

MODERN  
ITALIAN

**Our franchise  
offer for 2024.**

Apertivi. Fresh Pasta.  
Hand-Crafted Pizza.  
Weekend Sounds. Vino  
Veritas. Always Cocktails.  
Dolci. Vita.

V is the Roman numeral for Five,

come and feed all your senses.





**Stockholm**  
**Madrid**



**Istanbul**  
**Riyadh**  
**Antwerp**



**Gothenburg**  
**Barcelona**  
**Nashville**



# Join us in disrupting the restaurant industry with a new segment: Fast Fine.

We deliver top-tier operational efficiency, advanced technology, affordable pricing, and elevated cuisine, all within a sophisticated and aspirational setting.



# The restaurant of the future.

A woman with her hair pulled back is blowing a bubble with gum. She is wearing a light-colored, possibly white, shirt. The background is a restaurant interior with warm lighting, a lamp, and a plant.

## 1. Lower labor costs.

One of the biggest challenge in the industry is the rise of labor cost. Having our corporate restaurants in Sweden, one of the worlds highest labor-cost markets, has allowed us to focus on our main metric: Labor efficiency. Our operating model and differentiated company culture, together with our use of technology allows us to deliver an extraordinary food experience at a surprisingly affordable price point.

## 2. No need for skilled labor

Our concept is created and developed based on the strategy of not needing skilled labor, nor in the kitchen nor in the front of house. All our processes and training systems are designed to be implemented by team-members with no previous restaurant experience, thus opening up the pool of labor and reducing labor costs.

## 3. Cross training

Through our unique digital training models our teams are cross-trained to be able to work on both front and back of the house, and on all stations, thus reducing the hierarchy and number of positions in the restaurant. Minimising the need for labour, especially on non-peak hours.

## 4. Lower food costs.

While focusing on serving high quality ingredients, our Italian positioning, menu engineering, sourcing strategy and efficient operating model allows us to run a 22-25% food cost, significantly under our competitors, impacting directly on your bottom line.

## 5. Born Digital.

We are born digital and enable technology driven solutions within our environment to enhance guest experience and improve operational performance. Not only we use digital guest ordering and payment, but have developed all our training and SOP platforms digitally for optimal scalability.

## 6. Vibrant all-day social spaces.

Guests are increasingly looking for an experience that will allow them to connect with the community and restaurants that will allow them to see and be seen. We want to prove that style and quality does not have to be sacrificed for value.

## 7. A proven, highly scaleable concept.

Since inception, we have constantly developed our digital training platforms, reduced Capex, enhanced the efficiency of our operating model and created a fully scaleable digital infrastructure for our franchisees. A complete "restaurant in a box" solution for our partners.

# An all-dayparts strategy, delivering increased sales.

You may need a napkin for this...



## #Lunch

Convenience.  
We become the efficient to-go place for the perfect mix of premium, fast and indulgent lunch for time conscious office workers.

We are the perfect option for those who want the atmosphere of a finer restaurant but value speed of service and being in control of their time.  
A price point only slightly over fast casual but with a significant higher value perception.

Significant to-go/delivery business for Pizza Pasta and Salads.

## #AfterWork

A no-brainer to hangout after work, socialise and let life happen.

"I go for drinks with colleagues where we share some plates, have some drinks and it might well develop into a dinner and maybe even the greatest night ever!"

"I know when I get there, but never when I will leave."

A place where the office workers mingle with likeminded locals.

## #Dinner

Not only is this the space in the city for locals, but it becomes a destination for younger guests looking for a more elevated experience without breaking the bank.

Perfect place to start a great night out with dinner and drinks to then move on and party all night.

Groups of friends coexist with couples before or after the movie, the concert or the game.

## #Pre-night

The place to start the night or to extend your dinner with drinks and laughs.

Great vibrant vibe and beautiful, fun cocktails as well as a balanced wine selection.

DJ or upbeat music playlists set the stage for fun, friends, and flirt.

Events, good times and always something unexpected!

## #Off-premise

Not only do we have a product that is top of mind for consumers thinking of food delivery.. pizza, but we have developed a one-of-a-kind delivery box that delivers the fast-fine experience right to your doorstep.

Combine that with the high % of guest creating user generated content on social media for the ultimate pairing of take-out and deliver profitability.

Incremental revenue while spreading the word of our brand!



Modern Italian fare



Damn fine Cocktails



Sourdough Pizza & fresh pasta



A stylish hangout



Unique delivery proposition

our food...





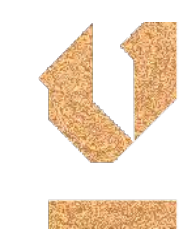


Our signature bar.



and drinks.





**Prolific user generated social media content.**

Experiences you live™

# Integrated sourcing of all FF&E.

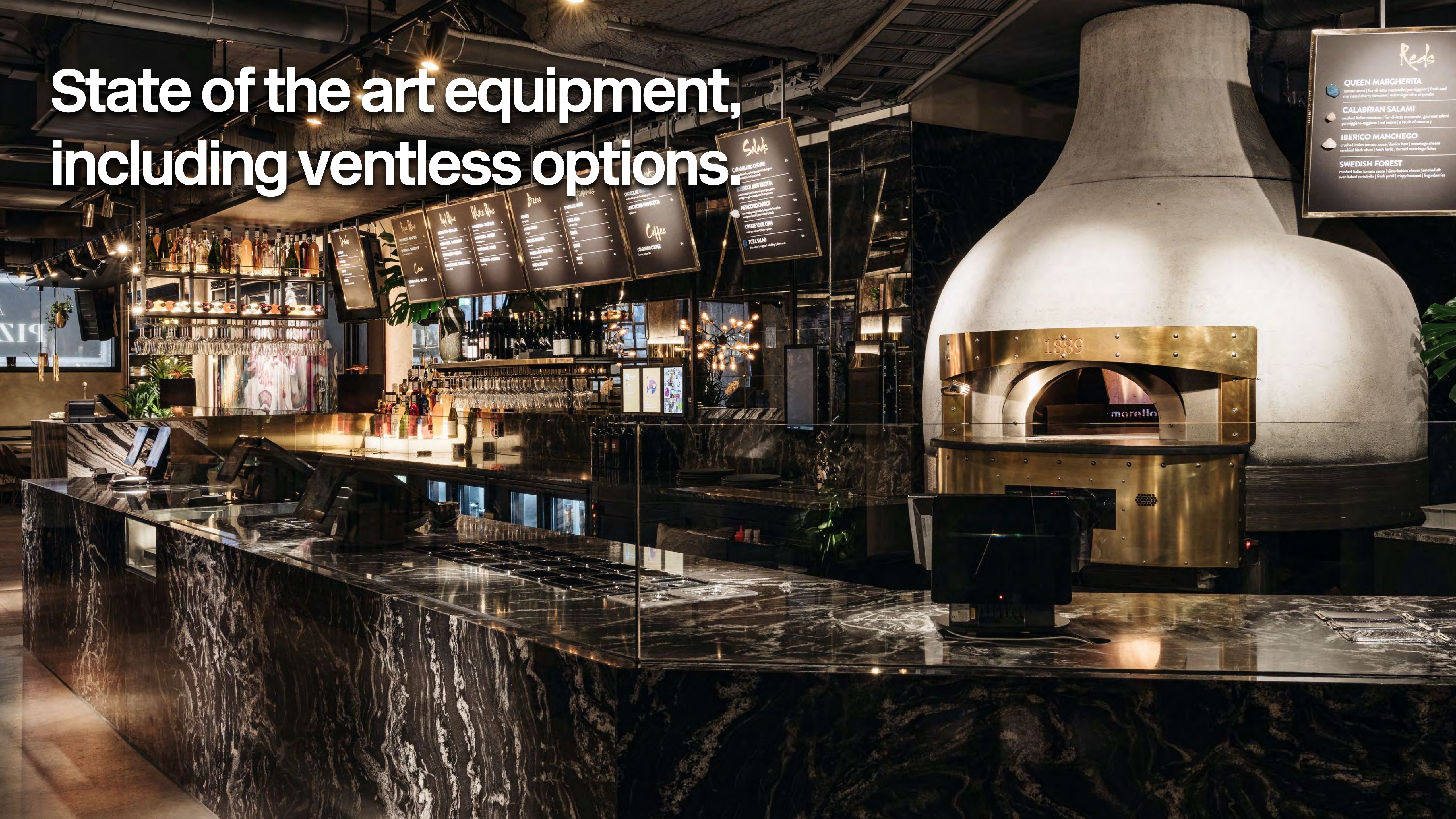


# Adapted to second generation spaces.

(Former Starbucks)



# State of the art equipment, including ventless options.



*Reds*

**QUEEN MARGHERITA**  
tomato sauce | fior-di-latte mozzarella | parmigiano | fresh basil  
marinated cherry tomatoes | extra virgin olive oil powder

**CALABRIAN SALAMI**  
crushed Italian tomatoes | fior-di-latte mozzarella | gourmet salami  
parmigiano-reggiano | red onion | a touch of rosemary

**IBERICO MANCHEGO**  
crushed Italian tomato sauce | Iberico ham | manchego cheese  
sun-dried black olives | fresh herbs | baked manchego flakes

**SWEDISH FOREST**  
crushed Italian tomato sauce | water buffalo cheese | smoked salt  
oven baked portobello | fresh parisi | crispy breadcrumb | lingonberries

**Salads**

**CARAMELIZED CEBOLLE**  
Caramelized onions | sautéed mushrooms | balsamic glaze | goat cheese

**IBERICO MANCHEGO**  
crushed Italian tomato sauce | Iberico ham | manchego cheese  
sun-dried black olives | fresh herbs | baked manchego flakes

**POSTICCHIO CARNOI**  
crushed Italian tomato sauce | water buffalo cheese | smoked salt  
oven baked portobello | fresh parisi | crispy breadcrumb | lingonberries

**CREATE YOUR OWN**  
any pizza toppings | \$12.99

**PIZZA SALAD**  
any pizza toppings | \$12.99

**Wine**

**Red Wine**

**White Wine**

**Beer**

**Coffee**

**COGNAC COFFEE**

**Unique  
packaging.**



# Why franchise V Modern Italian?

Global growth brand.

Opportunity to pioneer the Fast Fine segment.

Highly demanded lifestyle experience.

A disruptive operating model.

No need for skilled labor.

Flexible asset typologies.

Unique decor and atmosphere.

Integrated design and FF&E sourcing.

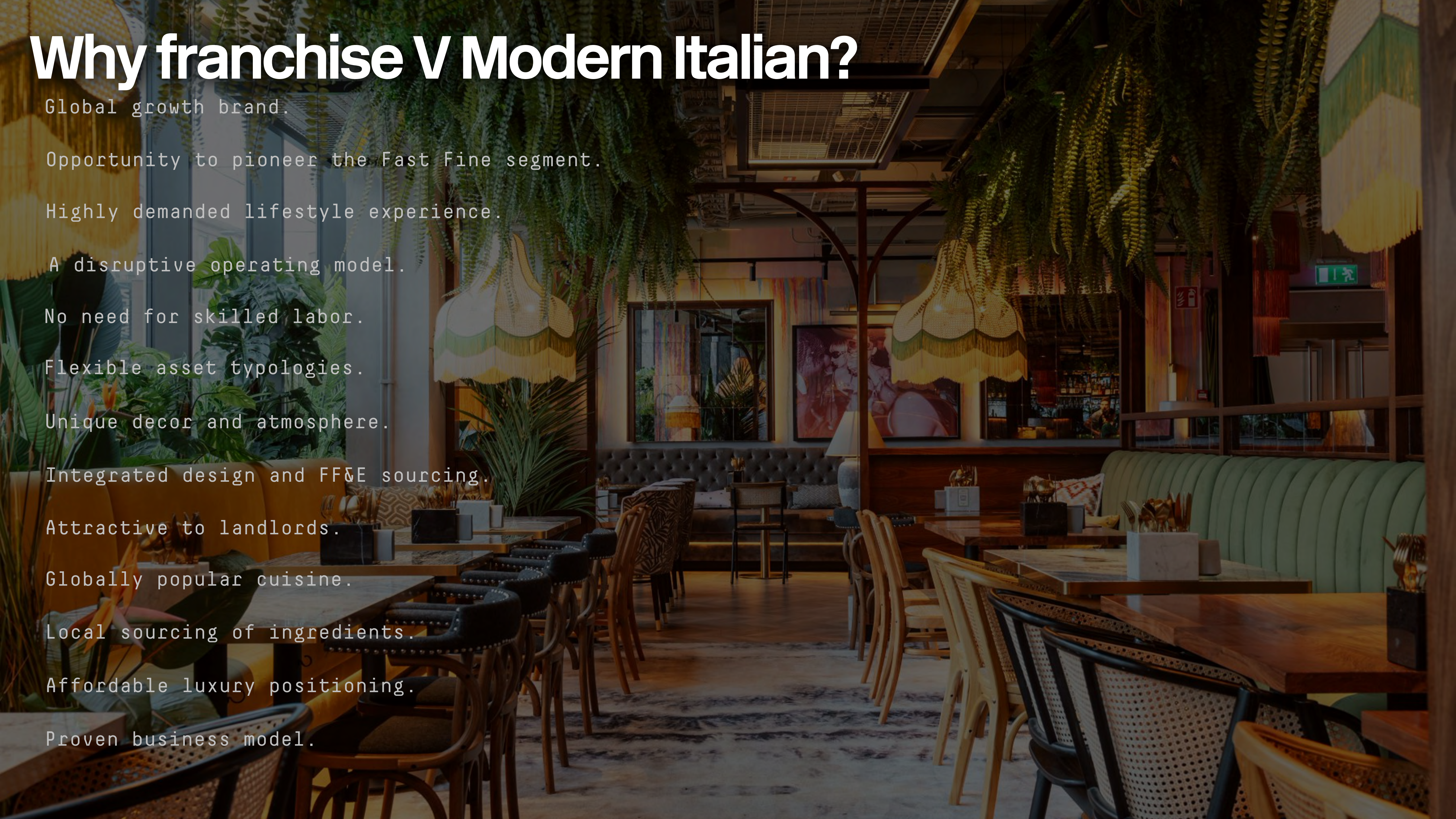
Attractive to landlords.

Globally popular cuisine.

Local sourcing of ingredients.

Affordable luxury positioning.

Proven business model.





Come explore all five senses with us

and savor the freedom of a space

where anything can happen.

V is love. V is V. V is life.

the place to V



Join our family, become  
a franchisee and bring  
**V Modern Italian** to your  
market, we invite you to  
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