



Verdi

LA PIZZA CON IL SIGILLO

Even with a Pizza
something great can be born

WWW.PIZZERIAVERDI.IT



Giuseppe Verdi:

Music, Art, and Painting

Giuseppe Verdi is more than just a name. It has a profound impact on Italian cultural history. When we chose this name for our pizzeria, we didn't do it purely for fun or to evoke the color of sustainability. We did it because Verdi, as an artist and a man, embodies a vision that inspires us every day: making excellence accessible, uniting beauty and people, nourishing with art.

Verdi composed operas that have spanned the centuries, which still resonate in theaters and in people's hearts. His music had the ability to move, unite, and endure. It was popular and cultured, instinctive and complex. And this, in a certain sense, is what we want to do too: a pizza for everyone, but made with the intensity of an opera.

Verdi Pizzeria

Founded with the aim of restoring traditional Roman pizza to the heart of the Italian gastronomic experience, Pizzeria Verdi was born as a structured entrepreneurial project, not as a simple restaurant business.

The heart of the brand is the dough: carefully balanced hydration levels, long, controlled leavening, meticulous flour selection, and standardized processes to ensure crispiness, lightness, and authentic flavor. Traditional Roman pizza embodies the essence of Italian technique: thin, crispy, flavorful, crafted with method and attention to detail.

Alongside Roman pizza, pinsa completes the offering with a distinct identity: a more airy dough, distinctive air pockets, and a light texture, designed for those seeking an easily digestible and modern alternative.

Today, Pizzeria Verdi is positioned in the premium fast casual segment, with a format designed to be scalable and replicable. Operational standardization, centralized quality control, and ongoing training ensure product consistency.





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Verdi's Manifest

Every dough has a memory.

Every loaf holds the story of a choice. And it is from these choices that our Manifesto is born: a living, daily declaration, renewed every morning when the laboratory lights come on and the flour begins to dance.

For us, quality is not a standard to be met, but an act of respect. Toward those who will eat, to those who work, to the world that hosts us.

The selection of raw materials is just the beginning: we care about where they come from, who grew them, with what method, with what care. Every tomato must tell the story of the sun it has received.

Every mozzarella must preserve the dignity of the milk from which it is born. But it's not enough for us to remain within tradition. We want to go further.

At Verdi, every choice is a form of responsible innovation. We believe in the constant dialogue between what has been and what can be. We are not afraid of change if the change is based on value.

That's why we're constantly experimenting, researching new doughs, listening to food science discoveries, and putting them to work for flavor and health.

Ours is true craftsmanship: not a marketing buzzword, but a practice. Each pizza is made by hand, in plain sight, and without rushing.

PIZZERIA VERDI

A crost that speak of ROME.

There's a city where pizza has a sound. Not just a taste. In Rome, pizza isn't chewed: it crunches. That subtle, precise, almost elegant sound is the voice of the "pizza scrocchiarella." A name that sounds like a joke, but is actually a code: that of a Roman pizza that has made its crunchiness its hallmark.

We at Pizzeria Verdi immediately fell in love with that voice. We didn't want a pizza that shouted, that imposed itself with thickness or presumption. We wanted a pizza that was easy to eat, that was light on the stomach and strong in the memory. Roman pizza is like this: thin, dry on the edges, generous with toppings. It grabs you lightly, but stays with you.



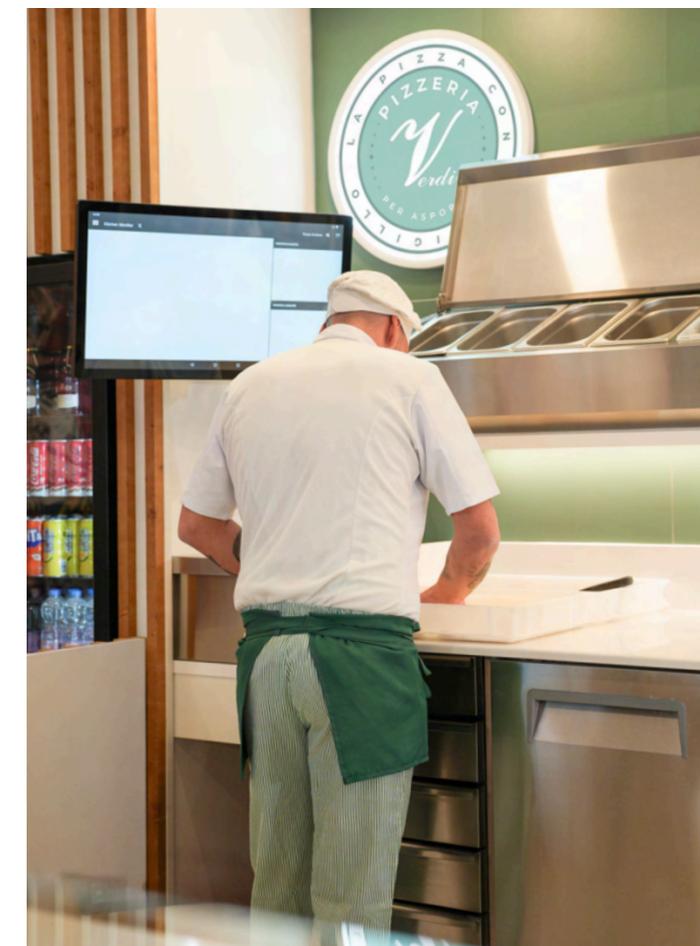
A simple and replicable format

Pizzeria Verdi is successfully expanding across major urban food markets, with a format designed to be flexible and replicable in various city locations.

The stores are designed exclusively for takeout and delivery, with spaces optimized for rapid preparation, quality assurance, and efficient management of digital orders. This allows customers to receive traditional Roman pizza quickly, authentically, and consistently, wherever they are.

The design of the premises is carefully considered to maximize operations and integrate digital solutions: apps and online ordering systems make the customer experience simple and immediate, without sacrificing product quality.

The goal is to offer authentic, light, and highly digestible Roman pizza, prepared using traditional methods, with a modern, consistent, and recognizable takeout and delivery experience across all Pizzeria Verdi locations.



Suppliers:
Those who put
their heart into it,
before us.



Opening a Pizzeria Verdi

FINANCIAL TERMS

Entry Fee: **€8K-€12K + VAT**

Royalties: **5%** of net revenue

Marketing Contribution: **€500** per month

Contract Duration: **6 years**

*Subject to specific cases that may require different amounts



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