

3 TOMATOES & A MOZZARELLA BEGINS FRANCHISING; FULL-SERVICE TUSCAN BISTRO SPECIALIZES IN UPSCALE PIZZA 10 Locations Sold in Three States

SCOTTSDALE, AZ — After four years of dishing up specialties ranging from Shrimp Scampi Pizza to Pasta Pesto Cream at a single location in Scottsdale, 3 Tomatoes & a Mozzarella is entering the franchise arena with a full-service Tuscan bistro concept that takes pizza, pasta and panini upscale.

The first franchise outlet will open in Tulsa in February, with a Las Vegas eatery to follow in April. Eight other franchise locations have been sold, based on the unusual made-from-scratch menu and inviting wood-and-trellis decor as well as a trademark thin pizza crust that achieves the unlikely feat of being crisp and chewy at the same time.

Franchising is being handled by Global Restaurant Concepts Group, a consultancy headed by ex-Brinker International executive George Krotonsky. Krotonsky is also spearheading franchising efforts for Wild Noodles, a fast-casual eatery serving internationally inspired noodle dishes that has sold 215 stores in 18 months.

“We elevate the neighborhood pizza parlor to a whole new level, from the menu and the fact that everything is freshly made on the premises to the bistro furnishings and the Italian music,” said Nancy Roskin, who started 3 Tomatoes & a Mozzarella with her husband Jeff after moving to Arizona from Connecticut and not being able to find the kind of pizza they liked back home. “All of these features will be replicated in the franchise stores because they are what sets us apart.”

The pizza menu includes Neapolitan (with crushed tomatoes) and Margherita (with tomato sauce and basil) varieties with a choice of white or whole wheat dough and 23 common and uncommon toppings, plus eight gourmet “Specialita” pizzas. Choices range from Puttanesca, Quattro Formaggi and Fig & Prosciutto versions to a Nancy’s Potato Pie Pizza with thinly sliced garlic potatoes, bacon, caramelized onions and sautéed spinach.

The offerings also include a cheese/prosciutto/spinach/peppers calzonetta stuffed in the restaurant’s pizza dough, panini sandwiches, assorted salads, antipasti, and homemade pasta with a choice of Pomodoro, Bolognese, Alfredo, Rose or Pesto Cream sauce and optional chicken, mushroom, spinach or shrimp toppings. Desserts include gelato, spumoni, cannoli and tiramisu. Beverages include beer and wine.

All pizza crusts, pastas, sauces, breads, salad dressings and other items are homemade, from the grilled chicken offered as a pizza topping to the scampi butter for the Shrimp Scampi Pizza. Entrées range in price from \$7.50 for panini sandwiches to \$22 for the largest Specialita pizza. All items are available on a takeout basis.

The restaurant is decorated in a warm eggplant and mustard color scheme with pillars, trellises, hanging plants, wood tables, a stained concrete floor, and a glassed-in kitchen visible behind a U-shaped bar.

The initial franchise investment ranges from \$350,000 to \$425,000 per store for a turnkey package, including equipment and leasehold improvements. Each store will typically be 3,000 square feet in size, seat approximately 90 customers, and be located in a high-visibility strip shopping center.

For more information, visit www.3tomatoes.com.