



An Authentic Story

Sugo Restaurant & Tapas
Franchise Information



An Authentic Story

When my great-grandfather, Achilles, first arrived in the United States at the turn of the twentieth century, he opened a small neighborhood Greek restaurant. The food was simple and fresh. A generation later, my grandfather, Arcito, continued this tradition by opening an Italian pizzeria in Rhode Island. After a tragic fire that destroyed the pizzeria in the late seventies, my father and his before him began rebuilding. By the late eighties, Archie's Tavern, as it was re-named, sat four hundred guests and was renowned for serving its customers superior value and quality. The early nineties brought further change when we reassessed our opportunities and decided to move to Atlanta. After opening our original Sugo in Roswell, Georgia our newest concept truly brings us back to our roots. Sugo, Italian for sauce, creates a unique fare using authentic artisan cheeses and rare, estate-bottled extra-virgin olive oils. As the fourth generation of restaurateurs in my family, we still believe that simple, fresh ingredients teamed with value and sincere hospitality will enable us to continue our tradition and serve our customers for many years to come.

Frederic Castellucci III

An Authentic Mission

At Sugo, we strive to create an exceptional dining experience at a great value. We focus on Mediterranean cuisine that includes Italian, Greek and Spanish influences. To accentuate the flavors of this unique fare, we use estate bottled extra-virgin olive oils, aged balsamic vinegars and imported cheeses. Although we exert a tremendous effort to ensure the quality, distinctiveness and value of our food, the guest is still our main priority. This aspect of Sugo is where we feel that we truly set ourselves apart. From the personal greeting at the door, to the detailed explanation of our menu, we strive to create a unique cultural experience with a sincere dedication to hospitality. Finally, we would not be able to achieve our lofty goals without the dedication of our employees to our guiding principles of quality food, hospitality, exceptional value and comfortable atmosphere.



An Authentic Opportunity

Sugo Restaurant & Tapas is a table service restaurant with an emphasis on the best quality ingredients, an innovative menu, huge portions, reasonable prices and above all, a warm and welcoming atmosphere. We like to think of ourselves as fine dining without the ego, pretensions and prices. Just reading our menu makes your mouth water, with specialties such as, Eggplant Montassio, Baked Stuffed Calamari, Bacon Wrapped Dates and Stuffed Piquillo Pepper, Sugo 3 Tenors, Aunt Lena's Chicken, Pasta Duetto, Frederico's Pork Tenderloin Braciolo, Sugo's High Tide, a special children's menu, plus Sugo's Wine List featuring over sixty selections, many of which are available by the glass, as well as a Dessert Menu to die for. This menu truly offers something for everyone, from a person who wants to sample a few tapas, to a couple who want a satisfying meal, to those who want to celebrate a special occasion in style.

But, exceptional food is just the start of Sugo's unique concept. We then seamlessly blend in our unique brand of hospitality, so that everyone who walks in the door is warmly greeted and made welcome as if they were long-time friends or members of our families. At Sugo we actually incorporate the friendliness, responsiveness and warmth that many restaurants promise but few actually deliver. Add to this our generous portions, reasonable prices and exceptional value that has become a Sugo hallmark, and you have our authentic recipe for success.

Now for the first time, Sugo is giving others the opportunity to share in this highly profitable restaurant concept. A limited number of Sugo franchises are available to those people who possess the requisite financial and managerial resources and who are willing to work hard for their own success.



Authentic Benefits

Owning a Sugo franchise offers you many benefits, including:

- A truly unique concept;
- An initial investment as low as \$121,500;
- An authentic spirit of hospitality;
- A franchise that encourages you to interact with your customers;
- A business with built-in vehicles for free media exposure;
- The potential for a handsome return on your investment;
- A Franchisor who genuinely cares about your success;
- Reasonable on-going expenses;
- The chance to work in a warm and friendly atmosphere;
- A business concept that engages all five of your senses;
- Reasonable hours of operation;
- A genuine ground floor opportunity;
- A franchise management team with nearly 100 years of combined experience;
- Owning a destination location as opposed to a place people visit merely because it is convenient;
- A franchise that you can be proud to own;
- A complete Franchisor support system;
- Proven operating systems;
- The satisfaction of serving only top quality menu items;
- The opportunity to earn the respect of your community;
- Strong customer loyalty and repeat business;
- Outstanding Pre-Opening and Daily Operations Manuals;
- Virtually no direct competition; and
- A restaurant concept with the potential for a relatively high ticket average.

An Authentic Support System

Sugo has put together a complete package of support services to help you launch and grow your business, including assistance in the following areas:

- Exclusive Territory;
- Site Selection;
- Lease Negotiations;
- Design & Construction;
- Grand Opening Marketing Campaigns;
- Comprehensive Initial Training;
- Equipment & Supply Packages;
- Two Complete Operations Manuals;
- Inventory Programs;
- Human Resources Management;
- Strategic Planning Meetings;
- On-Going Training;
- Advertising & Promotional Campaigns;
- Public Relations;
- Business Management System;
- On-Site Support;
- The Best Customer Relations in the Industry;
- Menu Development;
- Purchasing Programs;
- Bookkeeping System; and
- Much More!

An Authentic Choice

Sugo Restaurant & Tapas is a franchise opportunity unlike any other. By combining our unique menu items with our special brand of hospitality, exceptional value and welcoming ambience, we offer our customers a genuine experience. This genuine experience helps us forge a strong relationship with our customers. Is it any wonder that Sugo was selected one of the top ten new restaurants in Atlanta by Atlanta Magazine.

The Sugo opportunity is not for everyone. We suggest that you ask yourself a few questions:

- Are you the sort of person who is willing to work hard for your own success?
 - Do you want to own a restaurant that offers the highest quality experience for the customer in terms of hospitality, menu items, service and value?
 - Are you looking for a business that you can be proud to own?
 - Do you have the necessary work ethic, people skills, good judgment and dedication to quality to operate an enterprise of this nature?
 - Do you want an authentic opportunity?
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If you answer to these questions is “yes”, then we urge you to take the next step. Simply complete the attached request for more information and mail or fax it to us today.

Sugo Restaurant & Tapas (logo)
408 South Atlanta Street
Suite 120
Roswell, GA 30075
(770) 641-9131
Fax (770) 696-2700
www.sugorestaurant.com

Yes!

I want more information on Sugos!

Name

Address

City

State

Zip

Telephone (Day)

Telephone (Evening)

E-mail

Amount I Have Available to Invest

City(ies)/Territory(ies) in Which I Am Interested



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