

PIADA ITALIAN STREET FOOD





[VIEW VIDEO](#)

GAME CHANGING SALES MIX

DAYPART

48% LUNCH

52% DINNER

CHANNEL

57% IN-STORE

19% OLO

19% 3PD

5% CATERING

48

TOTAL
LOCATIONS

~\$12

PER PERSON
AVG.

\$2.0M

AVG.
UNIT VOLUME

(>\$2.2M w/in 12-24 months)

~20%

STORE LEVEL
MARGINS

>100%

2Y DIGITAL
SALES GROWTH

PIADA
ITALIAN STREET FOOD

KICKASS COMPS



PIADA
UP 14% YTD
VS 2021

PIADA
UP 42% YTD
VS 2020

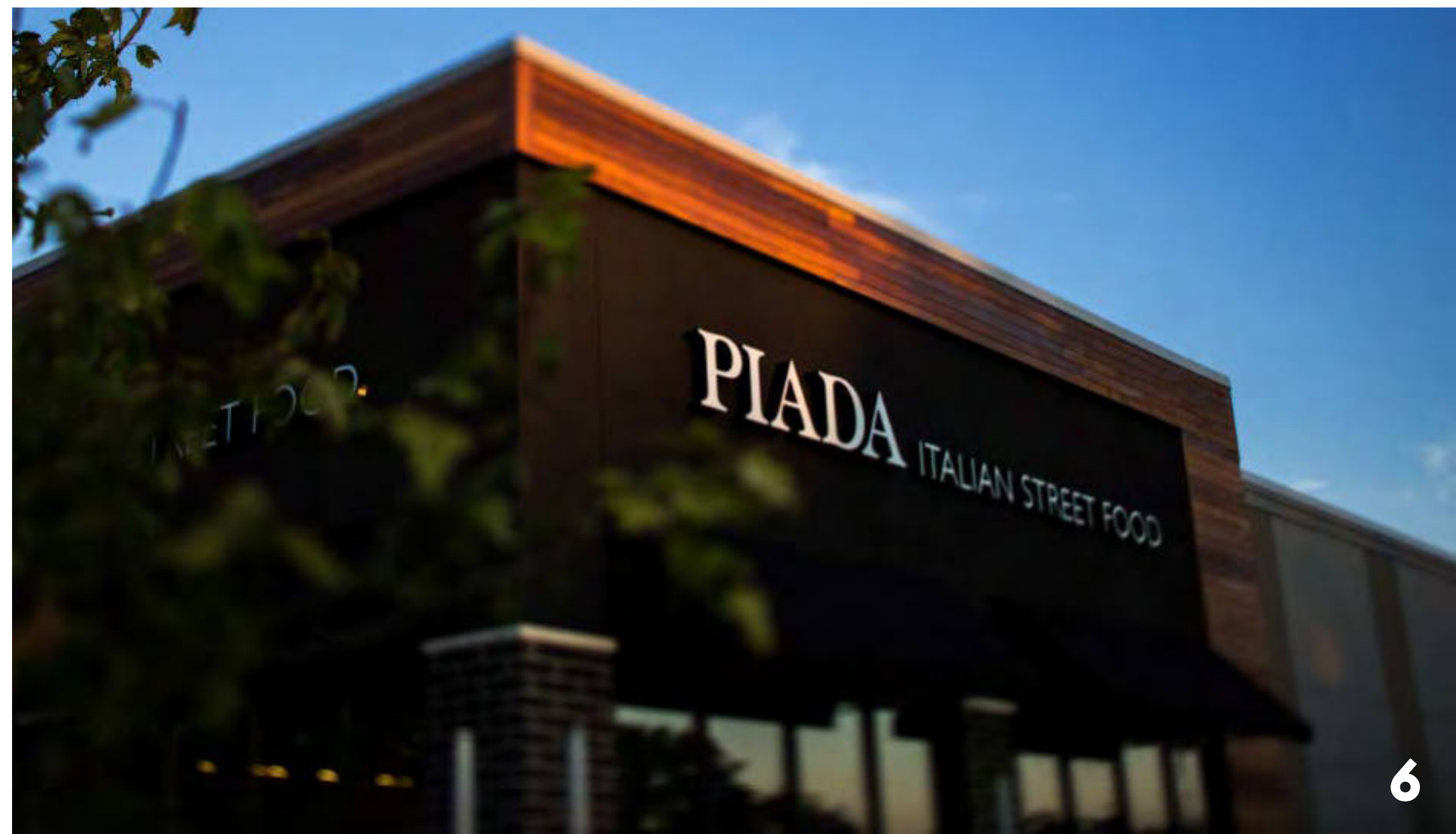
PIADA
UP 38% YTD
VS 2019

The image shows the exterior of a Piada Italian Street Food restaurant. The building features a prominent wooden gable roof with the name 'PIADA ITALIAN STREET FOOD' mounted on it in large, white, serif capital letters. Below the roofline, there is an outdoor seating area with several large, light-colored patio umbrellas. In the foreground, there are green bushes and yellow flowers, some of which are out of focus. A few people are visible sitting at tables under the umbrellas. The sky is blue with scattered white clouds. On the right side of the building, there is a smaller sign that reads 'PIADA ITALIAN STREET FOOD' with a logo of a person on a motorcycle.

PIADA ITALIAN STREET FOOD

LOCATIONS

- Freestanding/end-caps with patios ~2400sf
- Drive-thru pickup window preferred
- High-density suburban markets

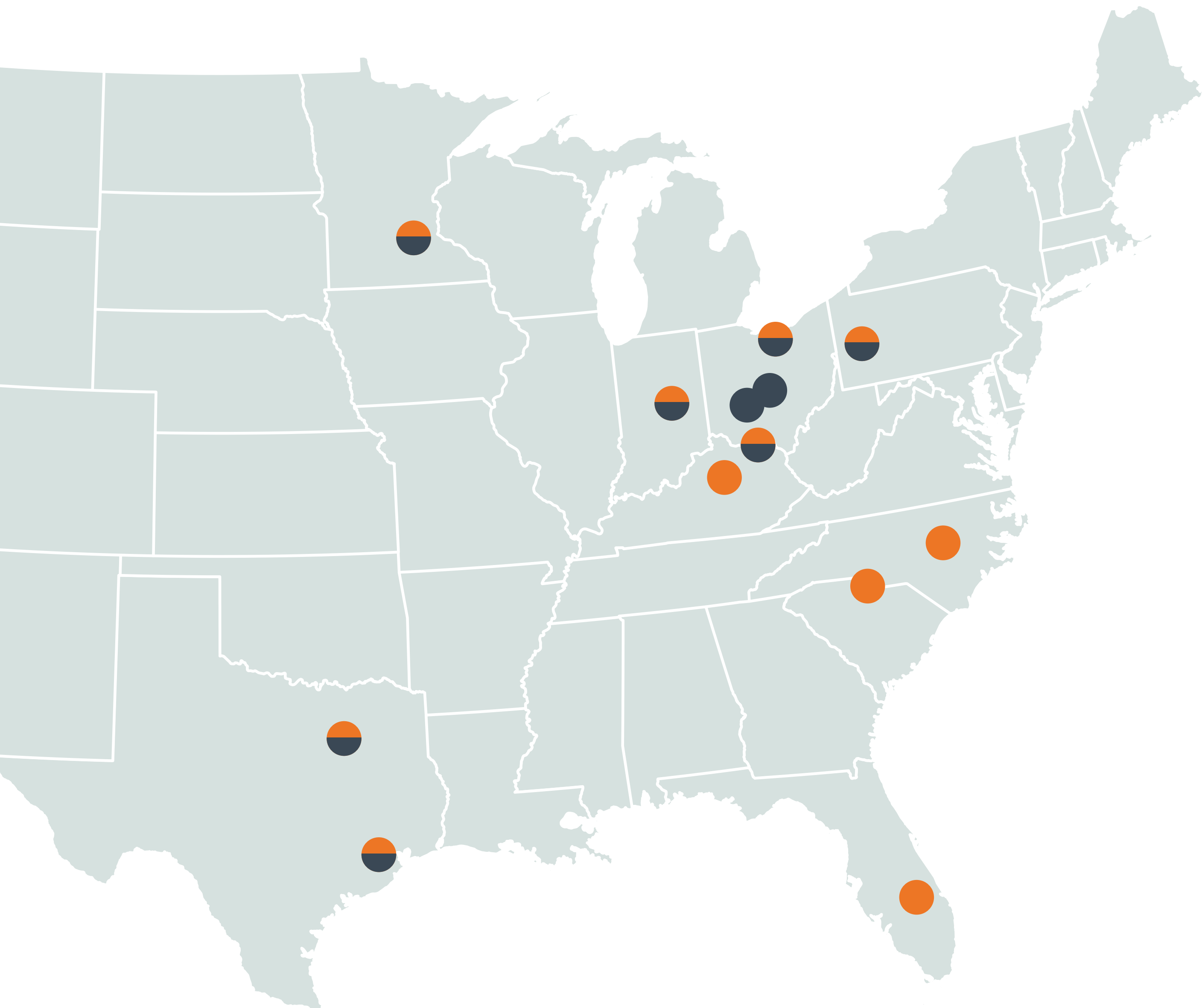




TIMELESS STORE DESIGN

5 YEAR STORE PLAN





ROBUST DEVELOPMENT PIPELINE

CURRENT MARKETS

- Columbus
- Cincinnati
- Cleveland
- Dayton
- Indianapolis
- Houston
- Dallas
- Minneapolis
- Pittsburgh
- Charlotte

MARKET ROAD MAP

- Houston
- Dallas
- Cincinnati
- Cleveland
- Raleigh
- Indianapolis
- Minneapolis
- Lexington
- Florida

OUR CORE VALUES

Genuine Hospitality

Discipline & Focus

Thoughtfully Prepared Food

Passionate Chefs & Team Members





OUR WINNING RECIPE FOR

ITALIAN

FAST

CASUAL

- Chef managed and hospitality driven
- 1st mover advantage
- Broad menu appeal
- Fun, fresh food in an upscale fast paced environment



PIADA

PIADA

ITALIAN
STREET FOOD

ITALIAN
STREET FOOD

PANDEMIC READY

- Digital ordering adoption
- Marketing strategy shift
- Curbside pickup
- Family meals & meal kits
- In-store safety

ITALIAN
STREET FOOD

ITALIAN
STREET FOOD



OUR MENU



WHAT'S A PIADA?

(LIKE IF A BURRITO HAD A SEXIER COUSIN)

ROLLED PIADAS

- Thin crust dough is brushed with extra virgin olive oil and baked
- Inspired by the piadina, an Italian Street Food from Rimini, Italy





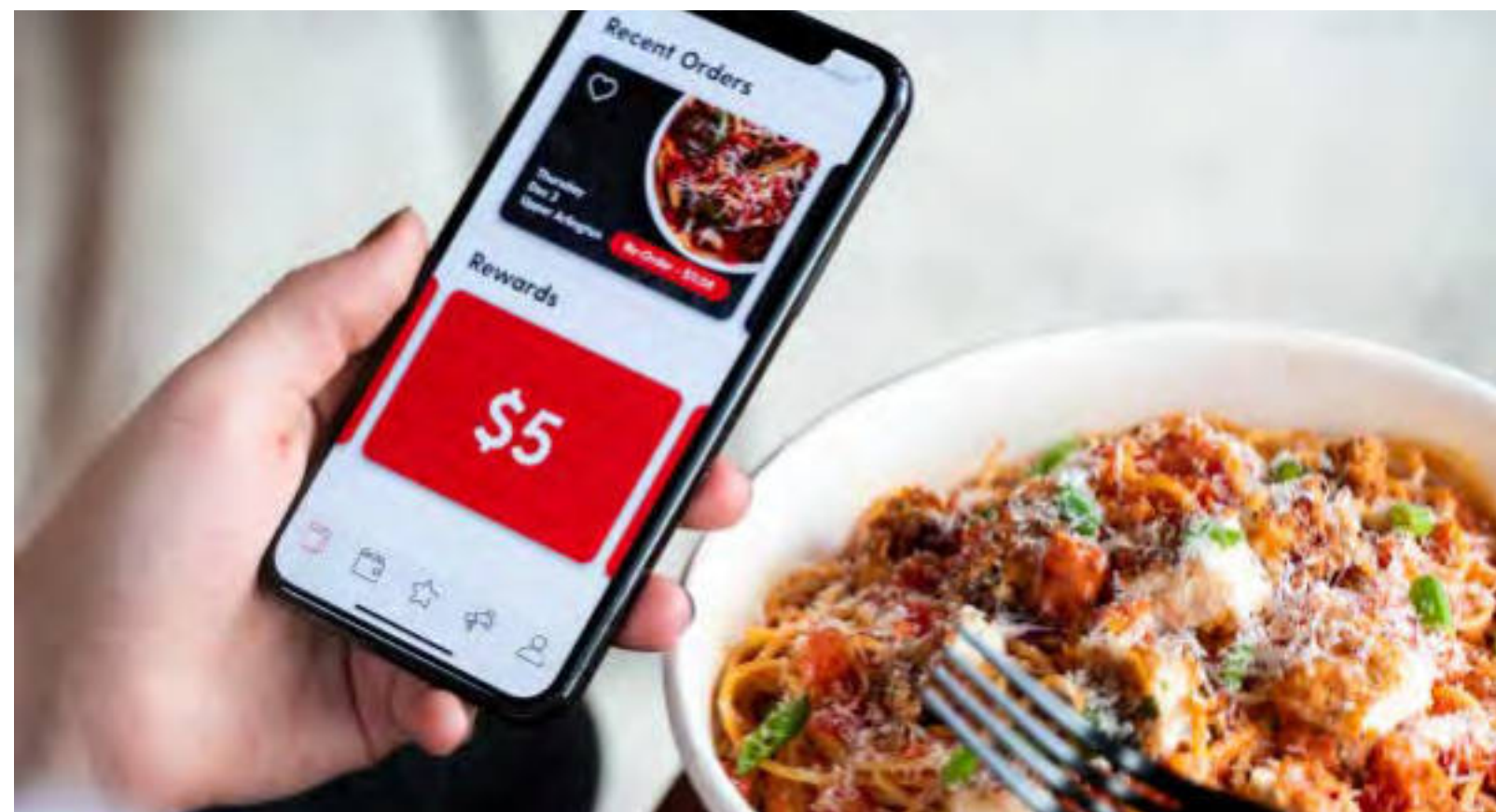
TOSSED PASTAS

- Penne and thin spaghetti options, cooked & prepared in-house
- Tossed in a hot pan for service with bold sauces like pomodoro, diavolo, alfredo and basil pesto

GREENS & GRAINS

- Features bright house-made dressings including cider vinaigrette, yogurt harissa, creamy parmesan and more
- Made with fresh, never frozen ingredients and tossed to order







SIDES MADE TO CRAVE

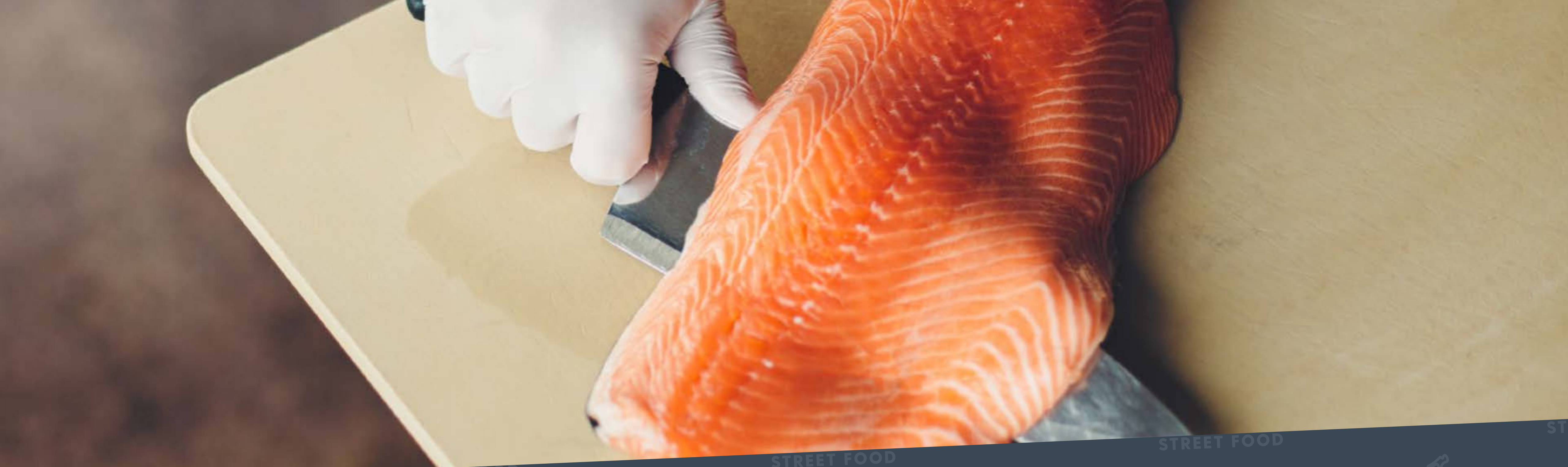


PIADA
STICKS

FRIED
CALAMARI

GRASS-FED
MEATBALLS

LOBSTER
BISQUE



OUR KITCHENS

- Chefs, not managers
- All menu items built to order on the line
- No freezers
- Classic cooking techniques
- High quality ingredients
- Back of house make lines for online orders

A close-up photograph of a hand holding a silver fork over a white paper bowl filled with spaghetti. The spaghetti is topped with a meat sauce, melted cheese, and green onions. In the background, a hand is holding a yellow beverage in a clear plastic cup. The text "OUR GUESTS" is overlaid in large, bold, white letters on a dark blue background.

OUR GUESTS

BROAD CONSUMER APPEAL

- Wide range of Guests from Gen X through Gen Z
- College students
- Starter families
- Working professionals



RECOGNITION

*Nation's
Restaurant News*
2013
HOT CONCEPTS
WINNER

Fast
Casual.com
TOP 100
MOVERS & SHAKERS
2018


MENU MASTERS
2019 WINNER

Fast
Casual.com
TOP 100
MOVERS & SHAKERS
2021

Fast
Casual.com
TOP 100
MOVERS & SHAKERS
2022

“Piada has many of the hallmarks of restaurant success and investor appeal” - *Nation's Restaurant News*



WE LOVE OUR COMMUNITIES

For Guests who opt-in to our **PIADA GIVES** program from the Piada app, 1% of every purchase goes directly to a charity or non-profit foundation that directly supports one of our core causes:

- EDUCATION
- ELIMINATING FOOD INSECURITY
- SOCIAL EQUALITY
- CANCER RESEARCH



SYSTEMS

Aloha

POS

PIADA

APP

o|o

ONLINE

MomentFeed 

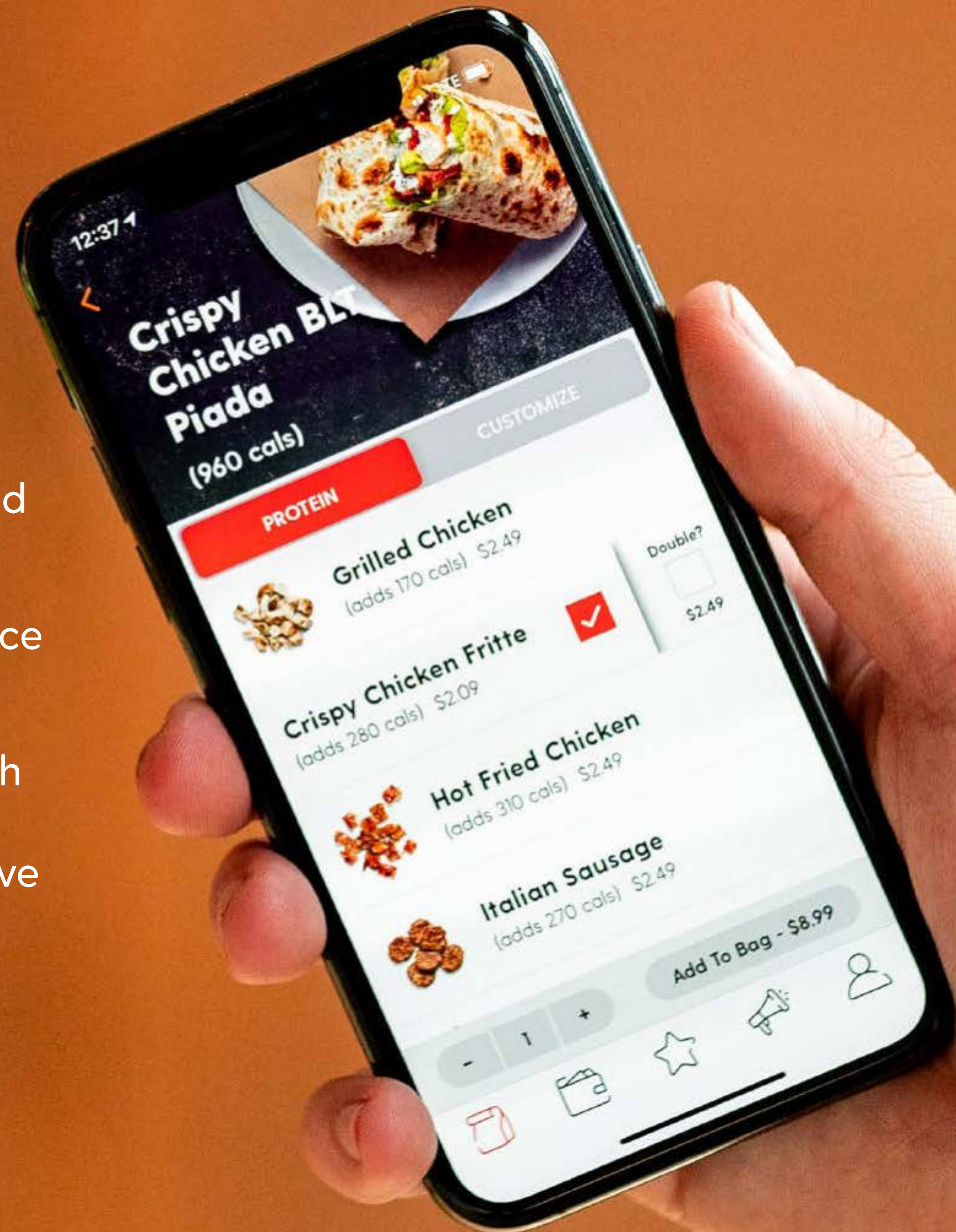
SOCIAL

 DOORDASH

DELIVERY

THE PIADA APP

- Built & developed in-house, native iOS and Android apps to better serve the Guest
- Provides an interactive ordering experience and promotes easy re-ordering
- App users who receive an email and push notification are 2x as likely to make a purchase than web users who only receive an email
- Earn rewards and incentives / stored gift cards



560k
REGISTERED
OLO USERS

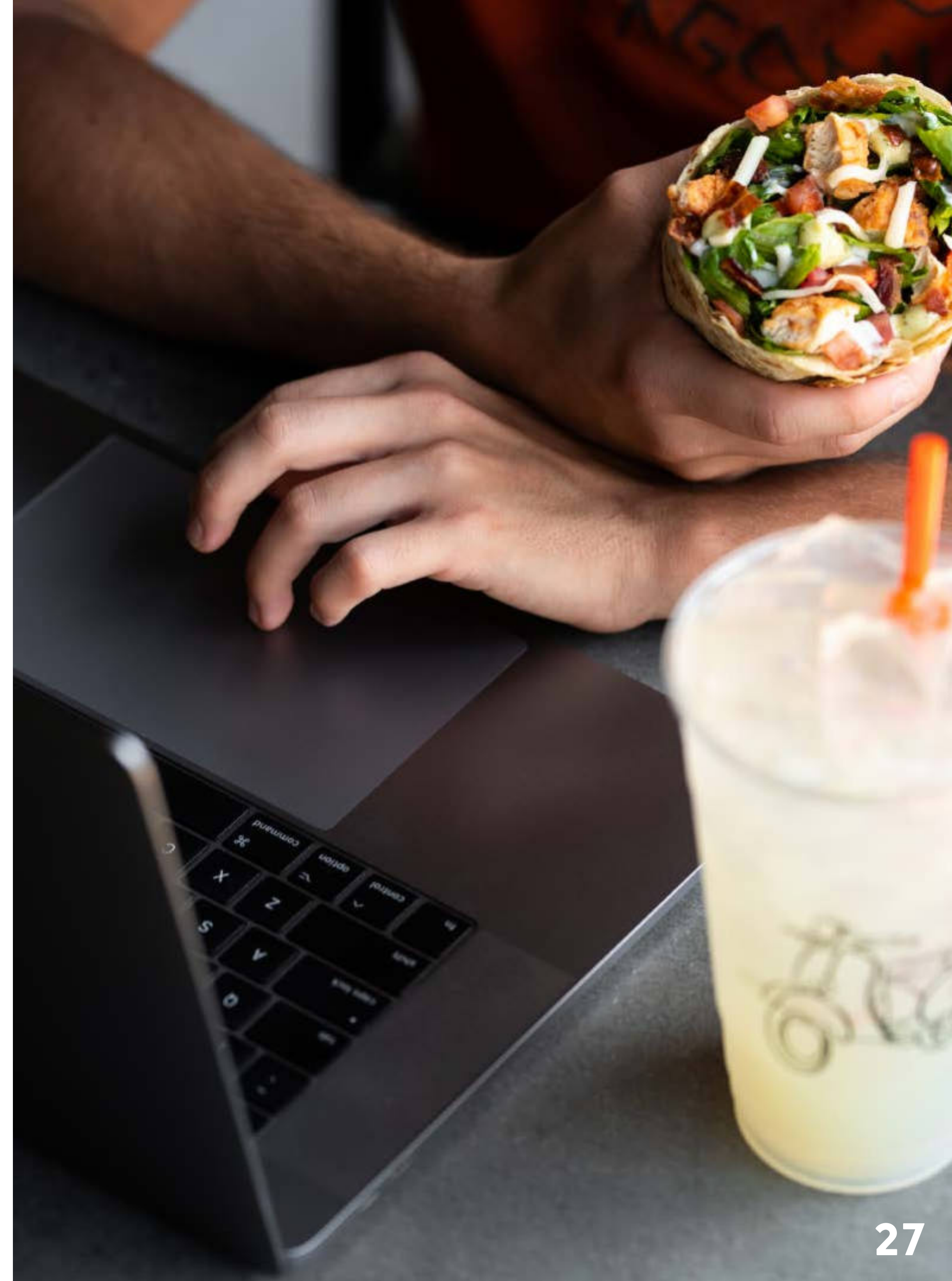
223k
REGISTERED
APP USERS

36%
USERS
ARE IN APP

Q1 2021
LAUNCHED
ANDROID / iOS

WE'RE DATA FREAKS

- Proprietary internal dashboard system pulls and aggregates sales data and trends in real time
- Cross reference data points to learn about Guest habits and drive new menu item innovations and marketing campaigns
- Targeted 1:1 Guest engagement through Golden Record
- In-house technology, marketing, photography & design (we move at light speed for our size)



OUR LEADERS



CHRIS DOODY
FOUNDER & CEO



LANCE JUHAS
COO



MATT HARDING
SVP CULINARY



JASON SOUDER
CFO





IN IT TO WIN IT

- Leading player in the Italian fast casual landscape
- Bold, creative and craveable Chef-driven flavors
- Adaptable and accessible business model
- Industry leading technology
- Accelerated growth opportunity