

# yNot Italian®



*Voted* Locals' Best Since 1993

FRANCHISE OPPORTUNITY



# THE *yNot* Italian<sup>®</sup> STORY

Tony and Cyndi DiSilvestro have made it their personal mission to bring the world the joy of hand-tossed pizza and authentic Italian dishes.

How could Tony have known, back in 1974, when he handed in a first grade paper with his name spelled 'Ynot', that the mistake-turned-moniker would someday hang above 6 (and counting) world-class Italian eateries?

On that day in 1974, Ynot became a family nickname for Tony. Maybe that's why a sense of family is so deeply instilled in the very fabric of everything Ynot Italian represents. Tony learned long ago that treating employees and guests like family is the way to build not just a business, but a community.

From the time he first started working at pizzerias on his native New Jersey Shore at the age of 15, Tony knew pizza was his future. He quickly mastered the art of tossing pizza dough and became obsessed with perfecting the craft of pizza-making. He was hooked.

So, when it came time for Tony to open his own pizza place, his recipe for success was simple - ***offer customers a relaxed atmosphere, perfect for enjoying great food with family, friends and even the gang from work.***

It's a recipe he and wife, Cyndi, haven't changed since opening Ynot's original Great Neck location in 1993. And when Tony's brother Harry joined the operation in 1996, it was a natural fit.

To this day, Tony and Cyndi still run the show with Harry and their older children working in the Ynot family as well.

## JOIN THE *yNot* Italian<sup>®</sup> FAMILY

"Ynot will  
always be  
a *family*  
business."

### Imagine Owning Your Own Family Business?

By becoming an Ynot family franchisee you will grow alongside Virginia Beach's leading casual Italian dining family restaurant brand.

Your passion for the industry and commitment to providing the best service, highest-quality products and memorable dining experiences to your customers is what drives you and makes you the perfect candidate.

Experience and skills are a big part of becoming a Ynot franchisee but most importantly respect, commitment, integrity and trust is the foundation we built our 27-year-old brand on!

Our team members are waiting to provide you with the guidance and skills needed to run a profitable restaurant. From searching for a location to serving your first customer, our legal, real estate, training, operations, and marketing teams are all here for you.

During the franchisee training process, the Ynot Family will support you every step of the way. You'll feel like you were always part of the family. Our franchisee family members are a key to the success of Ynot, that's why once you have completed franchisee training process, it's important for us to maintain that close connection by providing constant support and guidance. It's what every family member can expect.

Make your dream a reality by joining our team of experienced professionals waiting to guide and support you through the process of making your dream come true and your franchise a success.

If you are interested in an Ynot franchise opportunity to build your own business, "Ynot" check us out!



Tony  
DiSilvestro

Cyndi  
DiSilvestro

Harry  
DiSilvestro





## WHAT IS THE "Y" IN YNOT?

Y-Ynot is our commitment to FAMILY, QUALITY and COMMUNITY. It's not just a philosophy, it's our way of life.

*It's the Ynot way.*

## FAMILY

The future of Ynot embodies FAMILY - whether it's employees or customers. When considering everyone as family, we don't just treat them better, we feed them better.

## QUALITY

We use only the highest QUALITY ingredients in everything we make. We don't just read the label, we visit the manufacturer so your family can trust that every ingredient we use has passed our highest standards.

## COMMUNITY

Helping the COMMUNITY isn't just what we do, it's part of who we are. We not only care for our customers and employees, we also care about the communities in which they live, work and play. We're honored to support many local non-profit and charitable missions.



# TESTIMONIALS

*We became Ynot Italian franchisees in 2017 when we acquired our restaurant in Landstown. We believe Ynot is a great brand - I can't say enough good things about the product and the people. What a great franchise. Great opportunities, great people to work with, and great products. What more can you ask for?*

- **Chico Ortiz**  
*Owner, Landstown Commons location*



*For us, the decision to buy a Ynot location was easy, because it was a trusted brand we had grown up with. We chose Ynot Italian because we both ate there as kids. It was a brand we knew and loved, and when the opportunity came up to purchase a restaurant, we were keen to take it!*

- **Paul & Caitlin Wentworth**  
*Owners, Greenbrier location*



# BRAND SUPPORT

But the Ynot family is about more than being named DiSilvestro. As far as Tony is concerned, the Ynot family extends to over 500 employees, the community and to franchise owners.

And that's why Ynot will always be a family business. From veteran managers who have shown they understand the Ynot way, to some of our part-owners who worked all the way up as long-time employees - becoming a part of the Ynot family means you will be provided the dedication and support of a team with over 27 years of experience to help you grow along with us!

## Assistance with Site Location & Build-Out

- help review site specifications, lease agreement
- guidance with construction

## Training Programs

- preparation training for owners, key operators, management team prior to opening

## Operations Manual

- a key tool that outlines daily operation procedures, FOH and BOH operations, management, inventory, food safety and beyond

## Established Brand Presence

- to help keep the organization at the top of customers' minds

## Marketing and Advertising

- on-going promotions & campaigns designed to catch customers' attention and increase sales

## Website/Social Media Marketing and E-Commerce

- advertizing and marketing through our website and affiliations
- social media marketing and management
- e-commerce through our Mobile App and Online Ordering

## Continued Assistance and Support

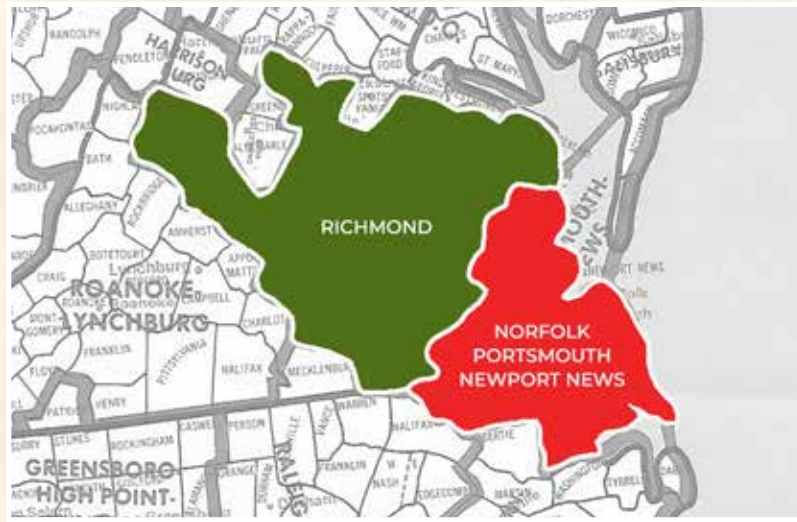
- from opening day and on, support will be provided to ensure a smooth launch and continued operations
- periodic site visits as well as remote assistance at any time to ensure smooth day to day operations







## WHAT'S AVAILABLE

- Richmond
- Plans for further expansion in Phase 2



## DESIGNATED MARKET AREA

 company  future





**CA**

- Fir
- Op
- Bu  
St

- **Financial\*:** Net Worth: \$3,000,000<sup>00</sup>  
Liquidity: \$1,000,000<sup>00</sup>  
\*Based on one ground up restaurant.  
Requirements may vary for other types of real estate
- **Operational:** 5+ years of restaurant operations  
(full service and bar preferred)
- **Business Strength:** Ability to run the business include  
HR, Marketing, Accounting,  
Development & Legal

## PROCESS

- Application with Financial Review
- Business Plan Development
- Candidate Approval
- Execution of Contracts
- Engagement in Steps to Opening the Restaurant



# SITE CRITERIA

## LOCATION

- High visibility End-Cap in a strip center
- Free-standing building with good traffic
- Specialty retail centers and mixed use projects
- Close proximity to office/industrial parks

## BUILDING

- 4000-6000 square feet
- Minimum 50' frontage
- Abundant Parking with potential reserved take-out/delivery spaces
- High Traffic (30,000 + ADT)

## TARGET DEMOGRAPHICS

(3 mile radius)

- Daytime Employment (30,000+)
- Median Household Income (\$50,000+)
- Population (60,000+)

## DEMAND GENERATORS

- College/Schools
- Entertainment/Sporting Venues
- Office Space
- Hospitals
- Theatres
- Residential Developments
- Grocery Presence

## IDEAL CO-TENANTS

- Grocery Stores (Kroger, Wegmans, Fresh Market, Publix, Whole Foods, Trader Joes etc;)
- Home Improvement Stores (Lowe's, Home Depot etc;)
- Home Goods Stores (Target, TJ Max, Home Goods, etc;)





# FAQS

## WHERE CAN I OBTAIN INFO ABOUT YNOT ITALIAN?:

During our conversations, we will provide you with our current Franchise Disclosure Document (FDD). The document, required by the Federal Trade Commission to be provided to all interested franchisee candidates, will provide information regarding the relationship between franchisor and franchisee, Various costs breakdowns, required fees, and a list of all franchisees currently in our system and their contact information.

## WHAT HAPPENS AFTER I SUBMIT MY ONLINE APPLICATION?

We will acknowledge receipt through our electronic system and reach out to you to schedule a time to speak by phone regarding your interest and to answer your questions.

## WHAT IS THE PROFITABILITY OF THE BUSINESS?

Except through the Item 19 section of the FDD where we are able to provide you with current operating P&L's, we encourage you to discuss your questions with existing Ynot Italian franchisees, as well as your franchise and business attorneys and accountants.

## WHAT IS THE START UP COSTS FOR A NEW RESTAURANT?

The estimated initial investment for a new Restaurant varies based on square footage. Additional information may be reviewed in Item 7 of the Franchise Disclosure Document.

## IS FINANCING AVAILABLE?

Although we do not provide financing, we may from time to time offer introductions to industry lenders who may assist you with structuring your loan packages.

## MAY I QUALIFY FINANCIALLY WITH OTHER PARTNERS?

Ynot Italian looks for 3 areas of qualification:

1. use net worth and liquidity requirements previously provided
2. years of restaurant or hospitality experience noted previously
3. business savvy through development, staffing, marketing, accounting and other areas as needed to perform as a Best in Class franchisee.

This may be achieved through partnerships with others if needed.

## HOW LONG IS THE ENTIRE PROCESS OF BECOMING A YNOT ITALIAN FRANCHISEE?

Becoming a franchisee is a multi-step process that includes the Candidate Due Diligence and Approval process based on the candidates profile requirements, the signing of agreements and the pre-opening process. The approval process could run from 3-6 months.

## WHERE DO I RECEIVE MY TRAINING? DOES EVERYONE WITH FINANCIAL OWNERSHIP IN THE FRANCHISE HAVE TO GO THROUGH THE TRAINING?

We have a full training program that will prepare you and your team for a successful opening and beyond

*Family | Quality | Community*





INTERESTED IN JOINING THE YNOT FAMILY?

**CALL TONY 757.334.6383**

**[YNOTITALIAN.COM/FRANCHISING](http://YNOTITALIAN.COM/FRANCHISING)**