



So Good So Yammy

A TAKEAWAY EVOLUTION

Transforming fresh Italian dining into a
high-potential franchise platform.

WWW.PASTAYAMMY.COM



OUR VISION

PastaYammy is a fast-casual fresh-pasta franchise offering freshly cooked pasta, prepared on the spot with a focused selection of sauces.

The concept combines the speed and accessibility of street food with the quality, authenticity, and emotional appeal of Italian cuisine.

THE FOUNDERS

Mishel Asraf **Co-founder**

Mishel is an international entrepreneur and Co-Founder of Pastayammy. Known for identifying untapped market opportunities and turning concepts into scalable commercial enterprises, Mishel oversees corporate strategy, footprint expansion, and investor relations.

Combining a disciplined global business mindset with a commitment to authentic culinary standards, he leads Pastayammy's mission to make genuine, freshly prepared Italian pasta accessible to a modern international audience.

Pastayammy's model is built to adapt its offer to the tastes of each new market, while keeping the brand's DNA fully intact.

Marco Granati **Co-founder**

Marco is an international marketer, brand strategist and Co-Founder of Pastayammy. Having demonstrated his capacity to build ventures from the ground up as a co-founder in a hi-tech startup, Marco combines entrepreneurial agility with more than 25 years of media, live broadcasting, and consumer communication experience.

At Pastayammy, he shapes the brand narrative, customer journey and marketing architecture, ensuring every touchpoint reflects the brand's long-term vision while delivering clear, measurable commercial results. His marketing approach tailors the customer experience to each market's preferences without ever diluting the brand's core identity.

MARKET OPPORTUNITY

The opportunity stands loud and clear. Consumers increasingly want food that is:

- Fast and convenient.
- Freshly prepared.
- Affordable but higher quality than conventional fast food.
- Easy to personalize.
- Suitable for takeaway and delivery.
- Visually appealing and shareable on social media.



Pasta Yammy addresses this demand with a simple proposition:
“Fresh pasta. Cooked when you order it. Served your way.”

The concept occupies an attractive position between traditional restaurants and standard fast food.

Customers receive a warm, satisfying meal within minutes without restaurant prices or waiting times, yet with a concrete perception quality comparable to a restaurant.

BRAND POSITIONING

BRAND PROMISE

"ITALIAN COMFORT FOOD SERVED AT STREET-FOOD SPEED."

POSITIONING STATEMENT

Pasta Yammy is a fresh-pasta takeaway brand for consumers who want a quick, affordable, and satisfying meal prepared in front of them, offering the quality of Italian cooking in a modern, accessible format.



THE MENU AT A GLANCE

PastaYammy is a fast-casual fresh-pasta franchise offering freshly cooked pasta, prepared on the spot with a focused selection of sauces. The concept combines the speed and accessibility of street food with the quality, authenticity, and emotional appeal of Italian cuisine.

*these sauces and boxes are examples and can be adapted to suit local tastes and preferences.

5 SIGNATURE SAUCES*



PESTO GENOVESE

fresh basil and pine nuts



CLASSIC MARINARA

rich tomato and basil



CREAMY ALFREDO

velvety Parmesan sauce



EARTHY MUSHROOMS

mushroom, herbs and spices



SPICY ARRABBIATA

fiery chili tomato

DELIVERY BOX EXAMPLES

To prevent soggy pasta during delivery, we pack our noodles and sauces in separate compartments.



Each order includes easy step-by-step reheating instructions to ensure a hot, fresh meal every time.
These boxes are just a few examples of how PastaYammy can be delivered.

MENU STRATEGY

The initial menu should be deliberately small and recognizable.

Category and Example options:

Pasta, Fresh tagliatelle, fusilli, penne, filled pasta

Tomato and basil, pesto, creamy mushroom, spicy tomato, beef ragù

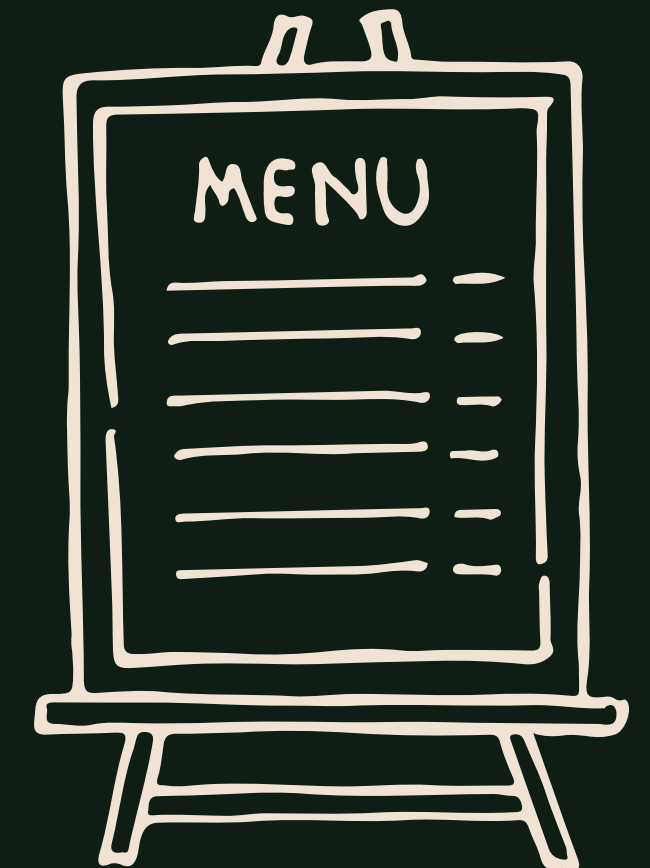
Truffle mushroom, seafood, burrata, or seasonal special

Toppings: Parmesan, herbs, crispy onions, chilli, vegetables

Garlic bread, salad, dessert, soft drinks

Vegetarian, vegan, and gluten-free options where operationally feasible

Extra: spicy spices, hot chili pepper,



The menu should be localized carefully in each market without weakening the core identity of the brand.



WHY SIMPLICITY IS THE ADVANTAGE?

A FOCUSED MENU IMPROVES EFFICIENCY

The business should avoid a large restaurant-style menu. A limited selection of pasta shapes and sauces can provide variety while keeping the operation simple.

A focused menu can help reduce:

- Ingredient waste.
- Preparation time.
- Training requirements.
- Stock complexity.
- Kitchen equipment needs.
- Service errors.



WHY **PASTA**YAMMY CAN SUCCEED

A FAMILIAR PRODUCT WITH BROAD APPEAL

Pasta is one of the world's most recognizable and accessible foods. Customers do not need to learn how the product works, and the category appeals to students, professionals, families, tourists, and vegetarian/vegan consumers (actually a market that is growing along with the search of natural organic food).

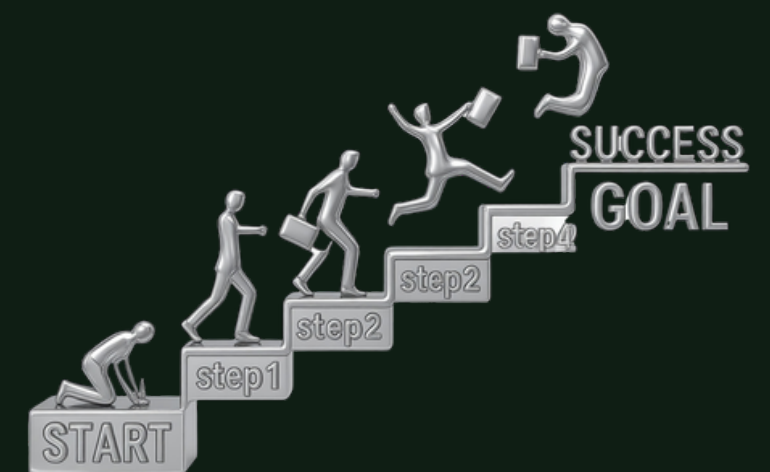
The familiarity of pasta reduces the educational burden normally associated with launching a new food concept.

FRESHNESS CREATES DIFFERENTIATION

Many takeaway concepts compete primarily on price and speed. Pasta Yammy adds a visible quality element: the pasta is cooked and finished in front of the customer.

This creates a stronger perception of:

- Authenticity.
- Freshness.
- Quality.
- Transparency.
- Value for money.



THE CUSTOMER EXPERIENCE

A typical customer journey should be simple:

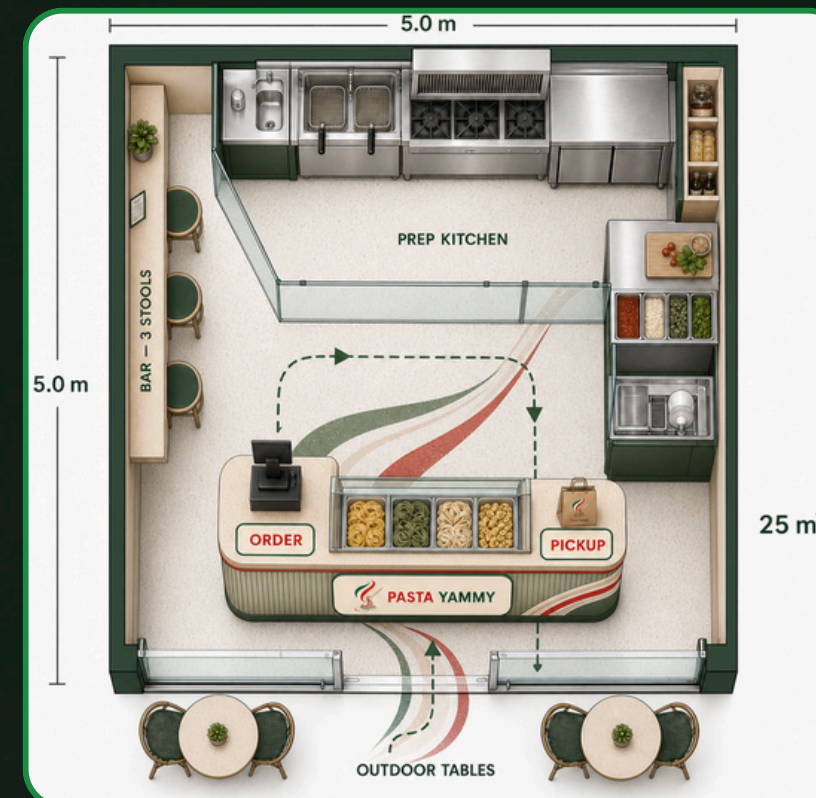
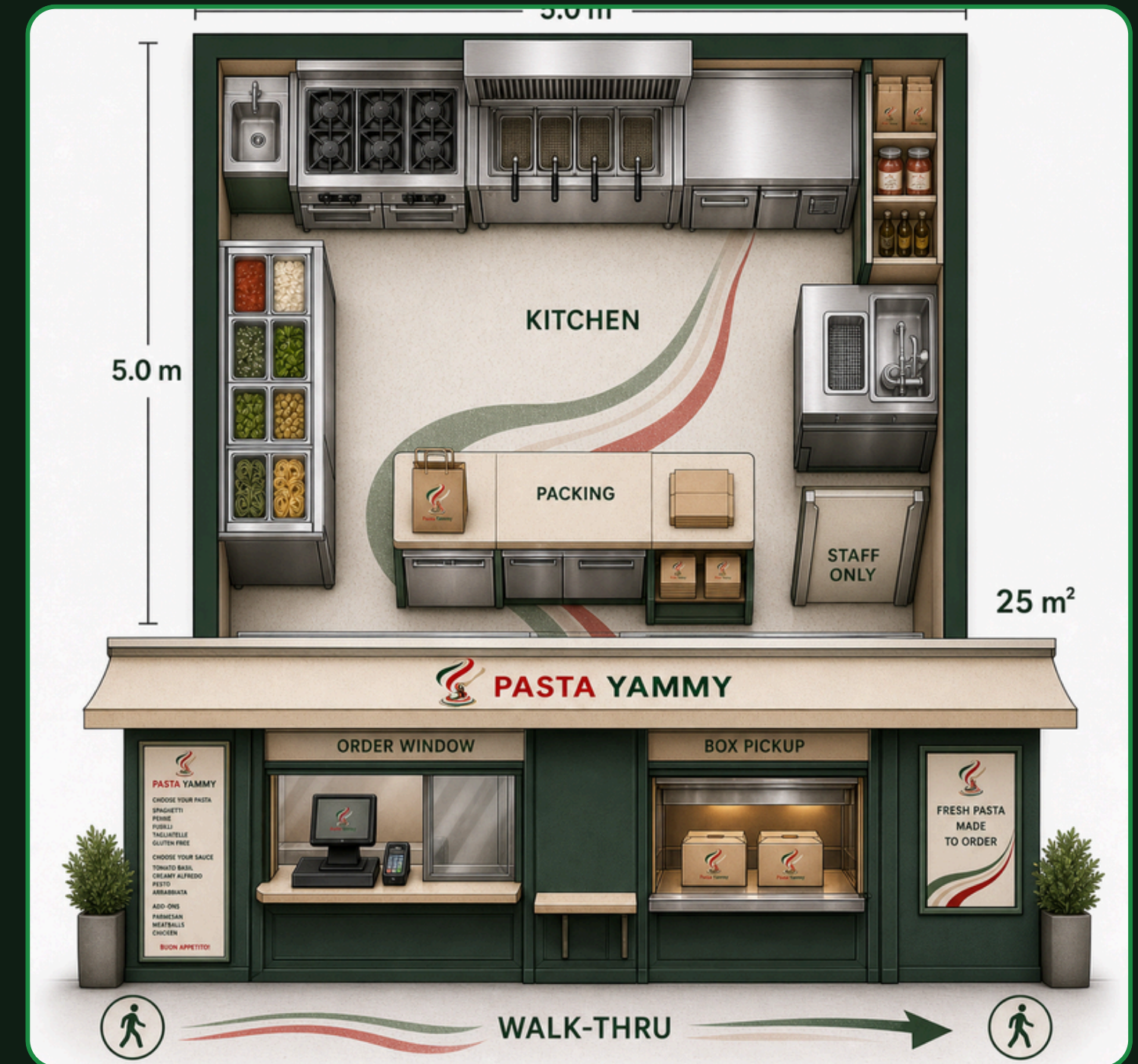
1. The customer selects a pasta base.
2. The customer chooses one of the signature sauces.
3. The pasta is cooked or finished on the spot.
4. Optional toppings are added.
5. The meal is packed in a practical takeaway container.
6. The customer receives the order within a few minutes.

The preparation process should be visible from the counter. This turns cooking into part of the brand experience and reassures customers that the product is freshly prepared.

➤ Order to handover in approximately 5–10 minutes during normal service.



SHOP CONCEPT EXAMPLES



SMART ECONOMICS STYLISH EXPERIENCE

The format is intended to combine:

- Small premises.
- Limited seating or no seating.
- Lower staffing needs than a restaurant.
- High customer turnover.
- Takeaway and delivery sales.
- Strong lunchtime and evening demand.
- Compostable box and crockery (In some countries, this is an added value customers take into account. If this "lifestyle" is not yet perceived, Pasta Yammy can also become an educational tool.).

This can make the model more suitable for franchise expansion than a traditional full-service restaurant.



REVENUE MODEL

PastaYummy can generate revenue from several channels:

1) **Store sales**

The main income stream is the sale of pasta meals, drinks, sides, desserts, and premium add-ons.

2) **Takeaway and delivery**

Digital ordering can increase convenience and help capture sales outside walk-in periods. Delivery should be managed carefully because third-party commissions can reduce margins.



REVENUE MODEL

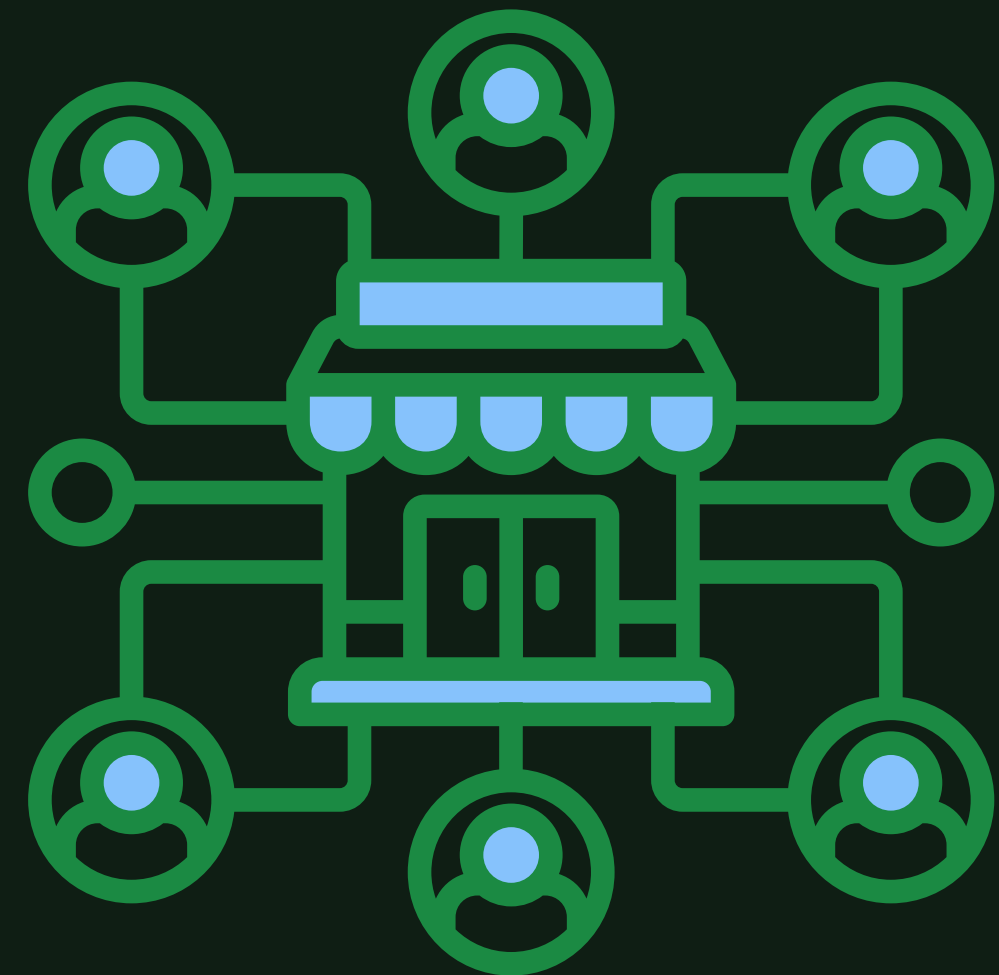
3) **Franchise income**

Potential franchise revenue streams include:

- Initial franchise fee.
- Ongoing royalty based on sales.
- Marketing contribution.
- Approved supplier margin.

4) **Additional opportunities**

- Catering for offices and events.
- Pop-up units and Seasonal kiosks.
- Food-hall locations and Corporate lunch partnerships.
- Retail sauces or fresh pasta products in a later phase.



FRANCHISE COMPETITIVE POSITIONING

Although **PastaYummy** evokes a traditional Italian restaurant, its competitive advantage lies in combining authentic Italian flavours with the speed and convenience of fast food:

- 1) Atmosphere and menu variety but faster, simpler, more affordable
- 2) Speed and convenience + Fresher and more premium than a usual fast-food
- 3) Independent pasta shop with authenticity
- 4) Repeatable franchise system and brand recognition



FRANCHISE COMPETITIVE ADVANTAGE

Pasta Yummy's differentiation should not depend only on selling pasta. Competitors can copy a product, but they will find it more difficult to copy a complete operating system and brand experience.

The defensible elements should include:

- A distinctive brand.
- Consistent recipes.
- Fast preparation.
- Visible cooking.
- High-quality packaging.
- Strong store design.
- Centralized purchasing.
- Franchisee training.
- Customer data and loyalty systems.
- A recognizable digital presence.



FRANCHISE SCALABILITY

PastaYammy can be standardized through:

- Approved recipes.
- Centralized purchasing.
- Equipment specifications.
- Store design guidelines.
- Staff training.
- Digital ordering systems.
- Operating manuals.
- Quality-control procedures.
- Marketing templates.



The franchisee invests in and operates the local unit, while Pasta Yammy earns revenue through initial franchise fees, ongoing royalties, approved supply arrangements, and potentially marketing contributions.



TARGET COUNTRIES



PastaYammy is positioning itself for expansion into two high-potential markets: India and Europe. Both regions present significant opportunities driven by growing consumer interest in quality, convenience, and authentic food experiences. Our entry strategy will be tailored to each market's cultural and commercial landscape, ensuring a relevant and impactful brand presence from day one.

INVESTMENT SCENARIO

The financial plan should distinguish between:

Central company investment

- Brand creation.
- Recipe development.
- Operating systems.
- Legal franchise documentation.
- Supplier network.
- Training programme.
- Marketing platform.
- Pilot locations.

Franchisee investment

- Franchise fee.
- Store construction and fit-out.
- Equipment.
- Opening stock.
- Local recruitment.
- Working capital.
- Local launch activity.



BRAND PERSONALITY

BRAND PERSONALITY

- Friendly.
- Energetic.
- Modern.
- Warm.
- Playful.
- Authentic without being formal.
- Accessible rather than exclusive.



The name “**PastaYummy**” is memorable, easy to pronounce, and immediately communicates the product category. The visual identity should be bold, cheerful, and highly recognizable from a distance.



CONCLUSION

PastaYammy is more than a food outlet, it is a scalable fresh-pasta franchise platform built around a simple, profitable, and highly recognizable consumer need: fast, fresh, and satisfying Italian food. By combining a focused menu, visible preparation, strong brand identity, and a repeatable operating model, the concept is designed to deliver both customer appeal and franchise scalability.

The opportunity is especially strong because it sits at the intersection of three growing trends:

- Premium convenience
- Superior takeaway dining
- Demand for healthier, more authentic food experiences.

With the right execution, **PastaYammy** can create a category-leading brand that performs well in high-footfall urban locations and expands efficiently through franchising.



KEY CONCLUSION

For investors, the strength of the concept lies not only in the product itself, but in the system behind it: standardized recipes, controlled operations, centralized purchasing, and a clear rollout strategy from pilot stores to regional expansion.

This makes **PastaYummy** a compelling investment opportunity with the potential to generate long-term value through both company-owned growth and franchise revenue.



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PastaYummy

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Thank You

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