

LOGO & BRANDING VARIATIONS:



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KUSLOCK
HOSPITALITY GROUP

Note:

This is a proposed rebrand for Pi Theory Pizza in Cape Coral FL.

FOOD CONCEPT:



Pi Theory Pizza: Where Freshness Meets Speed

At Pi Theory Pizza, we're redefining the fast food experience by combining the convenience of quick service with the quality and taste of a gourmet pizzeria. Our mission is simple: to offer a superior pizza experience that doesn't sacrifice speed for quality. Here's what sets us apart:

Perfectly Engineered Dough: Our signature dough is the cornerstone of Pi Theory Pizza. Crafted from a unique blend of high-quality flours and naturally fermented for optimal flavor and texture, our dough is designed to rise to perfection every time. This meticulous process ensures a crust that is crispy on the outside, yet soft and airy on the inside.

Fresh, Premium Ingredients: We believe that great pizza starts with great ingredients. That's why we source the freshest produce, finest meats, and highest quality cheeses. From vine-ripened tomatoes for our house-made sauce to artisanal cured meats and farm-fresh vegetables, every ingredient is selected to elevate your pizza experience.

Made Fresh, Served Fast: At Pi Theory Pizza, we've perfected the art of making fresh food fast. Our innovative kitchen setup allows us to prepare your order with speed and precision, ensuring you get your meal hot and fresh in record time. Whether you're grabbing a quick lunch or feeding the family, you'll never have to compromise on quality for convenience.

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FOOD CONCEPT:



Menu Highlights:

- **Classic Creations:** Enjoy timeless favorites like Margherita, Pepperoni, and Four Cheese, all made with our fresh, signature ingredients.
- **Gourmet Specialties:** Indulge in our chef-crafted pies such as the Truffle Mushroom, Prosciutto & Arugula, and BBQ Chicken, each offering a unique flavor experience.
- **Custom Creations:** Build your own masterpiece with our extensive selection of toppings, sauces, and cheeses, all made fresh daily.

Commitment to Excellence: Pi Theory Pizza is committed to providing an exceptional dining experience. Our team of pizza artisans and culinary experts work tirelessly to perfect every aspect of our menu, from the dough to the toppings, ensuring that each bite is a testament to our dedication to quality.

Community and Sustainability: We're proud to be a part of the Cape Coral community and are dedicated to making a positive impact. We prioritize sustainable sourcing practices and aim to support local farmers and producers whenever possible. Additionally, our eco-friendly packaging and waste reduction initiatives reflect our commitment to preserving the environment.

At Pi Theory Pizza, we've cracked the code to better pizza, faster. Join us in our pursuit of pizza perfection and taste the difference that quality, freshness, and innovation can make.

Pi Theory Pizza: Better Ingredients. Better Pizza. Made Fast.

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ORDERING & PROMOTIONS:



Additional Income/Stimulating Ideas:

- Sell Pizza dough, for DIY bakers
- Sell a DIY Kit with an apron etc in the “Kit”
- Create “COMBOS” to show how we are a quick alternative to Fast Food options.
- Establish a proper Catering Department. *Get involved in all local festivals, events, etc.*

Promotional Ideas:

- Discounts for...
 - Law Enforcement
 - First Responders
 - City Employees
 - Military
 - Teachers
 - Local business’s within a couple miles?
- Additional Income/Stimulating Ideas
- Sell Pizza dough, for DIY bakers
- Sell a DIY Kit with an apron etc in the “Kit”

Third Party Ordering APP’s:

- Door Dash
- Uber Eats
- Slice

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REBRANDING LOGO IDEAS:



Social's Default



New Logo



REBRANDING LOCATION IDEAS:



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REBRANDING IDEAS:



WALL PAPER IDEAS

AN IDEA

ELEMENTS



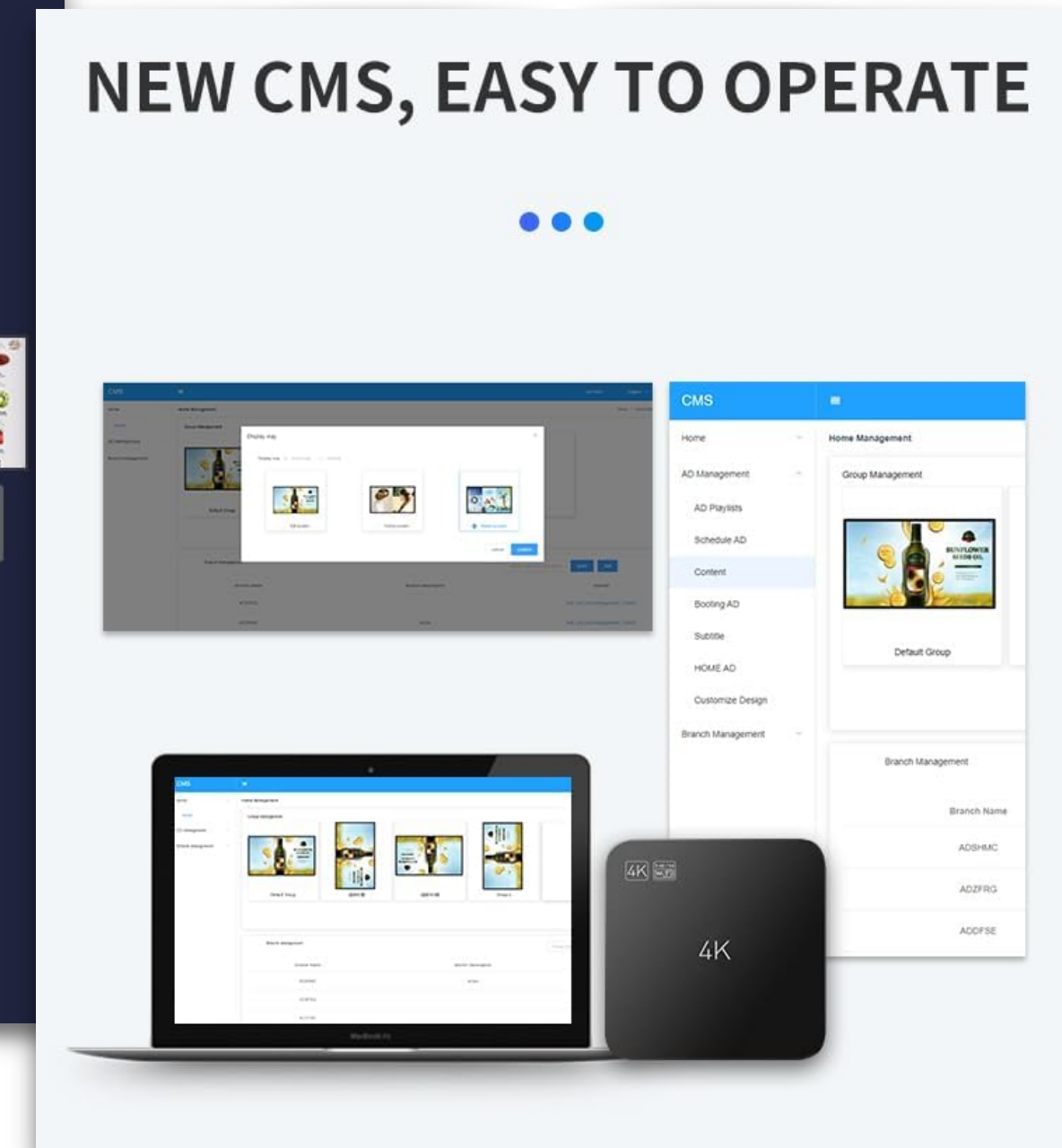
*** We can always do black patterns on white wall to make it look more modern and sleek/chic.*

Graphics: <https://elements.envato.com/food-doodle-elements-FCMBBZ>

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DIGITAL SIGNAGE:



*** Any venue with a menu should have a CMS control so we can change pricing graphics etc remotely.*

Amazon Link: https://www.amazon.com/Lunzn-Advertising-Commercial-Restaurant-Marketing/dp/B0CKW2J2J2/ref=sr_1_2?crd=2US72BKZQA4E&dib=eyJ2IjojMSJ9.yDCdgOR96ZE-EM8WCnpg9rVik2u1pUfNuRDJzniSSJi_ch1u2TowiSsIKiwdg8SW0C66pCQ4NntgfzGfqQOWry3q_mkWVeMZHldjHiTixoOu-Ldl_rJA-ZLeXZwuJ-kQyBKf0zA_U9uoCxpctmB8L-hRql2xgFG-7Jkk4mCpLieSOeI_oxyz-JwXADGaxSfCgQLCgIVPcMltQRBNzGkMtScx8XauTiRn64Woe3-eO7NBfZLga8D60g-2NiMkKbjWiGmBL2drq7VWA6Eqj6w5Q1GcbPvv4Vqs3U0mESVpY.RRj4E5tKXONb02IMizmFui1GCL6aebtLwl_CYezZO6E&dib_tag=se&keywords=advertising%2Bmedia%2Bdisplay&qid=1723820471&sprefix=advertising%2Bmedia%2Bdispl%2Caps%2C112&sr=8-2&th=1

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GHOST KITCHEN:



How a Ghost Kitchen Works:

To set up a ghost kitchen as an additional "location" for your pizza shop, here's how it would work and the steps involved:

1. Definition of a Ghost Kitchen:

- A ghost kitchen is a delivery-only restaurant. It doesn't have a physical dining space and typically operates out of an existing kitchen space. In your case, this could be your restaurant in Cape Coral or another facility.

2. Utilizing Your Existing Restaurant's Kitchen:

- Since you already own a restaurant in Cape Coral, you can set up a ghost kitchen using that location to prepare and fulfill orders for your pizza shop under a different brand name on delivery platforms like Uber Eats, DoorDash, GrubHub, etc.
- Customers ordering from this ghost kitchen will see it as a separate location on these platforms.

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Steps to Set Up a Ghost Kitchen:

1. Identify the Location:

- Use your existing restaurant or a commercial kitchen rental space as the physical kitchen location for the ghost kitchen.

2. Register the Ghost Kitchen as a New "Virtual" Location:

- Even though you're operating out of your restaurant's kitchen, you'll need to create a new virtual brand for the pizza shop's ghost kitchen.
- On delivery platforms like Uber Eats, DoorDash, or Grubhub, you will register this ghost kitchen as a separate restaurant. Delivery platforms will allow you to list it under a different name and menu.

3. Menu Differentiation:

- Customize the menu for the ghost kitchen. You can offer the same items as your pizza shop, but consider slightly adjusting the offerings, deals, or presentation to make it more appealing to delivery customers.

4. Create a New Listing on Delivery Platforms:

- Sign up your ghost kitchen on Uber Eats, DoorDash, or any delivery platform as a new "restaurant" by providing your location, menu, and other necessary details.
- Since the ghost kitchen operates out of your existing restaurant, you'll just use the same address.

5. Marketing the Ghost Kitchen:

- Promote the ghost kitchen as a new brand, offering delivery-only deals and exclusive items that aren't available in-store at your physical pizza shop.
- You can run ads on social media, use Google Ads, and promote through delivery apps.

6. Logistics:

- Make sure your restaurant can handle the increased order volume. Staff might need to be aware of the ghost kitchen orders, and you'll need to ensure there are processes in place to manage both brands from the same kitchen efficiently.

7. Tools and Integration:

- Consider integrating a system like Toast POS or other software to manage orders across platforms and keep both the restaurant and ghost kitchen operations smooth.

By creating a ghost kitchen, you can expand the reach of your pizza shop without the additional overhead of opening a physical new location!

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