

A woman with long blonde hair, wearing a red tank top, is smiling and holding a green takeout box filled with pasta. The box has the Italyumm logo on it. The background is a warm beige color with red and green circular patterns.

# italyumm

THE PHILIPPINES 1<sup>ST</sup> CUSTOM PASTA TO GO

A green oval containing the signature of Daiana Menezes.

Daiana

Daiana Menezes  
Partner Ambassador

# About Us

# We Are The 1<sup>st</sup> of Its Kind!

Our **UNIQUE CONCEPT** is what separates us from all the rest. Italyumm allows customers to customize their pasta meal by giving them the power to choose and combine the types of pastas, signature sauces, meatballs, and extra toppings; and serving it hot and fresh in one minute or less.





## Homemade and Healthy!

At Italyumm, we're dedicated to heartiness and love in every bite. Delicious, fresh, and culinary crafted! Our meatballs are all made of real meat (except the vegan balls) and no added synthetic preservatives. Our signature sauces are genuinely homemade & original.



## Our Vision

### WHERE WE PLAN TO GO!

To become the fastest growing pasta franchise in the Philippines and overseas; celebrated for bringing a fresh and very innovative Italian approach to casual dining, making Italyumm a household name and a beloved community favorite

# Our Mission:

## To Introduce The Italyumm Experience!

To make each meal a personalized culinary adventure, giving our customers the freedom to choose and create their own pasta meals in a fun, satisfying, memorable, and affordable way delivered in their hands in under 2 minutes.



### Custom Meals

Customers get to customize their pasta meals just how they like.



### Fast Service

Meals are served in  
**UNDER TWO  
MINUTES**





# THE ITALYUMM EXPERIENCE

# THE EXPERIENCE: A CULINARY ADVENTURE

## STEP 1



### Pick Your Pasta

- Spaghetti
- Macaroni
- Fusilli
- Penne
- Coming Soon: Risoni

## STEP 2



## Pick Your Sauce

- **Italyumm Herb**
- **Creamy Cheddar**
- **Classic Filipino**
- **Pesty Pesto**

**Coming Soon: Truffle,  
Angry Aglio, Squid Ink**

## STEP 3



## Pick Your Protein

- Beef
- Chicken
- Vegan
- Coming Soon:
- Fish, Sausage, Shrimp



# ITALYUMM FAVORITES

## ITAYUMM 1

SPAGHETTI, ITALIAN SAUCE, MEATBALLS or SAUSAGE

169

## ITAYUMM 2

MACARONI, ITALIAN SAUCE, MEATBALLS or SAUSAGE

169

## ITALYUMM COMBO 1

SPAGHETTI, ITALIAN SAUCE, SODA DRINKS & GARLIC  
BREAD, MEATBALLS OR SAUSAGE

220

## ITALYUMM COMBO 2

MACARONI, ITALIAN SAUCE, SODA DRINKS & GARLIC  
BREAD, MEATBALLS OR SAUSAGE

220

## CARBONARA 1

SPAGHETTI, CARBONARA SAUCE, MEATBALLS or SAUSAGE

169

## CARBONARA 2

MACARONI, CARBONARA SAUCE, MEATBALLS or SAUSAGE

169

## CARBONARA COMBO 1

SPAGHETTI, CARBONARA SAUCE, SODA DRINKS & GARLIC  
BREAD, MEATBALLS OR SAUSAGE

220

## CARBONARA COMBO 2

MACARONI, CARBONARA SAUCE, SODA DRINKS & GARLIC  
BREAD, MEATBALLS OR SAUSAGE

220

OR CUSTOMIZE YOUR OWN PASTA,  
SAUCE AND TOPPINGS. FOR ONLY 169!

### STEP 1: PICK YOUR PASTA

SPAGHETTI, MACARONI, FUSILLI, PENNE

### STEP 2: PICK YOUR SAUCE

ITALIAN, CARBONARA, PESTO, AGLIO OLIO,  
FILIPINO STYLE SAUCE

### STEP 3: PICK YOUR TOPPINGS

CHICKEN BALLS, BEEF BALLS, AND SAUSAGE



### ADD ONS

EXTRA SAUCE

25

EXTRA TOPPIN

25



# Our Core Values

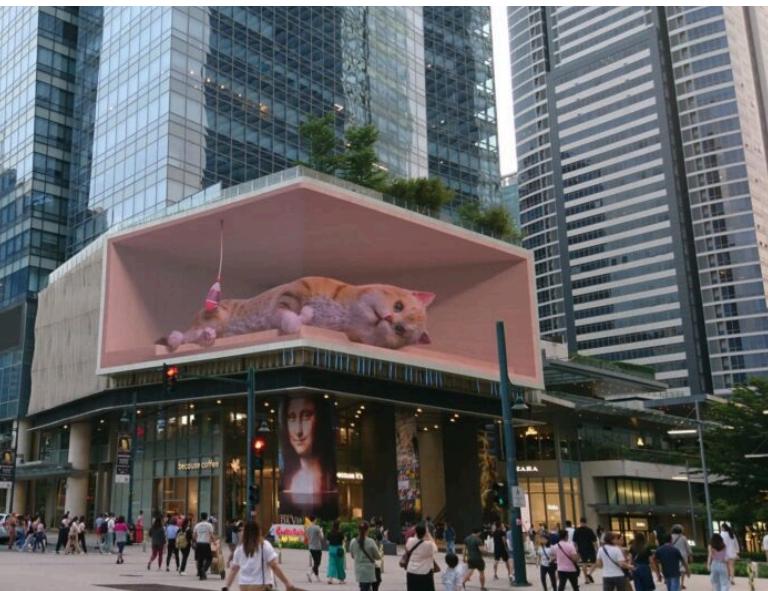
## **Beliefs. Principles. Culture.**

In essence, our passion to succeed and build an outstanding brand guide everything we do—for our franchisees, our customers, and our entire team—ensuring that we all share a dedication to the culture of innovation, health, consistency, integrity, and outstanding experiences.



# OUR LOCATIONS

# Our Humble Beginnings:



## One Bonifacio High Street Mall, BGC

A little over a year ago, we humbly started as a very small kiosk at the dry goods section of One Bonifacio High Street Mall. At the lower ground food court area.

We are now expanding very quickly with new franchisees nationwide



VENICE GRAND CANAL MALL,  
Fort Bonifacio



SM CENTER  
TUGUEGARAO DOWNTOWN



SM AURA: Lower Ground Floor in front of Ideal Vision and Genki Sushi. Wednesdays to Sundays.



LANDMARK | Manila Bay



# MARKETING & PARTNERSHIPS

A photograph of a man in a dark suit and glasses speaking at a podium. He is gesturing with his hands as he speaks. Behind him, a woman in a white dress stands with her back to the camera. In the background, there is a purple banner with the text "KADAKA" and "KAGA" on it. The setting appears to be a formal event or press conference.

## MEDIA PROMOTIONS

With our founder being in the broadcasting business for 25 years, we have been blessed to gain massive media exposure from traditional media from TV to Radio.

TELEVISION

RADIO

PRINT

A circular photograph showing four people (three women and one man) making heart shapes with their hands. They are standing in what appears to be a hallway or lobby. The man is on the far right, and the women are to his left. They are all smiling and looking towards the camera. The background is dark, and there are some papers pinned to a wall in the background.

## MALL PARTNERSHIPS

Along with his previous radio clients and years of partnerships with them, we have great partnerships with our franchisees to have easy approval in various establishments



**SM MALLS**



**WALTERMART**



**MEGAWORLD MALLS**



## DIGITAL BILLBOARDS

We also have been able to have partnerships to promote our new stores in various billboards all over Metro Manila and other cities.

**EDSA – Mandaluyong**

**EDSA – Deca Tower**

**EDSA - Magallanes - SLEX**

**EDSA - Boni MRT Station**

**Ortigas Ave - LaSalle**

**C5 - Makati Bridge**

**Lipa - De LaSalle**

**Antipolo - Xentro Mall**



# FRANCHISING

# Franchising Requirements



**STARTING AT ONLY 150,000 PhP You can own  
your own with all equipment and start operating!**

**All forms can be downloaded  
from our website**

- ✓ a. SUBMIT a Letter of Intent
- ✓ b. SUBMIT 2 Valid IDs (Driver's License, Passport, Philhealth, Pag-ibig, SSS, etc.)
- ✓ c. SUBMIT an Application Form
- ✓ d. SUBMIT a Site Analysis Form (with actual photos and measurements of the area)
- ✓ e. SUBMIT a Draft lease Offer/Contract from the Lessor (if renting).

# ITAYUMM EQUIPEMENTS

Inclusive with franchise



**REFRIGERATOR**  
(SIZE)

HEIGHT : 90 CM  
WIDTH : 20 CM



**LED SIGNAGE**  
(SIZE)

HEIGHT : 55 CM  
WIDTH : 30 CM



**ELECTRIC INDUCTION STOVE**  
(SIZE)

HEIGHT : 3 CM  
WIDTH : 30 CM



**DIGITAL TV SIGNAGE**  
(SIZE)

HEIGHT : 60 CM  
WIDTH : 30 CM

**BAIN MARIE FOOD WARMER**  
(SIZE)

HEIGHT : 60 CM  
WIDTH : 120 CM



**SODARIZER MACHINE**  
(SIZE)

HEIGHT : 35 CM  
WIDTH : 15 CM



**CUP SEALER MACHINE**  
(SIZE)

HEIGHT : 60 CM  
WIDTH : 25 CM



**FOOD STEAMER**  
(SIZE)

HEIGHT : 30 CM  
WIDTH : 25 CM

# Franchising Support At All Stages Of Cooperation



## Management

Our management team can help your staff get trained properly into becoming managers themselves.



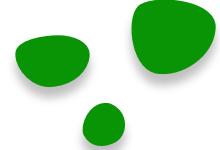
## Marketing

From influencers, Radio and TV guestings, Billboards all over the country, Events, and Social Media, you are sure to have a lot of marketing with being part of Italyumm.



## Opening Team

We have an operations team that will come and help you set up your entire system, along with incorporating you into Grab and Food Panda.



# Let's Get in Touch



[italyummph.com](http://italyummph.com)



[admin@italyummph.com](mailto:admin@italyummph.com)



**Food District, 5<sup>th</sup> Ave., BGC**



[Instagram.com/italyumm](https://Instagram.com/italyumm)



+639452054175





Grazie Mille!  
italyumm