

Franchise Prospectus

Sole Luna Pizza

For us, it’s about heritage - a hot wood-fired oven and the best Italian ingredients. From the tomatoes of Mt. Vesuvius to the Fiore di latte mozzarella that we use, we aim to put the heart and soul of Italy into every pizza!

The aim of Sole Luna Pizza is to create wonderful wood fired pizzas and build a great reputation along with providing exceptional customer service. Sole Luna Pizza is a family owned and locally made wood fired pizza business run by Amira and Daniel.

Brief History

It all started in 2013 when Daniel decided to take the big step and make a living out of his passion for Italian cuisine. Starting out on your own is never an easy decision but having worked in one of the best pizzerias in Rome while living in Italy Daniel gained the confidence needed to take the leap. Assured that he could provide a traditional Neapolitan, thin-crust pizza with a delicious texture and that authentic Italian taste, Sole Luna Pizza was born!





What Makes us Special?

The secret to our success is our passion for pizzas. This is our pizza baby – we started from scratch and have steadily grown into the fantastic pizza business you see today. Each pizza we make is hand stretched per order and using the traditional methods of cooking in a wood fired oven, we can ensure that the perfect pizza is created in just 90 seconds.

We have established working relationships with great Italian suppliers and only make use of the best quality, fresh ingredients for our pizzas. From vegan/ vegetarian and gluten free diets to those meat lovers out there, our wide range available options ensures that there is something for everyone. Through great tasting wood fired pizza, value for money and amazing customer service, our aim is to ensure customers happily come back to us, week in, week out.



“Getting a Franchise with Sole Luna Pizza has been great, it’s a fantastic brand with excellent food, and all my clients love it. Best choice I ever made.”

– Kris -SOL 2

Why Pizza?

Pizza is a popular and versatile food choice that is enjoyed in many UK households and restaurants. With endless flavour options available and widespread appeal, more often than not, Brits will reach for the pizza takeaway menu over other cuisine. It is clear that the UK has fallen in love with the Italian classic, as shown by these impressive statistics and by the success of many popular pizza restaurant franchises.

According to a recent survey, the average Brit makes their way through 731 pizzas in their lifetime – setting them back around £9,725. Also, 49 percent of the UK population eats pizza at least once a week. Every year, almost £4 billion is spent on pizza in the UK.

Here are some interesting facts about the UK pizza franchise industry:

- Pizza is the most popular dish of choice in restaurants across the UK
- Pizza restaurants on the high street generate a very healthy turnover
- Pizza delivery or takeaway businesses dominate one sixth of the market and approximately half of us prefer to order online
- There are over 6,500 pizza stores currently trading in the UK
- Pizza is now the second most popular item bought in supermarkets across the country



The Opportunity

So many people think of starting their own business – not just for the financial rewards but for the opportunity to be their own boss and benefit of breaking away from the normal 9-5 grind. The downside to setting out on your own is that although you get to reap the many rewards of running your own business, you also take on all the risk.

Joining our franchise network with an already proven business model reduces this risk considerably whilst still providing you with all the benefits.

Franchisee Benefits:

- Rights to use the Sole Luna Pizza brand, operating methods and systems
- Full training including support with purchasing of equipment and stock
- A defined geographical area to trade in
- Franchise operations manual
- Full assistance in identifying and negotiating sites for street food, festivals and private events
- Access to nominated suppliers
- One-to-one business coaching and planning
- Marketing initiatives
- Menu recipe creation and development

The Opportunity



Your Role

You will be running your own Sole Luna Pizza business in your chosen area, serving your customers delicious and authentic Italian pizza from your very own Sole Luna Pizza truck.



Training & Support

You don’t need to be a trained pizzaiolo or have experience in the food industry to join the Sole Luna Pizza family. All our franchise partners partake in a comprehensive initial training programme that we have designed to ensure that your business is a success. We are always on hand to provide our partners with ongoing guidance and support whenever it’s needed.



Our Role

As a franchisee you will receive ongoing business support including, site selection, training, marketing and so much more! We will assist you in developing your business plan, in learning the best ways to hire and manage personnel and ultimately guiding you through to managing your facility profitably.



Marketing

We will help you market your business in your chosen area to help with the initial launch of your Sole Luna Pizza business. We will continue to develop and grow the brand on a national level but local marketing will ultimately become your responsibility.

Meet the Team

We are very passionate about what we do and have grown the business together, always giving 100% commitment with a big smile and loads of enthusiasm. In our efforts to expand across the UK, we have found and continue to search for, likeminded franchise partners who bring the same level of passion and commitment to the brand.



Daniel

Since the young age of 16 Daniel's first job was in a pizzeria in Italy near Rome. From there, this kickstarted his passion for Italian food, most notably pizza. After years of experience and training, he decided to open his own business. He went to Venice to deepen the secrets of making pizza at "Academia Pizzaioli" where he had the pleasure of being trained by one of the world's best pizza makers Davide Civitello. Daniel now has two international certificates with a degree of Master Pizzaiolo.



Amira

The second half of the business – started working in the restaurant industry from a young age where she gained valuable experience in customer service. A true people person, Amira developed a passion for the industry and to this day continues to love what she does – providing memorable experiences to all who visit.

Why Franchise?

Be Your Own Boss

Few opportunities offer the flexibility of running your own business. The Sole Luna Pizza franchise allows you to build the life you deserve!

Benefit from Financial Support

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee, subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks, who can answer any of your questions.

No Experience Needed

Initial training is comprehensive and time will be spent ensuring that you will be able to manage your own Sole Luna Pizza business.

Financial Freedom

You will be given the tools to operate your business from the outset, which means you have the freedom to reach your potential when you start your business.

The UK Franchise Industry is in Fantastic Shape!

- The franchise industry contributes £19.1 billion to the UK economy with an average turnover per franchise unit of £400,000.
- In 2024 there are 1,009 franchise systems (an 8% increase since 2018) with 50,421 franchise units (an increase of 4% increase since 2018.)
- Despite the huge impact of COVID-19, 89% of franchise units are profitable, with 66% of franchisors reporting better trading than pre-pandemic.
- There has been a significant shift in work locations since the pandemic, with 50% of franchisees operating from home.
- Franchisees remain largely happy with 82% satisfied with their franchisors and 60% feeling their franchisor has met their expectations.

Sourced from the 2024 BFA/NIC Services Group Franchise Survey

Franchising is a fantastic way to boost your income whilst being your own boss. With Sole Luna Pizza you can be sure that we will be with you every step of the way helping you to build a profitable business alongside our already established and successful brand.

FAQs

How quickly can I get started with my Sole Luna Pizza franchise?

Every franchise launch is unique and individual, we will work with you to get you up and running as quickly as possible. All our initial training is done on a one-to-one basis and this enables you to get your Sole Luna Pizza business off the ground.

How much can I earn in my Sole Luna Pizza franchise?

As soon as we have met you will be provided with a confidential Franchise Information Memorandum amongst many other important pieces of information. The FIM comprises of a detailed three-year franchise business plan that provides full revenue, expenditure and profit and loss information.

Can I take trade and professional references on the company?

Of course! We would expect nothing less. The FIM provided at our first face-to-face meeting contains much of our reference material, but we are happy to provide further information that you require in order that you can make an informed decision.

Can I resell in the future?

Yes, you can (on the terms set out in our Franchise Agreement including our approval of the purchaser as a new franchisee). This is generally why most of us start a business in the first place. Should you decide at some point to retire or move on, our franchise agreement is for five years; you therefore have an asset that is resaleable at a premium price.

How can I finance my franchise?

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee, subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks, who will be happy to answer any of your questions.

We can also support prospective franchisees in applying for funding through The Start Up Loans Company, a UK government lending initiative, for new start-up franchises. As with any loan application process, the success of your application will depend on various factors, including your credit history.

Are You Right for Us?

Sole Luna Pizza are looking for ambitious and self-motivated individuals with a love for good Italian food and a positive attitude.

An ideal candidate should be able to display great customer service skills, be driven by success and should be capable of running their own business.

You do not need previous experience in the food industry to join our franchise, you will receive all the training you need in order to get setup and running your Sole Luna Pizza business successfully.



“Joining the Sole Luna Pizza Franchise was an excellent decision. I can fulfil myself by serving delicious, high-quality food and experiencing a tangible response from happy customers!”

– Tomasz - SOL 3





What’s Next?

Are you willing to work hard, persevere and have the desire to take control of your own destiny?

If having read through the prospectus you believe you have the necessary skills and desire to become a Sole Luna Pizza franchisee, then you are ready to take your application further!

The next step is to provide you with answers to your questions regarding the franchise and then arrange for you to come and meet the team.

You will also be provided with a confidential Franchise Information Memorandum (FIM) that explains at length the unique operating methods of Sole Luna Pizza complete with a projected profit and loss over the first three years of the franchise.



“I’ve always had a passion for food and being part of the Sole Luna Pizza family let me take back control of my life. I’m thoroughly enjoying every step of the journey and love delivering amazing pizzas to happy customers!”

– Ionela - SOL 4

SOLE LUNA Pizza

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