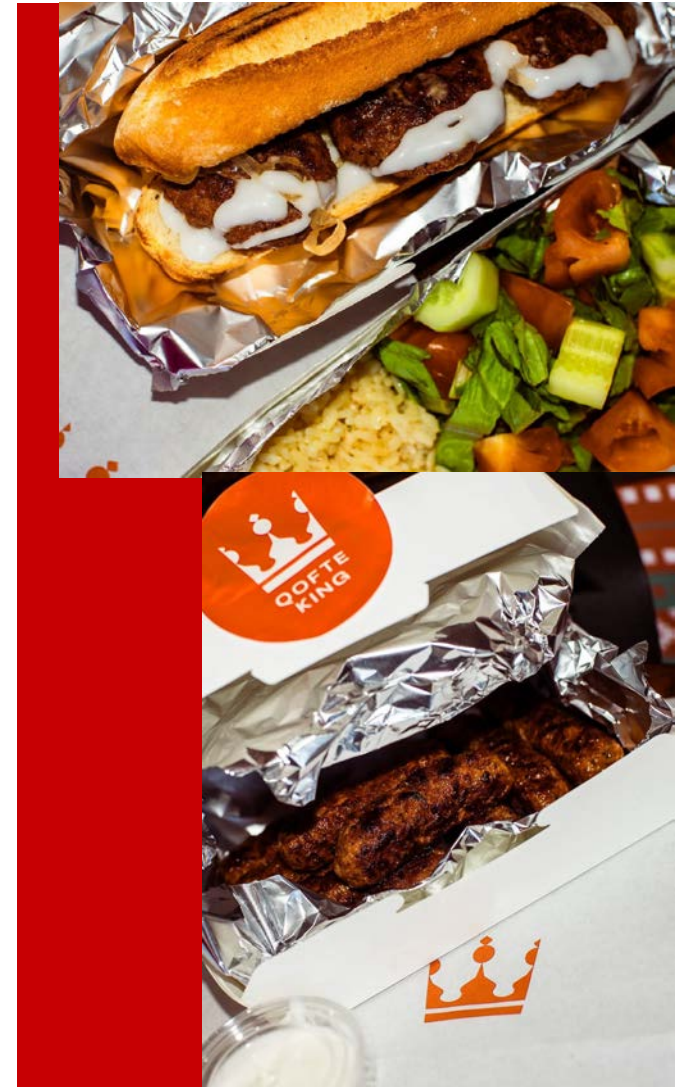
DESIGN&MATERIALS



THE EXPERIENCE

A CONTEMPORARY RESTAURANT WITH AN OPEN KITCHEN, DESIGNED TO SHOWCASE INGREDIENT QUALITY AND THE DAILY RITUAL OF EATING.

- AUTHENTIC
- DINE IN AND TAKEAWAY
- CAREFUL ATTENTION TO DESIGN
- EVERY BITE IS A JOURNEY BETWEEN UNMISTAKABLE FLAVOURS



TARGET AUDIENCE

- URBAN PROFESSIONALS SEEKING QUICK, QUALITY MEALS
- FOOD ENTHUSIASTS
- STUDENTS AND YOUNG ADULTS
- CULTURAL EXPLORERS INTERESTED IN AUTHENTIC EXPERIENCES
- TAKEAWAY AND DELIVERY CUSTOMERS



BENCHMARKS

LONDON QSR BENCHMARKS

	Market Tier	Cheapest Main	Signature Item	Side Dish	Estimated Average Ticket
Subway	Value / Utility	£5.20 (Veggie Breakwich)	£7.80 (B.M.T. 6")	£2.70 (Waffle Fries)	£9.90 – £12.00
GDK	Mass Fast Casual	£8.19 (Veggie Quesadilla)	£8.69 (Kebab)	£2.69 (Fries)	£11.00 – £15.00
Chipotle	Fresh Fast Casual	£13.15 (Veggie Bowl)	£12.10 (Chicken Burrito)	£2.30 (Chips)	£15.00 – £18.00
Eggslut	Premium Specialist	£8.95 (Egg Salad)	£9.95 (Fairfax Sandwich)	£3.95 (Hash Browns)	£14.00 – £18.00



SIGNATURE SANDWICHES QOFTEBOXES

<p>QOFTE TOSCANO</p> <p>Qofte, Pomodoro, Salsa Terina</p> <p>QOFTE KING</p>	<p>QOFTE LIGHT</p> <p>Qofte, Pomodoro, Karide, (100g F30)</p> <p>QOFTE KING</p>	<p>QOFTE BUFALA</p> <p>Qofte, Pomodoro, Salsiccia di bufala, Olio EVO</p> <p>QOFTE KING</p>	<p>QOFTE VEGGIE</p> <p>Qofte, Melanzane grigliate, Zucchine grigliate, Pomodoro seccato</p> <p>QOFTE KING</p>	<p>QOFTE CAESAR</p> <p>Qofte, Lettuga, Sugo di Parmigiano, Salsa Caesar</p> <p>QOFTE KING</p>	<p>QOFTE STRACCIA TELLA</p> <p>Qofte, Stracciatella di Bufala, Olio EVO</p> <p>QOFTE KING</p>
<p>QOFTE DRY TOMATO</p> <p>Qofte, Pomodoro seccato, Mustarda, Olio EVO</p> <p>QOFTE KING</p>	<p>QOFTE GENOVESE</p> <p>Qofte, Pesto di basilico</p> <p>QOFTE KING</p>	<p>QOFTE BURRATA</p> <p>Qofte, Burrata, Gnocchi di pasta corta, Olio EVO</p> <p>QOFTE KING</p>	<p>QOFTE STRACCHINO</p> <p>Qofte, Stracchino e Peperoni arrostiti</p> <p>QOFTE KING</p>	<p>QOFTE ESOTICO</p> <p>Qofte, Anacardi e Fave, Cipolle marinate, Salsiccia Arrostita</p> <p>QOFTE KING</p>	<p>QOFTE STRACCHINO</p> <p>Qofte, Stracchino e Peperoni arrostiti</p> <p>QOFTE KING</p>

<p>QOFTE BOX</p> <p>Una Qofte King con Sugo di Pomodoro e Salsiccia di Bufala</p> <p>QOFTE KING</p>	<p>QOFTE BOX</p> <p>Una Qofte King con Sugo di Pomodoro e Salsiccia di Bufala</p> <p>QOFTE KING</p>	<p>QOFTE BOX</p> <p>Una Qofte King con Sugo di Pomodoro e Salsiccia di Bufala</p> <p>QOFTE KING</p>	<p>QOFTE BOX</p> <p>Una Qofte King con Sugo di Pomodoro e Salsiccia di Bufala</p> <p>QOFTE KING</p>
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PRICING

SIGNATURE SANDWICHES - £9.95 - £13.50

GOURMET SANDWICHES FEATURING 3 QOFTE MEATBALLS WITH PREMIUM ITALIAN INGREDIENTS (BUFFALO MOZZARELLA, BURRATA, STRACCIATELLA, PESTO, GRILLED VEGETABLES)

QOFTE BOX - £11.50 - £22.90

QOFTE N' GO BOX (WITH SANDWICH) - £11.50, QOFTE DELIGHTS BOX (SANDWICH + SIDE) - £14.90, QOFTE EXPRESS BOX (9 PIECES) - £16.00, QOFTE & BITES BOX (9 PIECES + SIDE) - £22.90

QOFTE STREETFOOD & EXTRAS- £2.00 - £5.50

SINGLE QOFTE - £2.00, PILAF RICE - £5.50, MIXED SALAD - £5.00, GRILLED VEGETABLES - £5.00, FRENCH FRIES BOX - £5.50

DESSERTS - £5.00

TRILEÇE (TRES LECHES CAKE), TIRAMISÙ

BEVERAGES - £1.20 - £3.50

WATER, SOFT DRINKS, ICED TEA, ENERGY DRINKS, AYRAN (TRADITIONAL YOGURT DRINK)

BEER & WINE - £3.50 - £35.00

SELECTION OF ITALIAN BEERS AND WINES



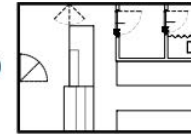
STORE FORMATS

FLEXIBLE SPACES FOR EVERY LOCATION

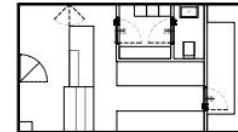
WE CAN ADAPT TO DIFFERENT SPACES AND MARKETS:

- MINI (26-33 SQM) — COMPACT FORMAT
- MINI/MIDI - 4 SEATS (37.5 SQM) — SMALL DINING AREA
- MIDI - 6 SEATS (55 SQM) — MEDIUM FORMAT WITH SEATING
- MAXI (75 SQM) — FULL SERVICE EXPERIENCE WITH ADDITIONAL SEATING

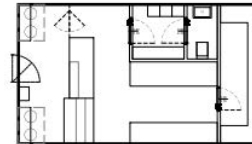
MINI
(via Pietrasantina)
26 mq



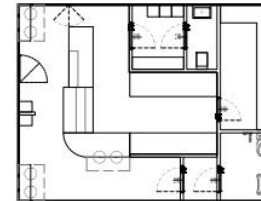
MINI
33 mq



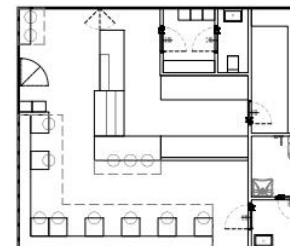
MINI /
MIDI - 4 sedute
37,5 mq



MIDI - 6 sedute
55 mq



MAXI
75 mq



LOCATION STRATEGY

THE URBAN HYBRID

- LOCATIONS WHERE OFFICE DENSITY, RESIDENTIAL SPENDING POWER, AND LEISURE TRAFFIC INTERSECT.
- HIGH VOLUME URBAN FLAGSHIPS
- MARKET HALL SITES
- TRAIN STATIONS AND TRAVEL HUBS



CURRENT LOCATIONS



PISA (OPEN)
Via Pietrasantina 99



MILANO (COMING SOON)



ROMA (COMING SOON)



FIRENZE (COMING SOON)

ADVISORS

IH INSIGHT HOSPITALITY

CREATED BY INDUSTRY STALWARTS DES MCDONALD AND OLIVIER LAVIGNE DU CADET, WITH MORE THAN 70 YEARS OF COLLECTIVE GLOBAL HOSPITALITY EXPERIENCE IN THE UK.

DES MCDONALD – EX CEO OF SOHO HOUSE, CAPRICE HOLDINGS, AND ANNABEL'S.

OLIVIER LAVIGNE DU CADET – FORMER DIRECTOR OF LA PETITE MAISON, CHUCS, CORBIN AND KING.

RICHARD WASELL – OVER 30 YEARS OF COMMERCIAL PROPERTY EXPERIENCE.



PLEASE CONTACT RICHARD WASSELL TO
DISCUSS ANY INTERESTING LOCATIONS:

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