

ROSSOPOMODORO

Brand & Concepts

THE BRAND

THE LARGEST ITALIAN NEAPOLITAN PIZZA CHAIN

in the world.

Founded
in Naples in

1998

**25.000
PIZZAS**

served
every day

More than

100 RESTAURANTS

worldwide

11

countries

12.000.000

clients per year

MILESTONES

1998

Three friends in Naples founded **Sebeto Group** to bring authentic Neapolitan pizza around the world.

2003

In the first 5 years more than **30 opening** in Italy.

2005

Started the expansion in Europe with the first opening in **Copenhagen**, followed by **London**.

2010

Rossopomodoro starts a **partnership with Eataly**, and is the exclusive partner to serve pizza in Eataly North America locations.

2018

OpCapita invest in the business, to make Rossopomodoro a **global player** in food retail industry.

TODAY

In the last 3 years nearly **50 openings** worldwide.

Mission

Rossopomodoro aims to share the value of authentic Italian tradition and culture by bringing authentic Neapolitan pizza and Italian dining experiences to the world.

Values

AUTHENTICITY

Genuine products and traditional recipes, reimagined with a contemporary touch.

EXCELLENCE

High-quality ingredients, exceptional service, and expert craftsmanship.

INNOVATION

Technology and standardized processes to streamline operations and optimize resources.

HERITAGE

A globally recognized brand with over 25 years of history and expertise.

RESTAURANTS IN 11 countries

70% franchising — 30% DOS

75 IN ITALY

30 OVER THE WORLD



US, Canada



UK, Germany, Denmark, Spain, Malta, Czech Republic and Austria



Philippines



30 NEW OPENINGS PLANNED

in 2025

US

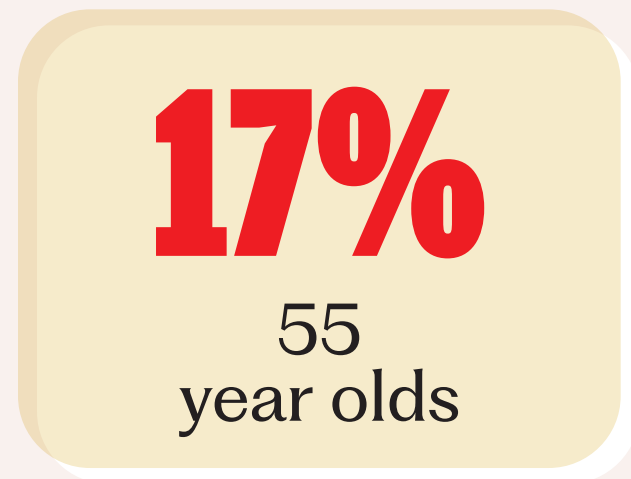
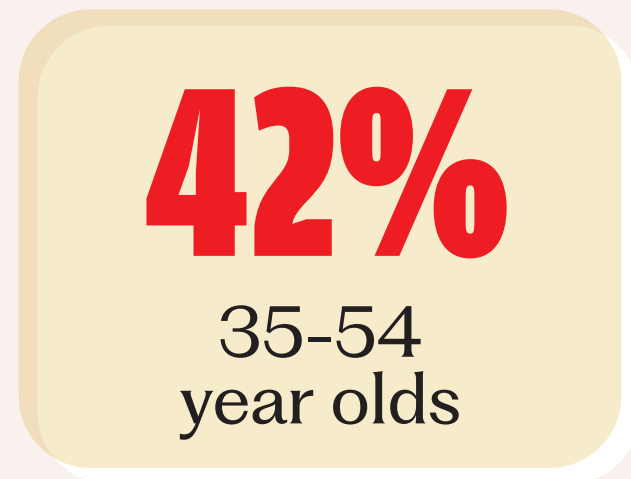
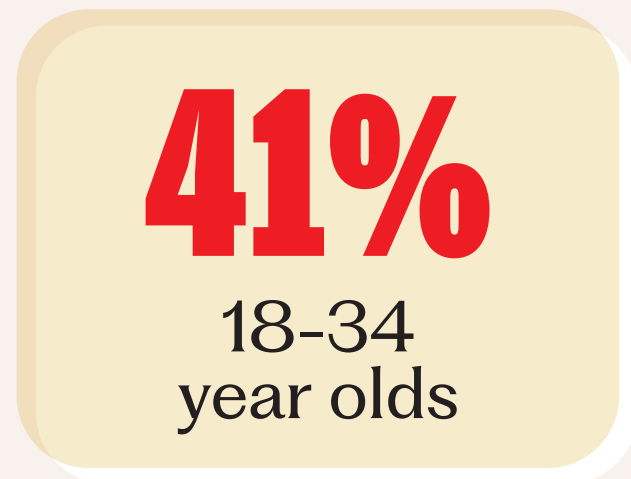
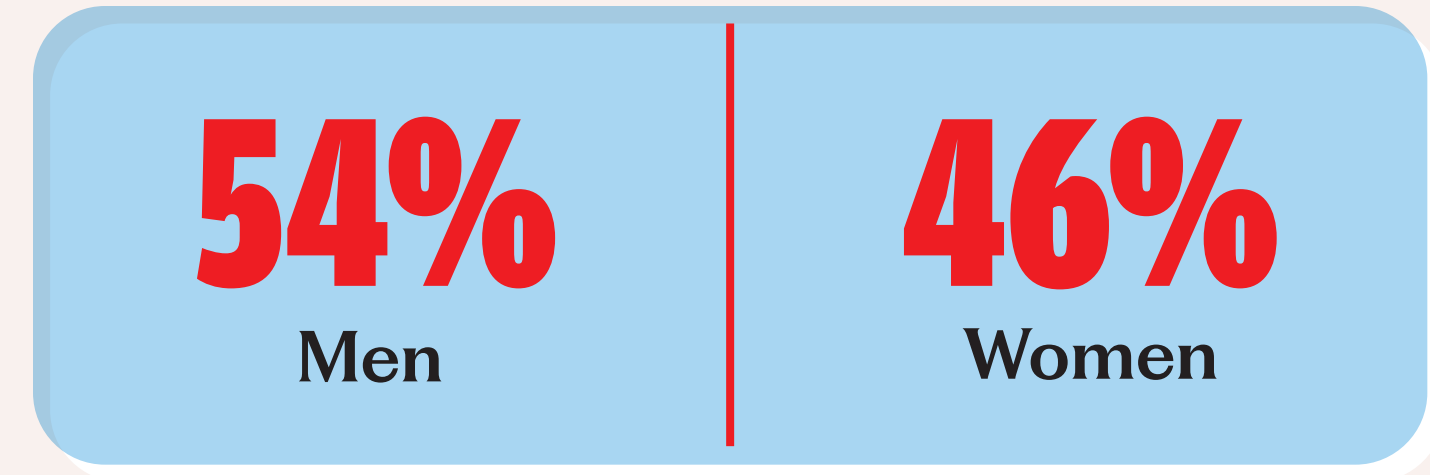


EUROPE



TARGET AND LOCATIONS

Our target audience is broad and diverse, encompassing families, business professionals seeking quality lunch breaks, and travellers of all kinds in key travel destinations.



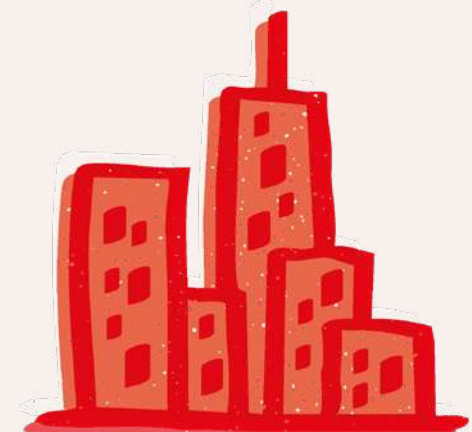
TOURISTIC



OUTLET & MALL



TRAVEL



CITY CENTER

SUCCESS FACTOR

PRODUCT

1

Authentic and high quality products, many of them **imported directly from Italy.**

2

Collaborate closely with both **small and large producers**, fostering strong partnerships built over the years.

3

A selection of products **are created exclusively for Rossopomodoro.**

4

Food made well, **using good ingredients** offering a **wholesome**, flavourful and satisfying final product.



PRODUCT

Centralized sourcing agreements:

Agreements with Italian suppliers allow Rossopomodoro to serve both domestic and oversea locations.

Economies of Sale:

Agreements and well-established network allow for economies of scale.

High quality at Competitive pricing:

Franchisee benefit from top-quality products at lower prices than market standards.

Homogeneity across the network:

Standardized processes ensure quality across the entire network.

Scalable growth:

Centralized agreements drive order volume.



PRODUCT



TOMATOES

Different Italian recipes require different types of tomatoes therefore we work with **producers who can supply us with various high-quality ecotypes.** Many of which are products made exclusively for us.



MOZZARELLA

Mozzarella is the star of our tables. It is important that we **serve the best and freshest product we can.** Once again, we partner with quality suppliers, many of them creating a product exclusively for us.



FLOUR

We use high quality flour that is suitable for our Neapolitan pizza dough. We have partnered with **Caputo** who has made a product exclusively for us and that is used in many of the countries we work out of.



OIL

Used to cook and top our dishes, we work with only **100% Italian extra virgin olive oil** across our network, in many countries we use our custom exclusive selection.



SERVICE

- **Different service concepts** to cover various target markets.
- All locations offers a **friendly and warm atmosphere**.
- **Customer centric experience**.
- Technology to ensure synchronization between different departments offering quality service. **Using computerized systems to sync service timing**.
- Structured training for **BOH and FOH staff** with periodic updates.
- Periodic check-ins from Rossopomodoro team to ensure **quality of service being provided**.

Heritage-driven innovation

In addition to our long-standing training and operating system, Rossopomodoro has developed a system that standardizes the process of production, simplifying operational activities while maintaining the quality of products.

HERITAGE DRIVEN INNOVATION

Made for our partners who need to simplify and standardize their operations system.

- Centralized frozen dough production.
- Assisted pizza making with **pizza press**.
- Moretti Neapolis **electric oven**.
- **Ready to use** final products and semi-worked products, like **pasta sauces** and **fried antipasti**.
- International **supply chain**.



THE CONCEPTS

The concepts

ROSSOPOMODORO

PIZZA & PASTA

Dining type Casual, full-service dining

Menu categories Appetizers, Neapolitan Pizza, Pasta, Salads, Dessert

Customer profile Families, tourists, business

Experience & Location Full-service table dining experience. Located in an area of 200-350mq. Shopping centers, travel, high streets and city centers.

THE PRODUCTS: NEAPOLITAN PIZZA



THE PRODUCTS: PASTA

Our pasta menu offers the **most traditional Italian pasta** dishes using authentic recipes.

From a classic **Spaghetti** with tomato sauce, to **Carbonara** we offer the best flavours of Italy.

Pastificio Afeltra produces Rossopomodoro branded pasta di Gragnano IGP.





THE PRODUCTS: APPETIZERS, SALADS, AND DESSERT

Starters

Traditional Italian starters from fried items, to fresh mozzarella, to eggplant **parmigiana**, **bruschetta** and much more.

Salads

Fresh salads using Italian dressings and quality ingredients.

Desserts

Offering traditional Italian desserts such as **tiramisù**, **gelato** and more.

THE MENU

Where tradition and innovation meet

Revisited typical dishes & trendy gastronomic proposals



Something for everyone:
vegetarian, vegan, & light offerings

Beverage selection:
offers wine list, Italian beers,
and classic cocktails. As well as
soft drinks, coffee and tea

STARTERS

- Olive misto** 4.95
green and Gaeta black olives, garlic and chilli
- Tarallini** 2.95
ring-shaped Italian bread sticks
- Focaccia all'Aglio** 8.45
pizza bread with garlic and basil oil
Add fior di latte mozzarella +2.95
- Bruschetta al pomodoro** 8.95
char-grilled homemade bread, heritage tomatoes, garlic, basil, oregano and 100% Italian Extra Virgin Olive Oil
- Calamari e zepoline** 13.95
fried calamari and seaweed fritters, with lemon mayonnaise
- Burrata e caponata di verdure** 10.95
burrata and sautéed mixed vegetables (aubergines, courgettes, peppers, tomatoes, onions, capers, olives and croutons)
- Tiella** 10.95
traditional mixed fritters: tomato and beef rice balls, potato and salami croquettes, pasta and courgette fritters and montanara fried pizza dough



HAPPY HOUR
2x1 on all cocktails!
Sun to Fri
4PM to 8PM



Parmigiana

SALADS

- Chicken Cesarona Salad** 16.95
cos lettuce, chicken breast, crispy bacon, sun-dried tomatoes, Parmesan cheese shavings, crumbled taralli and caesar dressing
- Vegan Salad** 12.95
mixed salad, aubergines, courgettes, peppers, red onions, tomatoes, baby potatoes, chickpeas, balsamic vinegar and extra virgin olive oil dressing

Add: **Chicken** +4.95 **Avocado** +2.95 **Buffalo mozzarella or burrata** +3.95

PIZZA

slow fermentation for at least 24h

Traditional Neapolitan dough

Our dough is meticulously prepared and slowly risen for over 24 hours, cooked to perfection for a balanced texture. Our expert pizzaiuoli make it fresh daily. Authentic Neapolitan craftsmanship at its best.



Margherita

11.95
Italian plum tomato sauce, fior di latte mozzarella, 100% Italian Extra Virgin Olive Oil and basil
Make it vegan

Margherita Verace

14.95
Italian plum and cherry tomato sauce, buffalo mozzarella, Parmesan cheese shavings, 100% Italian Extra Virgin Olive Oil and basil
Add Parma Ham +3.95

Diavola

15.95
Italian plum tomato sauce, fior di latte mozzarella, spicy ventricina salami, Neapolitan salami and basil
Add onions +2.95

Capricciosa

15.95
Italian plum tomato sauce, cooked ham, artichokes and Gaeta black olives
Make it vegan

Parma e Parmigiano

15.95
fior di latte mozzarella, Parma ham, rocket, Parmesan cheese shavings and 100% Italian Extra Virgin Olive Oil
Add cherry tomatoes +3.95

Le Ruote di Carro

Crisper and thinner

Margherita ruota di carro

13.95
Italian plum tomato sauce, fior di latte mozzarella, 100% Italian Extra Virgin Olive Oil and basil

Diavola ruota di carro

17.95
Italian plum tomato sauce, fior di latte mozzarella, spicy ventricina salami, Neapolitan salami and basil
Add mushrooms +2.95

Verduretta

15.95
Italian plum tomato sauce, fior di latte mozzarella, mushrooms, courgettes, peppers, mushrooms and Parmesan cheese
Make it vegan

Puttanesca

14.95
Italian plum tomato sauce, yellow datterini tomatoes, fior di latte mozzarella, premium Cetara anchovies, garlic, black olives and capers

HOMEMADE DIPPING SAUCE

Try our new pizza dipping sauces:

Baked garlic Mayo / Truffle Mayo 1.95

Cinque formaggi

15.95
creamy base of smoked provola mozzarella, PDO Gorgonzola, Provolone, Pecorino, Parmesan and toasted hazelnuts
Add honey +1.50
Add Spicy Salami +3.95

Salsiccia e Friarielli

16.95
pork sausage and Neapolitan friarielli, spicy 'nduja, smoked provola mozzarella, chilli and garlic

Cipolle, Zucchini e Pancetta

14.95
fior di latte mozzarella, sautéed red onions, courgettes, crispy bacon and black pepper

Le Ripiene

Folded and filled pizza

Calzone Ricotta e Salame

15.95
smoked provola mozzarella, Neapolitan salami, buffalo ricotta cheese, Italian plum tomato sauce, black pepper and basil
Do you want it fried or baked?
Add mushrooms +2.95

Ischitana

17.95
baked pizza folded and filled with buffalo mozzarella, Parma ham, fresh tomatoes, mixed salad and mayonnaise

TOPPINGS

Vegetables:

Aubergines / Mushrooms / Gaeta Black Olives / Onions / Courgettes / Artichokes / Rocket / Patatina extra 2.95

Cherry Tomatoes / Friarielli 3.95

Meat:

Spicy Ventricina Salami / Parma Ham / Cooked Ham / Neapolitan Salami / Pork Sausage / 'Nduja / Cetara Anchovies / Beef meatballs 3.95

Cheese:

Parmesan Shavings 2.95
Buffalo Mozzarella / Fior di Latte Mozzarella / Burrata Cheese / Smoked Provola Mozzarella / Vegan Cheese / Gorgonzola Cheese / Buffalo Ricotta 3.95

Vegetarian Vegan Spicy
PDO: Protected Designation of Origin

Most of our pizzas can be made with Vegan cheese

PASTA

Spaghetti al Pomodoro e Basilico 12.95
spaghetti scanalati, cherry tomatoes and basil
Make it angry: arrabbiata sauce +1.50
Add burrata +3.95
Make it with GF fusilli pasta +1.00

Spaghetti alla Carbonara 16.95
spaghetti, creamy egg yolk sauce, crispy guanciale (pork cheek), Pecorino Romano cheese and black pepper

Paccheri allo Scoglio 19.95
paccheri pasta, fresh mussels, clams, prawns and spicy cherry tomatoes

Ravioli al pesto di basilico 19.95
buffalo ricotta and spinach ravioli, served with heritage tomatoes and basil pesto

Ziti al Ragù Napoletano 17.95
ziti pasta, slow cooked Neapolitan beef ragù and Parmesan cheese
Make it with GF fusilli pasta +1.00

Gnocchi alla Sorrentina 14.95
potato gnocchi, cherry tomato sauce, melted smoked provola and Parmesan cheese, baked in a small dish

Linguine alla Puttanesca 17.95
linguine, yellow and red tomatoes, black olives, capers, anchovies and crumbled taralli

Linguine Gamberi e Zucchini 17.95
linguine, creamy courgette and provolone sauce, king prawns, and fried courgettes



Linguine gamberi e zucchini

SIDES

Pane 3.95
basket of homemade bread

Rucola e Pomodorini 5.95
rocket salad with cherry tomatoes, and 100% Italian Extra Virgin Olive Oil

Patatina frita 5.95
french fries

Insalata Mista 5.95
mixed green salad with 100% Italian Extra Virgin Olive Oil and lemon

Friarielli 6.95
slightly bitter wild broccoli, sautéed with chilli and garlic

KIDS MENU 7.95

For children up to 12 years

Includes a dish to choose from:

Pizza baby margherita Add ham
Penne pasta with tomato sauce
Chicken milanese

+ Carrots, fruit and juice or water

Add french fries or scoop of ice-cream for 2.00



Dessert

Pastiera napoletana 6.00 €
pasta frolla, ricotta di bufala, grano cotto, scorza d'arancio e acqua di millefiori
short crust pastry, filled with buffalo ricotta, cooked wheat, orange zest and millefiori water

Coriandoli 6.50 €
palline di pasta pizza fritte con Nutella®, zucchero e granella di nocciole
fried pizza dough balls with Nutella®, sugar and chopped hazelnuts

Gelato al fiordilatte 6.00 €
fatto in casa con latte di bufala
homemade fior di latte gelato
Personalizza con Nutella® / crema al pistacchio / caramello salato / coulis di limone

Coppa di frutta di stagione 6.00 €
cup of seasonal fruit

Sorbetto al limone 4.50 €
lemon sorbet

Crema di caffè 4.50 €
iced cream coffee

Caffetteria

Caffè Napoletano 1.90 €

Caffè decaffeinato, americano, ginseng, marocchino 2.00 €

Caffè doppio 2.50 €

Caffelatte latte coffee 2.50 €

Cappuccino 2.50 €

Bicchiere di latte glass of milk 2.00 €

The caldo hot tea 3.50 €

Cocktails

Aperol Spritz 7.00 €
Prosecco, Aperol e soda

Campari Spritz 7.00 €
Prosecco, Campari e soda

Cynar Spritz 7.00 €
Prosecco, Cynar e soda

Americano 7.00 €
Campari, Vermouth Cinzano Rosso 1757 e soda

Negroni 7.00 €
Campari, Vermouth Cinzano Rosso 1757 e Bulldog Gin

Negroni Sbagliato 7.00 €
Campari, Vermouth Cinzano Rosso 1757 e Prosecco

Bulldog Tonic 7.00 €
Bulldog Gin e acqua tonica

Crodino 5.50 €
Analcolico biondo e rosso

Aperitivo? Drink & Tagliere 10,00 €

Vini al calice

Bianchi

Falanghina IGP vivace 4.90 €
Motum Terrae

Campania IGP 4.90 €
Motum Terrae

Crya Lacryma Christi del Vesuvio DOP 5.50 €
Casa di Venere

Greco di Tufo DOCG 6.90 €
Terre Auree az. Agricola

Irpina Falanghina DOP 5.50 €
Montesole

Rosè

Crya Lacryma Christi del Vesuvio DOP 5.50 €
Casa di Venere

Rossi

Campania IGP 4.90 €
Motum Terrae

Crya Lacryma Christi del Vesuvio DOP 5.50 €
I Nobili

Ripa Toscana Rosso IGP 7.90 €
Michele Ventura

Spumanti

Prosecco DOC 4.90 €
Treviso Brut Bolledoro

In many Rossopomodoro restaurants you will also find gluten free pizzas

Our kids menu in collaboration with Disney

Menu changes twice a year with seasonal ingredients

THE DESIGN

*Ingredients
for success:*



Bold oven as the centerpiece

Our pizza oven covered with golden tiles, an eye-catching unique element



A warm welcome

Restaurant is a familiar place where eating and relaxing are experienced just like at home



Care for Details

The attention to detail is what makes our restaurants feel like a good space





L'ARTE DELLA
PIZZA
napoletana





L'ARTE DELLA PIZZA NAPOLETANA DAL 1998.



ROSSO POMODORO

The concepts

ROSSOPOMODORO

PIZZA & STREET FOOD

Dining type QSR/Fast casual

Menu/product categories Pizza and street food

Customer profile International traveller, business professionals, families

Experience & Location Order display items or menu items at counter. This concept is best situated in travel clusters (airports, train stations etc.), food courts, high traffic roads.

THE PRODUCTS: PIZZA ALLA PALA

Pizza alla pala: rectangular pre-cooked pizza dough. **Topped and baked fresh on site.** Served by the slice

More than 50 recipes available depending on seasons while always using high quality Italian ingredients.



THE PRODUCTS: PIZZA NAPOLETANA

Even in this concept you can offer Neapolitan Pizza using the same top-quality ingredients as Rossopomodoro, but prepared and served more efficiently.

Offering this product does require being located either in a food court or having some table seating available.

Customers order at the counter and pick-up with a buzzer system.

Rossopomodoro



THE PRODUCTS: STREET FOOD

Offering a variety of Italian style street food items such as fried items, pizza panini (panini made using our pizza dough and stuffed with quality Italian ingredients), focaccia and pre-made pastas such as lasagna and pasta al forno.



COMBOS AND MENU

2 IS BETTER THAN 1
2 slices of pizza of your choice



100 DKK *try them all!*

FEELING THIRSTY? *drink of your choice*
add a drink!

+25 DKK



CAFFETTERIA

	CLASSICO	GRANDE
Caffè Napoletano	1,20 €	
Caffè decaffeinato	1,40 €	
Caffè orzo o ginseng	1,60 €	2,00 €
Caffè doppio	2,00 €	
Caffè marocchino	1,80 €	
Caffè americano	1,70 €	2,00 €
Cappuccino	2,00 €	2,20 €
Cappuccino decaffeinato, orzo o ginseng, soia o avena	2,30 €	2,50 €
<small>decaffeinated cappuccino, barley or ginseng, soy or oats</small>		
Caffelatte	2,30 €	2,50 €
<small>latte coffee</small>		
Caffelatte soia o avena	2,30 €	2,50 €
<small>latte coffee soy or oats</small>		
Bicchieri di latte	1,50 €	
<small>glass of milk</small>		
Bicchieri di soia o avena	1,70 €	
<small>glass of soy or oats</small>		
Cioccolata calda	3,50 €	3,80 €
<small>hot chocolate</small>		
The caldo o camomilla	3,50 €	
<small>hot tea or camomille</small>		
Crema caffè	3,00 €	3,30 €
Spremuta	3,80 €	4,20 €
<small>fresh juice</small>		

Le nostre colazioni

CAFFÈ + CORNETTO 2,30 €
coffee + croissant



CAFFÈ O CAPPUCCINO + SFOGLIATELLA 3 €
coffee or cappuccino + puff pastry

Aggiungi un succo di frutta a +2 €

Offerta valida fino alle 11.
Supplementi: latte +0,10 €, soia o avena +0,20 €, panna +0,30 €.

BIBITE

Acqua naturale o frizzante 1,50 €
still or sparkling water

Coca-Cola, Coca-Cola Zero Sprite o Fanta 3,20 €

The al limone o pesca 3,00 €
cold tea, peach or lemon flavour

Gazzosa o Chinotto Lurisia 3,70 €

Succhi di frutta 3,00 €
fruit juice

Aperitivo?

DRINK & SFIZI 9 €
drink and sfizi

Aperol Spritz 7,00 €

Campari Spritz 7,00 €

BIRRE E COCKTAIL

Birra Peroni Nastro Azzurro 33cl 4,00 €

Birra Peroni Gran Riserva 33cl 5,00 €

OUR PASTA COMBO

Choose your pasta and drink

lasagna pasta



drink of your choice



125 DKK

THE DESIGN

*Ingredients
for success:*



