

4FOOD

RETAIL RESTAURANT GROUP

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1. Description of the Company

In 2020, 4Food was founded with the goal of becoming a top-quality brand basket company in the Italian retail restaurant industry through two approaches.

The first is franchising, which positions 4Food as a hub for foreign companies looking to enter the Italian market and develop new and innovative concepts.

The second approach is direct management, which involves acquiring or creating brands that will be developed "from the ground up" in the Italian market.



2. Our targets

1. Keep a close eye on changing customer preferences and develop new brands that appeal to the evolving tastes.
2. Keep abreast of global F&B trends and identify successful brands that could be adapted for the Italian market by partnering with international trendsetters
3. Identify and collaborate with foreign companies that are interested in expanding into the Italian market by bringing new F&B concepts to Italy
4. Identify high-traffic and top-premium locations in strategic areas where the company's current and future brands can thrive



Member of
*The British Chamber
of Commerce for Italy*

3. The founders



Maurizio Raviolo (1966) has an extensive experience in the food retail sector. With a specialization in project management and business development, from 2005 to 2016 he served as project and development manager for Ca'Puccino brand. From 2016 to 2020, he was the managing director at WItalia, overseeing the development of the Wagamama brand. Under his guidance WItalia, division of the Percassi group, was sold in 2019 to Cremonini group. Today Maurizio is a co-founder, partner, and CEO of 4Food.

Barbara Balistreri (1974) has gained a deep knowledge in the food service sector. Since 2016, she has been the purchasing and trade marketing manager for the Ca'Puccino brand. From 2016 to 2019, she was the purchasing office manager at WItalia for Wagamama. Barbara is a co-founder and operating partner of 4Food where she serves as CMO and supply chain manager.



4. The management team



Massimiliano Iaconi
HR Director



Davide Oreti
Senior Operation Manager



Davide Camera
Purchasing Manager



Filippo Bortoliere
Executive Chef and
Food Cost Controller



Andrea Pietrocola
Web Marketing Manager



Michela Moncalvo
Administration Manager



Alfonso Spinelli
Event Manager



Andrea Perinati
Senior Financial Controller

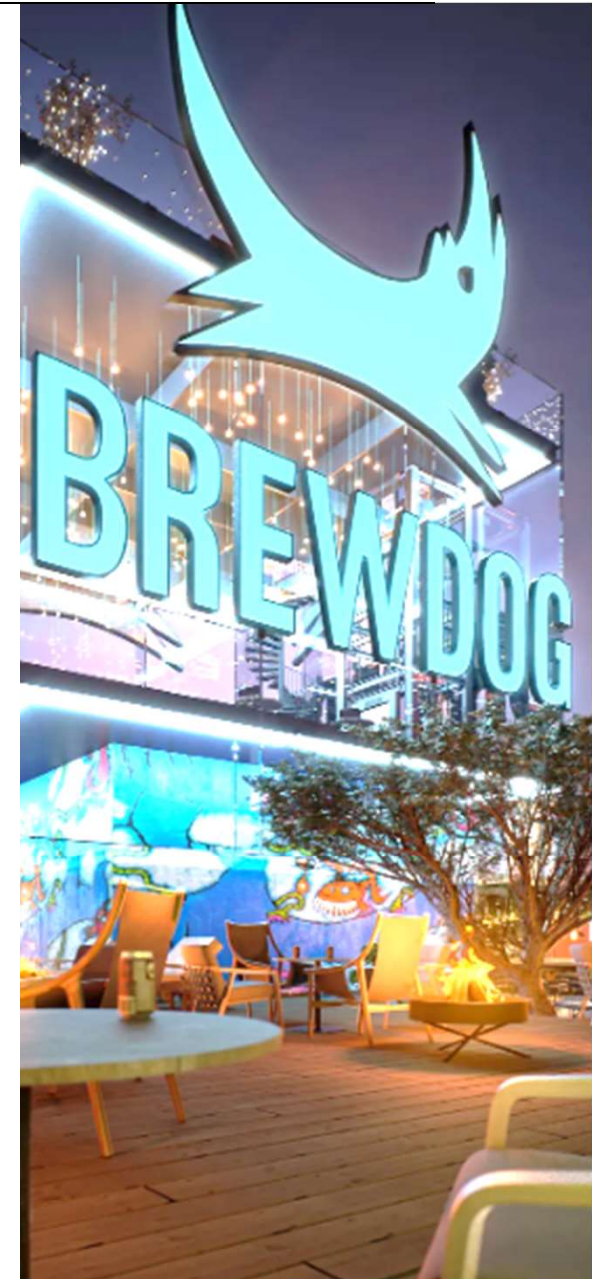
5. Our brands: EL&N London



EL&N London is a stunning and vibrant brand that has taken the F&B industry by storm. The signature pink color scheme, beautiful floral installations, and delicious menu offerings have made it a popular destination for foodies and social media enthusiasts. But EL&N London isn't just about looks since it also prioritizes sustainability and ethical sourcing, EL&N London is the perfect spot for a delicious and Instagram-worthy meal.

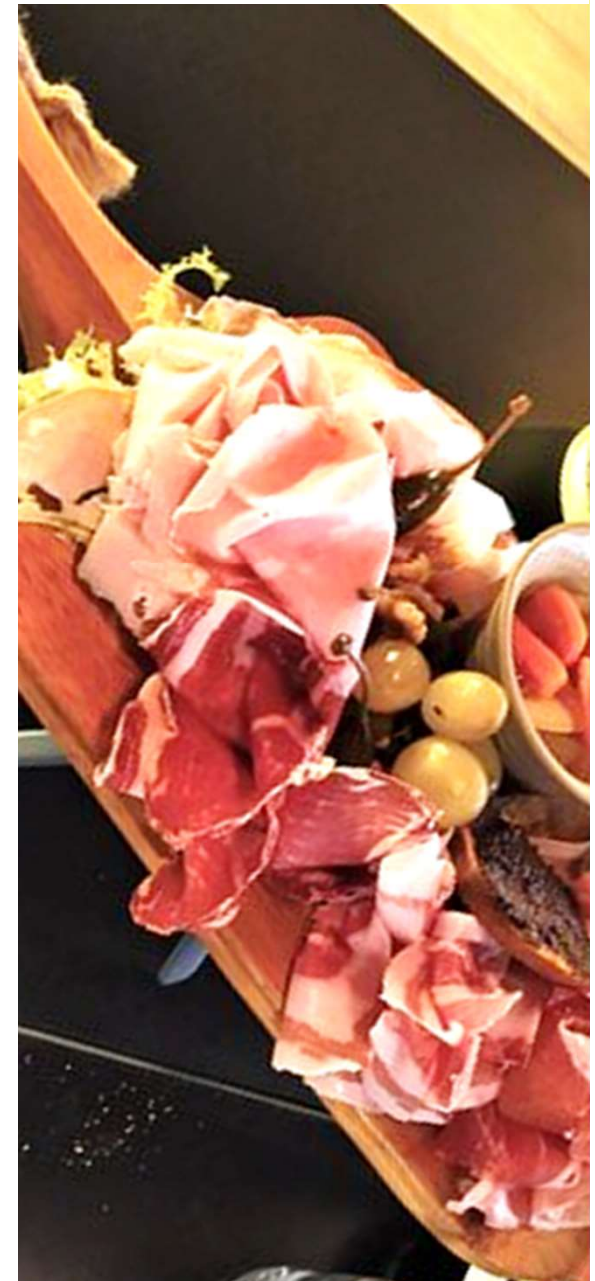
6. Our brands: BrewDog

BrewDog is a craft beer brand known for its bold and rebellious attitude. With a commitment to quality and sustainability, it creates unique and flavorful brews that challenge the status quo. From its flagship beer, the Punk IPA, to its experimental small-batch releases, BrewDog is constantly pushing boundaries and disrupting the beer industry. With a loyal following and a dedication to community and inclusivity, BrewDog is more than just a beer brand – it's a movement



7. Our brands: La Sosta

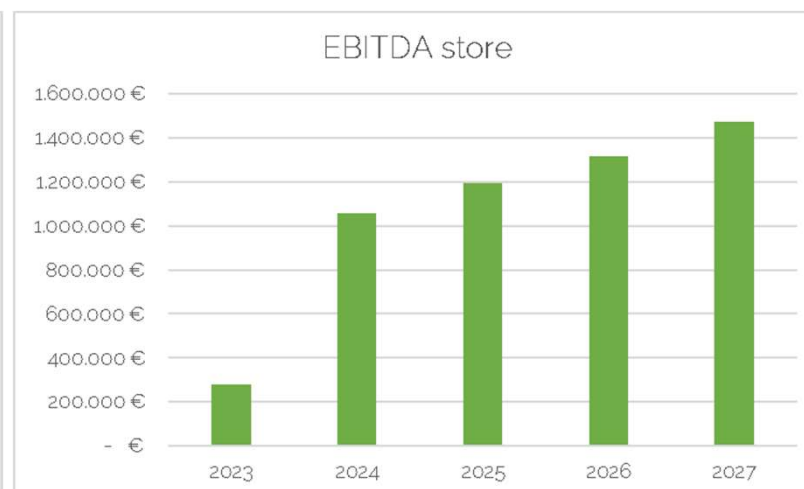
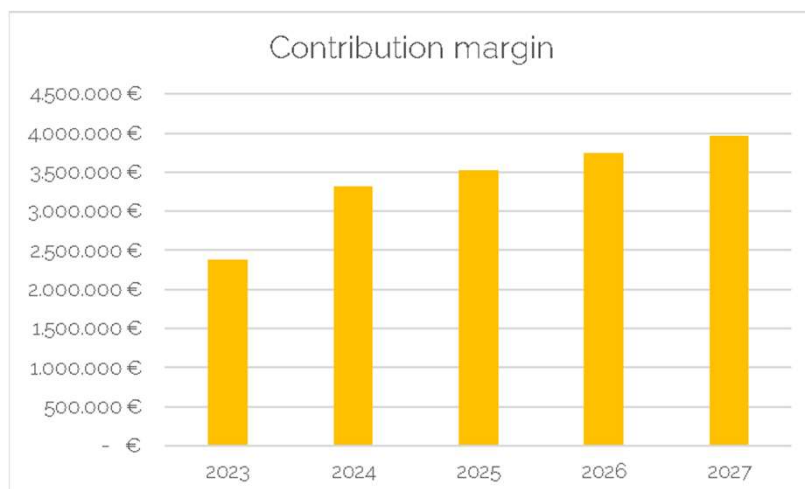
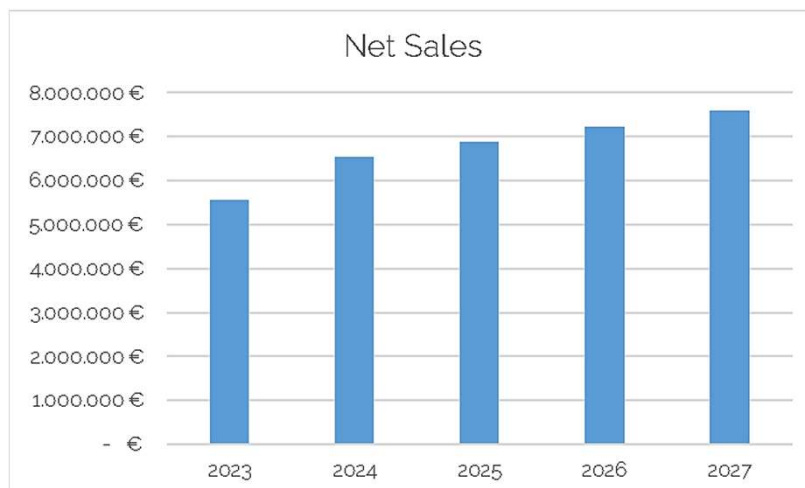
La Sosta represents the ultimate Italian dining experience. Customers can indulge in the light and airy fried bread, the "gnocco fritto", made fresh daily, served alongside a range of cured meats, cheeses and other traditional Italian delicacies. The menu also features mouth-watering pasta dishes, grilled meats, and fresh seafood. La Sosta is the perfect destination for those seeking authentic Italian cuisine in picturesque Italian settings.



8. Where we are now

1. On June 18th, 2022, we opened the first Italian store of the "*EL&N London*" brand in Piazza Liberty, Milan. This was followed by a second opening on December 15th, 2022, in Piazza Gae Aulenti, Milan.
2. We are preparing for the first opening of the "*BrewDog*" brand in Italy, and will be followed by further openings in premium locations.
3. We have direct management of one "*La Sosta - Gnocco Fritto*" brand store in one of the most important commercial complexes in Italy, specifically in the Food Square of the Retail Park in Serravalle Scrivia.

9. Projections



co' puccino
coffee house and kitchen

di Anna Bertoldi **CONTACTS**

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