

Concept Description and Statement

Paulie's Pizza will be a family owned pizza restaurant featuring hand-tossed New York style pizza, chicken wings and toasted subs. The restaurant will offer a dine-in buffet, carryout and delivery to the surrounding neighborhoods and area businesses.

Name for its owner, Paul (Paulie) Longorio, Paulie's will emulate the family owned Pizzas that are synonymous with the Northeast. In fact, the signature crust and mouthwatering sauce featured at Paulie's are from family recipes that have been passed down from generation to generation.

Patrons will have the opportunity to enjoy Paulie's as either a dining out experience or in the comfort of their own home or business. Restaurant diners for lunch will have their choice of buffet service or ordering off the menu, ensuring plenty of time to get back to work. Background music will include upbeat Italian tunes that support a faster paced environment.

The dinner atmosphere will be slightly more intimate with candle lit tables and softer Italian background music designed to create a relaxing, laid back dining experience. The décor for Paulie's Pizza will feature wood accented construction adorned with paintings and props blended with an Italian theme decor. Diner style tables will be surrounded by heavy wooden chairs and accompanied by leather-covered booths.

The restaurant will have approximately 35 seats in the dining room. Additionally, Paulie's Pizza will offer other services such as catering and delivery.

This location desired should be 1200 to 1500 sq. ft. in a neighborhood shopping center or similar type lease space. The restaurant will require a minimum of 20 parking spaces available to meet the demands of anticipated customer traffic.

Paulie's Pizza will be open 7 days a week. The restaurant anticipates serving continuously during the lunch and dinner meal periods. The expected hours of operation are as follows:

	Lunch & Dinner
Monday	11:00am-10:00pm
Tuesday	11:00am-10:00pm
Wednesday	11:00am-10:00pm
Thursday	11:00am-10:00pm
Friday	11:00am-11:00pm
Saturday	11:00am-11:00pm
Sunday	11:00am-10:00pm