



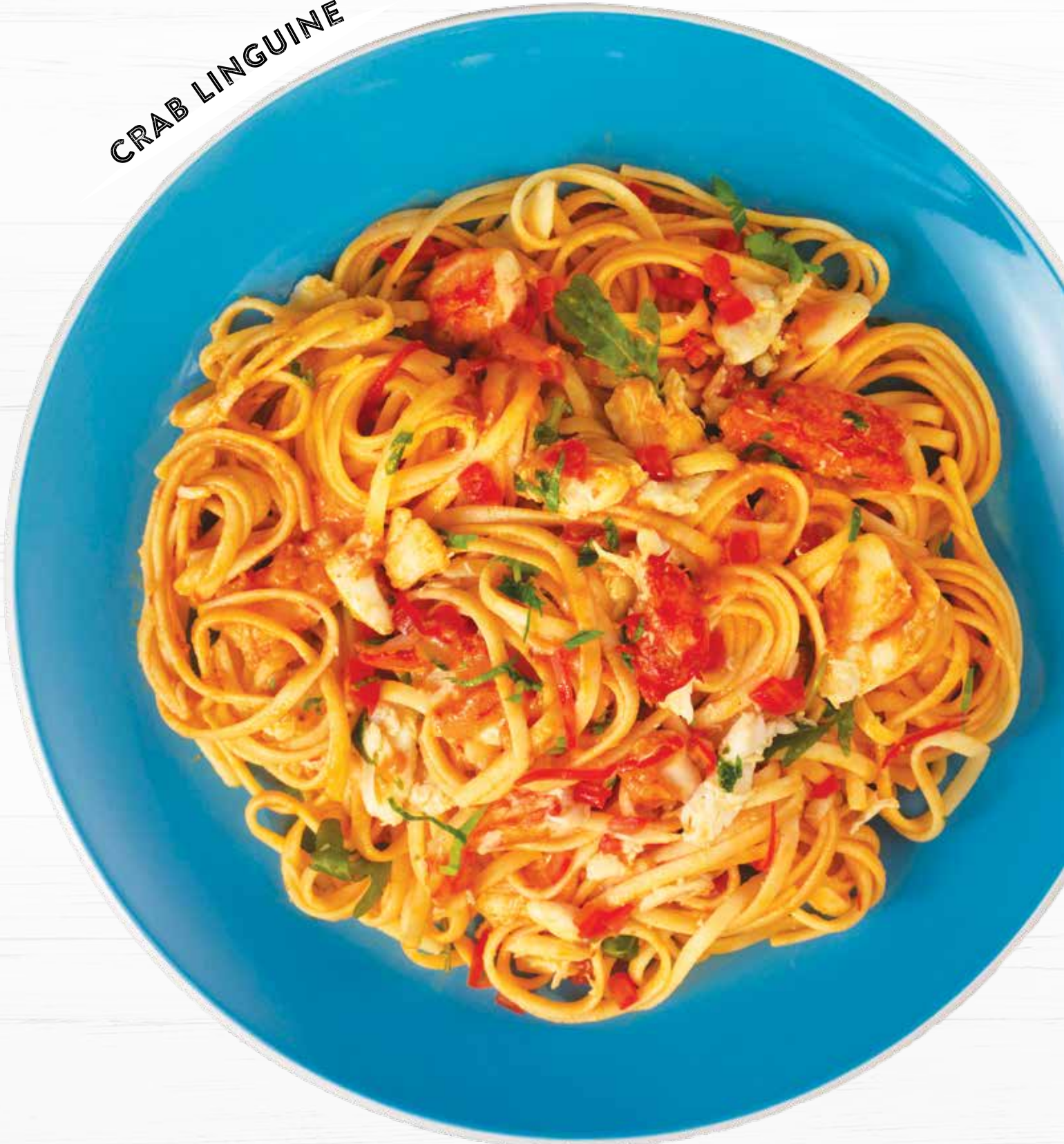
FASTA
PASTA

A RECIPE FOR SUCCESS AT FASTA PASTA



FETTUCCINE GENOVESE

CRAB LINGUINE



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OVERVIEW

AS THEY SOMETIMES SAY IN SOUTHERN ITALY

“FA STA PASTA”

“Fa sta pasta, Fa sta pasta!” shouted the little Italian Adelaide restaurant owner to his chef on a busy Friday night back in 1979. The chef quickly worked the dough and cut the fresh pasta into ribbons of tagliatelle to make the freshest pasta dish in the city. This chef was making pasta, or as they say in Southern Italy, fa sta pasta.

You see, in Italian, ‘fa’ means make and ‘sta’ means this. So the little Italian Adelaide restaurant owner was actually shouting ‘make this pasta, make this pasta!’ And given his tone, he was clearly encouraging the chef to make the fresh pasta quickly!

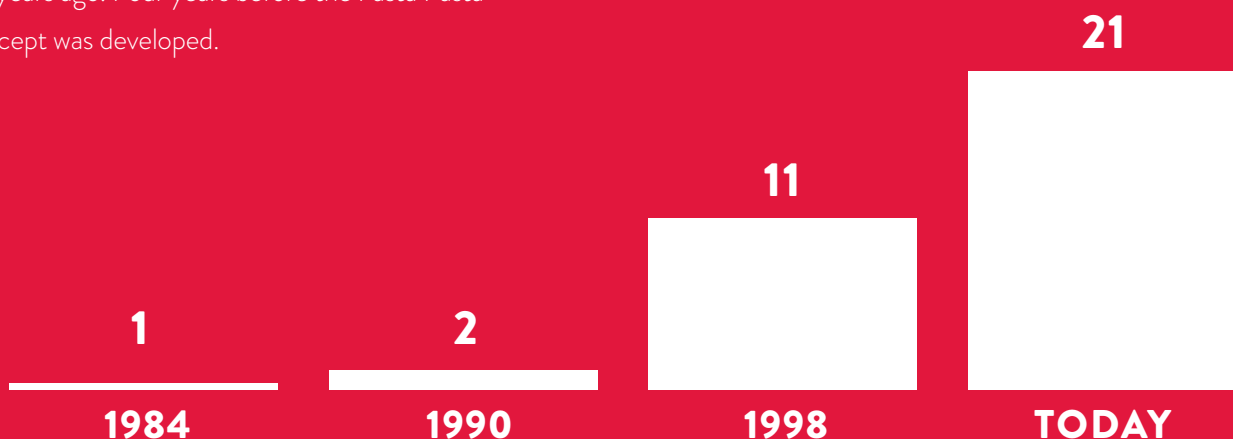
This little story describes a conversation between two Fasta Pasta directors in a restaurant kitchen over 30 years ago. Four years before the Fasta Pasta concept was developed.

The two laughed and laughed about the fact that making pasta or, “fa sta pasta”, quickly translated to Fasta Pasta in English. One of them suggested that maybe one day, they should open a little restaurant and call it “fa sta pasta”.

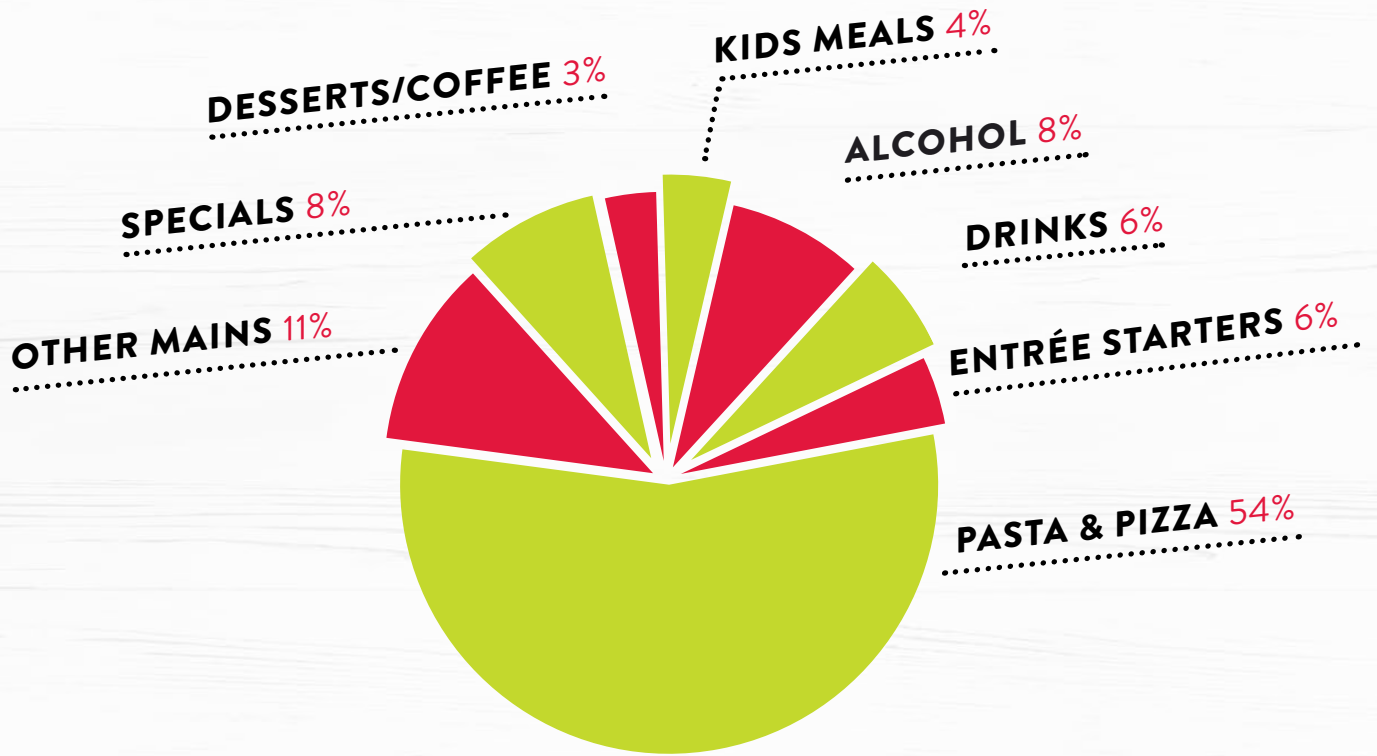
The others in the kitchen paused, laughed, and then carried on with their busy night... little knowing that the new chain had just been born.

Fasta Pasta – Food fast, not fast food.

GROWTH - STORE NUMBERS



PRODUCT MIX



**FETTUCCHINE
MONA LISA**



OUR MISSION TO BE THE LEADING, **BEST VALUE**

LOCAL ITALIAN RESTAURANT CHAIN IN AUSTRALIA

From our small, humble beginning in Adelaide, our goal is to become the leading best value local italian restaurant chain in Australia through the delivery of fresh, popular, tasty, family meals at affordable prices in a friendly and relaxed environment.

This will only be achieved if remain true to our heritage, and simultaneously ensure we remain sensitive to the changing demands and lifestyles of our customers. Achieving this will enable us to reproduce our success as we expand throughout Australia.

PIZZA MARINARA



BRAND HISTORY

On the 5th April 1984 several local Italian restaurateurs opened a small pasta restaurant in a rather inconspicuous location in Pirie Street, in the centre of Adelaide.

Within 10 years this little Italian restaurant had become a national chain of popular, local Italian restaurants – called Fasta Pasta.

The founders aim was to create a restaurant chain offering fresh pasta and sauces, great service and a variety of menu options at affordable prices. With their passionate focus on quality and high standards of service, Fasta Pasta gained widespread popularity. Growth and success of the Fasta Pasta concept however, hinged on a central kitchen able to produce a consistently high quality product with a long and safe shelf life.

Today the business produces a wide variety of fresh pasta, sauces, condiments, soups and pizza bases. This kitchen facility also services others in the food retail sector without adversely affecting Fasta Pasta sales or reputation, therefore creating its own equity. Its strength is in the brand protection, and the consistency and safety of its products.

Over the years, as we have grown and developed our brand and restaurant numbers across Australia, we have also broadened our menu, increased the size of our dining rooms and have opened restaurants with larger alfresco eating areas. However, as with any good restaurant offering, it all starts with the kitchen.

Our greatest innovations have been in this area and have led us to where we are today – all restaurants operate double, open plan kitchens in full view of our customers. Not only do we believe in our food, but we are proud to show off our chefs and their ability to produce the great dishes that our customers have come to love.

While other brands have become more and more automated in their food preparation, just look into our kitchens and you'll see that our dishes are freshly made to order, all day, every day.

OUR PRODUCT

PIZZAS



The overriding aim of the founders was to recreate the success of the famous pasta dishes that had been served originally, and to repeat this with each new franchise they opened.

The secret to Fasta Pasta's success can be attributed largely to its unique, fresh pasta. Many of Fasta Pasta's competitors use dry or frozen pasta, whereas Fasta Pasta's pasta is prepared using the finest quality Australian durum wheat semolina and delivered chilled, straight to our restaurants. Given this, we are also able to offer our customers a wide choice of pasta including spaghetti, fettuccine, ravioli, lasagne and cannelloni - to name a few. In addition to pasta a selection of freshly prepared traditional sauces like marinara and ragu.

With access to quality fresh pasta and local ingredients our restaurants are able to create numerous delicious dishes to meet customers' ever-widening dining choices and demands. These range from the 'old pasta traditionals' - Spaghetti Bolognese, Ravioli, Lasagne, Penne Peppino - to our more contemporary, 'modern' pasta dishes' - Fettuccine Genovese, Fettuccine Mona Lisa, Gnocchi Ragu, Tortellini Zucca; our menu provides something for even our most discerning customers.

Recognising the changing lifestyle habits and demands of our customers, while honouring our Italian brand and heritage, the menu includes a great range of Italian inspired dishes to complement the traditional pastas and pizzas. These include various soups, risotto, salads- as well as seafood, chicken, beef and pork main meals. In addition, we offer a variety of vegetarian and vegan meal options.

Not forgetting our younger customers, our kids menu offers wide choices - a range of main dishes, pizzas or pastas. Unlike many of our competitors, each kid's meal also includes a small drink and a gelato to finish. And what a great finish that is!

SEASONAL SPECIALS



MODERN DISHES



TRADITIONAL FAVOURITES





SALADS



SOUPS



MORE THAN JUST FRESH PASTA

SIDES



OTHER MAINS



OUR RESTAURANTS

Fasta Pasta's fresh ideas go well beyond our kitchens.

Our modern open plan restaurants have been designed for the convenience of our customers, each seating up to 180 diners.

Contemporary tables, private booths and outdoor alfresco areas, cater for everyone from the largest functions, to the most intimate celebrations. A convivial ambience is complemented by the tasteful use of Italianate marble and stone, with fresh new branding displayed proudly throughout our restaurants.

Every aspect of every Fasta Pasta restaurant interior has been chosen to create a comfortable, enjoyable and memorable eating experience for our customers. Each restaurant is also regularly scrutinised, inside and out, for its condition and general appearance – all part of a refurbishment program aimed at keeping our restaurants as 'fresh' as the day they opened.

The heart of any good Italian restaurant is its kitchen.

In the case of the Fasta Pasta restaurant, it is our exposed kitchen which is essentially 'our theatre for cooking'.

Customers can see the freshest, highest quality Australian ingredients, come to life. Quality and cleanliness is evident, as is the ability to meet high customer traffic and demand.

These fully equipped double kitchens, with dedicated areas for frying, pizza and salad making, ensure the smooth flow of orders and utmost efficiency in the kitchen area. Sophisticated, fully stocked bars with beer, wines and spirits add a great backdrop for lunchtime functions or our evening trade. While the cake and coffee areas with gelato bars provide a perfect end to a meal or a calm break.

MURRAY BRIDGE



GILLES PLAINS



NATIONAL PRESENCE

SA

BLAKE'S CROSSING

85-99 Main Terrace
BLAKEVIEW SA 5114

CHRISTIES BEACH

76 Beach Rd
CHRISTIES BEACH
SA 5165

MT GAMBIER

102 Commercial St West
MOUNT GAMBIER
SA 5290

PORT ADELAIDE

319 Commercial Rd
PORT ADELAIDE SA 5015

SOUTH TERRACE

Cnr South Terrace &
Pultney Sts
ADELAIDE SA 5000

BRIGHTON

430 Brighton Road
BRIGHTON SA 5048

GILLES PLAINS

511 North East Rd
GILLES PLAINS SA 5086

MT BARKER

Barker Plaza Shopping Centre
Stephen St
MOUNT BARKER SA 5251

REYNELLA

Cnr Main South & Pimpala Rd
REYNELLA SA 5161

GOLDEN GROVE

Cnr Aeolian &
The Golden Way
GOLDEN GROVE SA 5125

MURRAY BRIDGE

Murray Bridge Marketplace
23-51 South Terrace
MURRAY BRIDGE SA 5253

SALISBURY

28 Park Terrace
SALISBURY SA 5108

GAWLER

Cnr Lyndoch Rd & High St
GAWLER SA 5118

MILE END

189 Henley Beach Rd
MILE END SA 5031

SEFTON PARK

255 Main North Road
SEFTON PARK SA 5083

QLD

CANNON PARK

Shop 8A Cannon Park
City Centre
31-56 High Range Drive
THURINGOWA CENTRAL
QLD 4817

ASPLEY

1401 Gympie Road
ASPLEY QLD 4034

MORAYFIELD

49-55 Morayfield Road
MORAYFIELD QLD 4506

CAIRNS

68/72 Cnr Sheridan
& Shields St
CAIRNS QLD 4870

VIC

MILDURA

30 Langtree Ave
MILDURA
VIC 3500

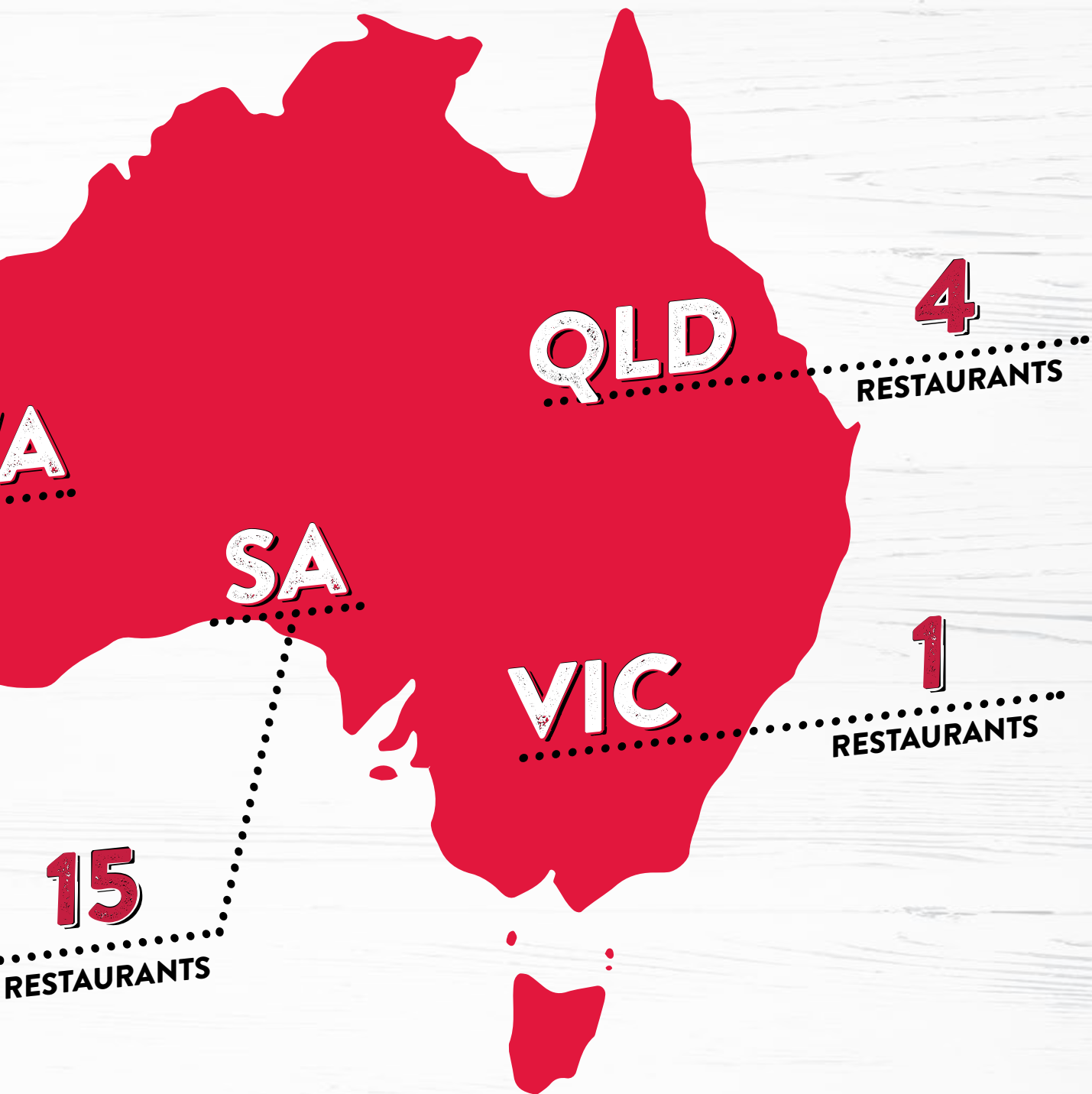
WA

ASCOT

Shop 4
200 Great Eastern Highway
ASCOT WA 6104

1
RESTAURANTS





**AND STILL
GROWING...**

THE FASTA PASTA FRANCHISE OPPORTUNITY

The franchising sector in Australia is an extremely high-growth industry – contributing over \$144 billion worth of sales to the Australian economy. In fact, the growth is so rapid that over the next 5 years franchising operators are expected to post a rise in annualised sales of 3.6%, to reach \$214.6 billion in 2017-18.

From the early 1970s, when it was virtually non existent, franchising now accounts for over 25% of the country's GDP.

Franchising is now the chosen format for many Australian entrepreneurs looking to expand and develop their business throughout Australia and overseas.

While much is written about the successful entry of new players in niche markets, traditional franchising areas such as food will continue to grow, with established players forecasted to expand at a rapid pace.

"Having worked for Fasta Pasta at restaurant level, I could see first hand the style of company it was, in the way they conducted themselves both with the public and also with the support they gave to the franchisees. It is rewarding to achieve your goals in business, knowing you have the support of a strong, respected company behind you."

ALINTA ELSON
FASTA PASTA GAWLER, SA.

Amidst this growth, consumers consider pasta a mature product in the food industry with wholehearted acceptance. The affordability of fresh pasta and the demand for fresh pasta meals, particularly stuffed or gourmet pasta (as they are viewed as fresh with perishable ingredients), has only increased the appeal to consumers.

The pasta industry is segmented into the fresh and dry pasta markets. Dry pasta refers to traditionally manufactured but uncooked pasta that has a lengthy shelf life.

Fresh pasta is pasta produced with the expectation that it will be consumed within a few days and requires substantially less preparation time than dry pasta.

Dry pasta has traditionally dominated the pasta market. However, the dry pasta market has, in recent years, experienced declining sales, whilst the fresh pasta market has experienced strong rates of growth.

What's more, these strong rates of growth in fresh pasta are only expected to continue.

In addition, significant growth has been in the 'stuffed pasta' segment – including ravioli, cannelloni, tortellini stuffed with vegetables and meats – which accounts for over 50% of fresh pasta sales.

Looking ahead, industry performance is expected to improve even further over coming years with annualised revenue forecast to grow to 3.9% by 2018.



"The involvement of the Fasta Pasta directors has always led to the development and progression of our many successful restaurants. Without the support, education and knowledge passed down to us from the leadership group, we would not be the successful restaurateurs that we are today. We believe that their faith in us has given us the knowledge to succeed."

Tony & Eva Impedovo,
Fasta Pasta Port Adelaide, SA.



"Being a part of the Fasta Pasta family is so rewarding as they are constantly growing by offering our guests the best value fresh traditional and modern pasta, pizza, steak, chicken and salad meals available. Tremendous support from our operations, marketing and administration teams at head office, makes me proud to be the face of Fasta Pasta in Townsville."

Joe Calvaresi,
Fasta Pasta Townsville, QLD.



"I've been involved with three Fasta Pasta restaurants and one of the most striking aspects of this business is how much our customers seem to love the Fasta Pasta concept. The service is quick and our customers enjoy the fact that it is child-friendly. The company is great to work with and is always evolving. I can't see myself working anywhere else."

Val La Vista,
Fasta Pasta Cairns, QLD.



"With Fasta Pasta there is an unbelievable chain of support and advice. The franchisee meetings involve all of us being proactive in making this business grow together. We didn't believe that a franchise could be this supportive and product proud. Sometimes when we get home after a fantastic night, we pinch ourselves because it is such a gift to be part of this company."

Joseph Khoury & Shefia Nemer-Khoury
Fasta Pasta Reynella, SA.

THE FRANCHISE PROCESS

6 EASY STEPS

1 A LITTLE BIT ABOUT YOU

- Email franchise@fastapasta.com.au or call our office (08) 8304 8600.

2 GOING ON SITE

- Visit and meet existing Franchisees and spend up to 2 days working in store to help you gain a good understanding of our restaurant operations

3 TIME TO MEET

- Attend a one-on-one meeting to ask any questions and review your interest
- Undertake your own research to help you in your decision making process

4 GETTING SERIOUS

- Obtain mandatory independent legal and financial advice on all documentation provided to you
- On identification of suitable site, prepare business plan and obtain finance
- Execute Franchise Agreement and Disclosure Documents

5 PROGRESSING YOUR INTEREST

- Complete and lodge your application form with a fully refundable deposit of \$3,000
- Attend a second meeting to receive copies of the Franchise Agreement and Disclosure Document
- At this same meeting, discuss and review your application and the process ahead

6 HANDS ON!

- Undertake business training at a Fasta Pasta restaurant
- Complete new restaurant fit out (new sites only).
- Undertake site handover (current sites only)
- Congratulations – welcome to your new Fasta Pasta Grand Opening!

Note: This process may take between 3 – 5 months

OUR ROLES

COMPANY:

- ✓ Provide details of the products, recipes, methods and procedures for the sale of the Product Range
- ✓ Continually develop new products to meet the sales and marketing activity
- ✓ Provide initial and ongoing training, support and mentoring services to the Franchisee
- ✓ Ensure compliance of all restaurants to the standards and procedures
- ✓ Maintain current store design and equipment requirements
- ✓ Develop and implement both National and Brand marketing activities
- ✓ Develop and provide local area marketing materials and tools
- ✓ Support the Franchisee in its efforts to promote the Franchised Business
- ✓ Negotiate with the Approved Suppliers in relation to the Product Range.

FRANCHISEE:

- ✓ Grow the sales and profitability of their business through the delivery of exceptional customer service and the highest quality dishes.
- ✓ Operate and maintain their restaurant in accordance with outlined standards
- ✓ Continually aim to improve the training, development and product knowledge and customer service of their team members
- ✓ Hire and manage all their restaurant staff
- ✓ Develop and implement a Local Area Marketing Plan
- ✓ Keep sufficient stocks of all products to meet the customer demand
- ✓ Pay the weekly Royalty and Marketing Levy

PENNE ROSSO



MARKETING & PROMOTIONS

One of the key strengths of the Fasta Pasta brand over the years has been its marketing and promotions. Because this is really how we interface with our customers – we realise the importance of keeping this material fresh – both in its appearance, and the special dishes that we promote.

Fasta Pasta runs a multi-media campaign of television, radio, digital/social media for each season of the year – which coincides with local store marketing strategies, in-store posters, banners and point-of-sale material.

We also follow a calendar of promotions for special events like Christmas, Mother's Day, etc. – and have created a special lunch menu.

Here are a few examples of previous marketing and promotion pieces, which shows the breadth of the Fasta Pasta brand personality:



THE SEASON OF
Delicious

ENTREE
\$15.90
MAIN
\$17.90

CANNELLONI POLLO
Delicious cannelloni tubes filled with mushroom, béchamel, onion, garlic & thyme, oven baked in Napoli sauce & topped with grilled chicken, mushroom & bocconcini.

FASTA PASTA

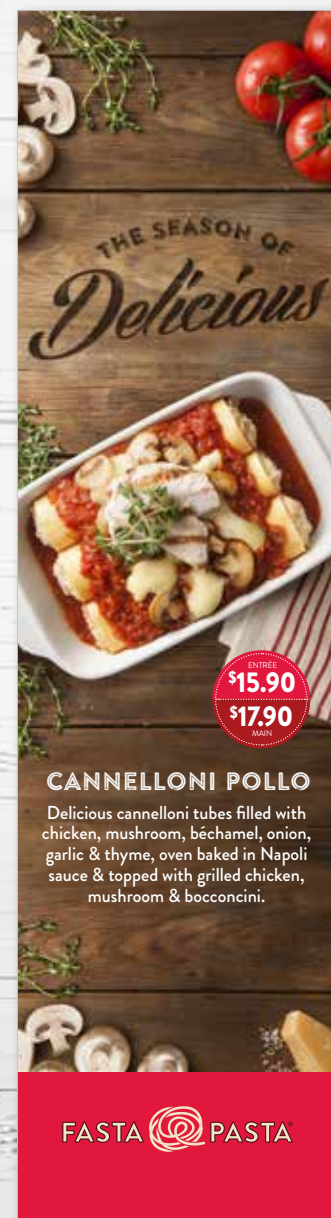


THE SEASON OF
Delicious

ENTREE
\$15.90
MAIN
\$17.90

CANNELLONI POLLO
Delicious cannelloni tubes filled with chicken, mushroom, béchamel, onion, garlic & thyme, oven baked in Napoli sauce & topped with grilled chicken, mushroom & bocconcini.

FASTA PASTA



THE SEASON OF
Delicious

ENTREE
\$15.90
MAIN
\$17.90

CANNELLONI POLLO
Delicious cannelloni tubes filled with chicken, mushroom, béchamel, onion, garlic & thyme, oven baked in Napoli sauce & topped with grilled chicken, mushroom & bocconcini.

FASTA PASTA



SHOW YOUR LOVE FOR
MUM
 THIS MOTHER'S DAY
 SUNDAY MAY 8TH
BOOK NOW!
 EACH MOTHER RECEIVES A
SPECIAL GIFT

FASTA  PASTA



MOTHER'S DAY
 SUNDAY MAY 8TH
BOOK NOW!
 EACH MOTHER RECEIVES A
SPECIAL GIFT




LUCKY 7's LUNCH DEAL
7 MEALS FOR ONLY
\$7 EACH
AVAILABLE 7 DAYS*

YOU'RE IN LUCK!
 CHOOSE ONE OF THESE 7 DELICIOUS LUNCH SELECTIONS FOR AN AMAZING \$7 AND WE WILL COOK IT FRESH TO ORDER.

*Conditions apply




LUCKY 7's LUNCH DEAL
7 MEALS FOR ONLY
\$7 EACH
AVAILABLE 7 DAYS*

YOU'RE IN LUCK! CHOOSE ONE OF THESE 7 DELICIOUS LUNCH SELECTIONS FOR AN AMAZING \$7 AND WE WILL COOK IT FRESH TO ORDER.

- 1. SOUP OF THE DAY & GARLIC BREAD**
Our fresh selection of the day served with garlic bread.
- 2. LASAGNE & FRIES**
Traditional oven baked beef lasagne topped with mozzarella & Bolognese served with fries.
- 3. SPIRALI PANTERIA**
Bacon pieces sautéed with garlic, Kalamata olives & oregano. Finished with Napoli sauce & mozzarella.
- 4. RAVIOLI MONTAVANA**
Beef ravioli tossed with mushroom, Bolognese & cream.
- 5. BEEF BURGER & FRIES**
Beef patty topped with tomato, lettuce, mozzarella & aioli on a toasted bun served with fries.
- 6. FISH & FRIES**
Lightly battered white fish fillet served with fries, aioli & lemon.
- 7. PENNE PAESANO (V)**
Roasted root vegetables sautéed in olive oil & garlic finished with feta cheese & baby spinach.

*Conditions apply

#EVERYDAYREUNION



\$7 LUCKY 7's LUNCH DEAL
 CHOICE OF 7 DISHES 7 DAYS



**THE ONLY WAY
TO TOP OUR**

**FRESH
PASTA**

**IS WITH A GOOD
VINTAGE**

CAPITAL REQUIREMENT

SET UP COST	\$500 - \$700K
UPFRONT FRANCHISE FEE	\$50K + GST
ROYALTIES	6% of net sales + GST per week
MARKETING FEES	3% of net sales + GST per week
ADMIN FEES	\$2K incl. GST
LEGAL FEES	\$3K + GST approx.
ACCOUNTING FEES	\$2K + GST approx.
DEPOSIT	NIL
WORKING CAPITAL	\$20K approx.
TRAINING FEE	\$10K

FREQUENTLY ASKED QUESTIONS

What is my initial investment?

It will vary and depend on store size, location and available facilities, but as a guide, a typical investment in our business ranges between \$500,000 and \$700,000.

What is the Franchise fee?

The franchise fee for a single site is \$ 50,000 + GST.

What kind of return can I expect?

The profitability of a Fasta Pasta store is subject to many variables including location, stable workforce and the skill of the franchisee in running the business. Potential Fasta Pasta franchisees must seek independent financial advice in deciding if it is an appropriate investment for them.

What is the Franchise Fee and Marketing Levy?

The fee is 6% weekly on net sales and 3% weekly on net sales, respectively (net sales is gross sales less GST).

Can I get finance from the banks?

We can introduce you to our existing bankers.

Am I required to work in the store?

Yes, our experience suggests that to be successful, you must be directly involved in the day to day management of your store.

What experience do I need?

Our franchisees come from varied backgrounds, what we look for is a great attitude, a willingness to learn, the drive to succeed and a passion for customer service and good Italian Cuisine.

What is involved in the training?

3 months training at one of our company restaurants, which will cover areas such as – front house, kitchen (all aspects), necessary basic bookwork, Point of Sale and management skills.

How long does it take to be up and running?

Each restaurant is different; however, a 6 – 10 week fit-out is required once the site is handed over.

I have a site. Can I operate a Fasta Pasta store from this location?

If all the necessary criteria are met, both for the restaurant site and for you personally as a potential franchisee, we cannot see why not.

Can I own more than one Fasta Pasta store?

Yes you can, provided you have the financial resources and demonstrated management skills to manage a multi site operation.

Am I able to own a franchise with a business partner?

Yes – for example, a husband and wife team is fine.

However, if you have another form of partnership, the application will be viewed on its own merits.

We require that a partnership agreement is drawn up before a franchise is granted.

Is ongoing support provided?

Yes, we offer our ongoing support from our National Operations Team to assist you in growing your business. They will work with you to ensure you and your staff are well trained and offer assistance and advice where they can.

RAVIOLI MILANESE



SUPPLIERS



With Australia's most recognised portfolio of beverage brands including the iconic Coca-Cola and Australia's favourite water brand Mount Franklin, Coca-Cola Amatil is determined to help continue growing your business through world-class consumer insights, beverage choices for every customer and occasion, and the greatest levels of innovation and investment in equipment and services.



International Tastes has been a supplier of Fresh Pasta and other associated products to "Fasta Pasta restaurants" since its early inception in 1992.

We are proud to be associated with this successful Italian Family Restaurant Franchise. With our long established relationship with this Franchise we look forward to continuing serving this successful business.



Treasury Wine Estates (TWE) is a unique global wine company with a leading international portfolio of new world wines. From the establishment of Australia's Penfolds in the mid 1840s to the 1876 founding of Beringer Vineyards, a winemaking legacy has been created. Our five foundation brands form the base of our passion for wine and are some of the most recognised and awarded wines in the world: Beringer Vineyards, Lindeman's, Penfolds, Rosemount Estate and Wolf Blass. We are proud of our wines and recognise the responsibility that comes with protecting our brands and their heritage. TWE is the world's largest pure-play listed wine company with over 80 brands, including: Annie's Lane, Castello di Gabbiano, Chateau St. Jean, Coldstream Hills, Devil's Lair, Etude Wines, Greg Norman Estates, Heemskerk, Matua, Pepperjack, Seppelt Wines, Stags' Leap Winery, Wynns Coonawarra Estate, Yellowglen and more.



Riviera Bakery has been a proud supplier to Fasta Pasta since its humble beginnings at the Pirie Street store and has watched the business grow from strength to strength. The Riviera Bakery tradition of fine baking dates back to the Italian town of Trieste in the 1950's when Luciano Triglau first learned the craft of baking. By 1968, Luciano had moved to Adelaide and found the growing European community missed the good quality European style breads they enjoyed back home. So he started baking continental loaves and rolls and the Riviera Bakery tradition was born. Luciano and his family are delighted to be associated with Fasta Pasta, an iconic South Australian company.

PRIVACY STATEMENT

We may collect your personal information for the purpose of providing services to you and responding to your requests. In addition, we may also use personal information for other purposes such as promoting our goods and services to you.

Our ability to provide services or respond to you may be affected if we are not provided with all personal information we request. Please discuss with us any concerns you may have about providing your personal information or let us know if you would prefer that we not use it for any particular purpose.

We will not usually disclose your personal information to third parties unless you authorise us to do so, or that is permitted under the Privacy Act.

You may request access to your personal information by contacting us.

Please refer to our full Privacy Policy, which is available on our website www.fastapasta.com.au for further information.

MARS BAR CHEESECAKE



If you're passionate, hard working, have a love of pasta, and would like to be a part of the Fasta Pasta success story, contact us for more information.

For all enquiries please contact:

Fasta Pasta Pty Ltd

Level 1

137 The Parade

Norwood, SA 5067

Phone: (08) 8304 8600

Email: franchise@fastapasta.com.au