

2022

THE NONNA SERIES

PARLA COME MANGI

“SPEAK THE WAY YOU EAT”

LET US TELL YOU A STORY.



There's an Italian expression,
'PARLA COME MANGI'

which means
'SPEAK THE WAY YOU EAT'

It's the recipe for a happy life,
to speak simply and cook simply.



PASTA HAS BEEN MISSING FROM THE TAKEAWAY MENU FOR TOO LONG.

To include all the good things:
**FAMILY, LOVE, FLAVOUR,
FRESH INGREDIENTS, LOTS
OF GARLIC**
and remove anything unnecessary.

That's the essence of Pasta Baked.
To provide simple, fresh, Italian-American-style baked pasta – to serve it fast and serve it with gusto.

We're the Nonna brand.
LOUD AND PROUD.
The one with the sauce-stained apron,
who welcomes everyone to the table
with a big bowl and a big spoon. And
you're not getting up until you've
eaten every bite.

We're going to bring it back with
**NEW TECHNOLOGY
NEW RECIPES
NEW TECHNIQUES AND
NEW IDEAS**

Our cafes will offer fast, consistent, fresh pasta, but also
warmth and heart and character.

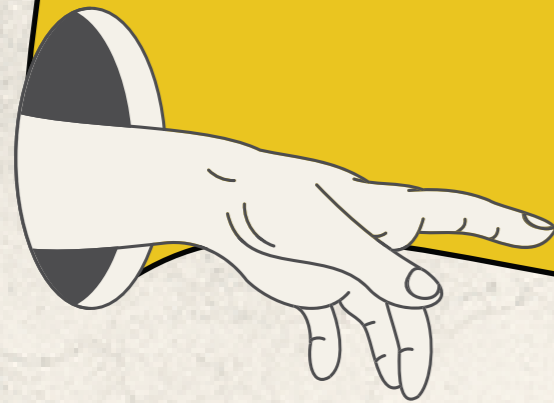
**THAT'S THE REAL
SECRET INGREDIENT.**

TAKEAWAY MEETS TRATTORIA

WE FOUND THE GAP

Pasta is missing from the fast food menu

Why?



WE KNEW WE HAD A PROBLEM...

If pasta isn't fresh, it doesn't taste good, and fresh pasta takes up too much time to cook, prepare, and serve.

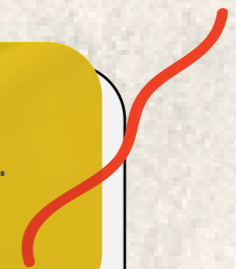


SERVED FAST, BUT COOKED SLOW.

Made properly, simmered slowly, but served prontissimo – all in the time it takes to boil a pot of water.



In Short: Society needs a cutting edge technology to bake delicious, Italian-American style pasta, fast. Served fresh, and cooked with personality, where fast food meets comfort food.





BAKED PASTA IS OUR NEXT BIG CHALLENGE

We want to cook pasta that tastes like the real thing, straight out of a kitchen in Bologna, with garlic hanging from the rafters and Nonna bustling over the stove. To channel the noise and energy of an Italian-American kitchen – and do it in the time it takes to boil a pot of salted water.

That's the mission of Pasta Baked: to bring pasta, as a fast food and comfort food together in the same bowl.

CHALLENGE

A QUICK SERVICE RESTAURANT WITH THE SOUL OF A FAMILY KITCHEN

Before anything else, our challenge is to convince our audience that takeaway pasta can be served fresh, delicious and consistent.

We need to present ourselves as an innovative, tech-driven signature brand with an accessible voice and double helpings of personality.

✦ **ZERO TRAINING REQUIRED**

✦ **EASILY FRANCHISED**

✦ **SERVED IN JUST 3MINS**



SOLUTION

WORLD'S 1ST ITALIAN-AMERICAN BAKED PASTA QSR

A punchy name that is playful, bold,
and packed with so much flavour.

ZITI – PASTA AL FORNO

+

MAMA'S – NONNA'S SECRET RECIPE



**FOR THE
LOVE
OF
PASTA**

INTRODUCING

ZITIMAMA'S

For the love of pasta

01 THE BRAND

BRAND PERSONA

NONNA.

Our brand persona is the Nonna. The matriarch. She's the one who feeds you till you burst and won't take no for an answer.

The Nonna isn't a collection of Italian-American stereotypes, and we want to be careful to avoid anything too 'Italiano'.

It's more about an atmosphere: loud, welcoming, funny, with a personality that fills the kitchen from edge to edge.



NONNA, THE BASICS

MODERN

It's ok to nod towards our Italian-American roots, but our tone is still clean and modern. Nothing old fashioned.

BOLD

We're a strong personality without much filter. Use active verbs and short sentences to make your point.

LOUD

Think of the noise of an Italian kitchen. The pots banging, steam hissing, laughs booming. We want to channel that energy.

CHEEKY

Nonnas have a great sense of humour, so have some fun with the brand. Write with a smile and a twinkle in your eye.



CHECKING OUR PULSE BRAND OVERVIEW

Brandmark

ZITIMAMA'S

Primary Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!

Display / Headline Typeface

**COOKED SLOW SERVED FAST
MADE FRESH MADE-TO-ORDER
MADE WITH LOVE WITH FRESH
INGREDIENTS FROM THE KITCHEN
SERVED PRONTO!**

Pattern



Illustration



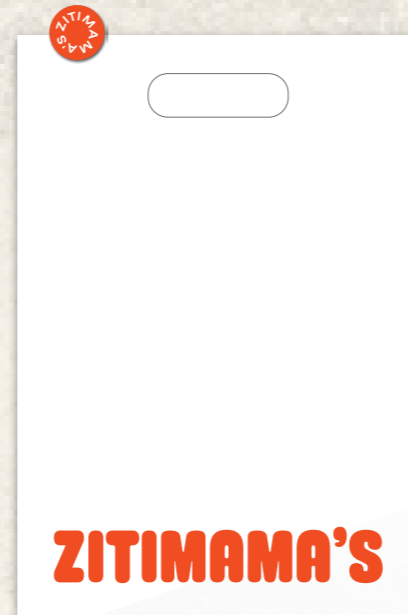
Badges / Stickers



Colours



Packaging



Coffee packaging



Juice packaging



Pasta packaging



OUR BRAND DNA

OUR ESSENCE

Fresh pasta,
served pronto

OUR PURPOSE

To put baked pasta
on the fast food menu

OUR VISION

A world where comfort,
speed, flavour (and
personality) exist in the
same bowl

OUR MISSION

Serve Italian-American
flavours (with a local twist)
to the world in the time it
takes to boil a pot of water

ZITIMAMA'S

OUR VALUES

F . E . A . S . T



Everyone's
welcome in
our kitchen.



The best things
in life, and food,
are simple.



We talk loud,
we cook loud,
we live loud.



Our pasta is
served fast,
but cooked slow.



Time is of the
essence, so spend
it deliciously.



03 PRODUCT



BAKED ZITI

Baked Ziti is a popular casserole with ziti pasta and a Neapolitan-style tomato-based sauce characteristic of Italian-American cuisine. It is a form of pasta al forno.



PASTA AL FORNO

Baked ziti pasta topped with Neapolitan -styled tomato-based sauce.

NUTRIENT COMPOSITION

MEATBALL MAC N CHEESE

Per 100 g

Energy (kcal)	192.1
Protein (g)	8.4
Total Fat (g)	5.3
Saturated fat (g)	1.2
Dietary fibre (g)	1.7
Carbohydrate (g)	27.7
Cholesterol (mg)	13.8
Sodium (mg)	189.5

BAKED CHICKEN TIKKA PASTA

Per 100 g

Energy (kcal)	135.8
Protein (g)	11
Total Fat (g)	5.5
Saturated fat (g)	1.6
Dietary fibre (g)	1.7
Carbohydrate (g)	10.6
Cholesterol (mg)	17.4
Sodium (mg)	197.8

BAKED VEGETABLE MARINARA

Per 100 g

Energy (kcal)	142.3
Protein (g)	4.7
Total Fat (g)	1
Saturated fat (g)	0.5
Dietary fibre (g)	0.8
Carbohydrate (g)	28.6
Cholesterol (mg)	0
Sodium (mg)	106.1

MUSHROOM SOUP

Per 100 g

Energy (kcal)	142.1
Protein (g)	2.6
Total Fat (g)	11.8
Saturated fat (g)	6.3
Dietary fibre (g)	1.1
Carbohydrate (g)	6.4
Cholesterol (mg)	11.7
Sodium (mg)	369.

HOW IT ALL STARTED...



LEGACY



A history that dates back to the late Middle Ages and Renaissance where these dishes were served at banquets at the palaces of the nobles

ORIGIN



Italian-American cuisine is a style of Italian cuisine adapted throughout the United States as a result of the various waves of immigrants

EMOTION



Italian-American hospitality has a very welcoming and family feel, as if people were cooking for you

STYLE



There seems to truly be no rules as baked pasta is more of a method. It's about creativity—an inspired cook or a desire to use up some leftovers

OVEN-BAKED, ITALIAN-AMERICAN-STYLE PASTA. SERVED PRONTO

Pasta Baked makes loud, proud takeaway pasta. We use fresh ingredients and proper Italian-American recipes (with the occasional local twist).



Real pasta, served fresh and fast



A loud, welcoming, energetic vibe



Italian-American recipes (with a modern twist)



Speed and flavour in the same bowl

HOW WE DO IT

APPROACH

A MODERN AND CONTEMPORARY TAKE ON THE ESSENCE OF ITALIAN-AMERICAN CUISINE

Pasta has been missing from the fast food menu for too long. We're going to bring it back: with new technology, new techniques and new ideas.

Our cafes will offer fast, consistent, fresh pasta, but also the essence of warmth and heart and character.

OUR MENU

KEY CHARACTERISTICS



Made-to-order baked pasta



Served fast, but cooked with care



Quality, well sourced ingredients



From the kitchen, and the heart not the street



Italian-American (with a local twist)



A nimble, creative menu



BRAND PERSONA

TOMATO-  POWERED



EXPERIENTIAL, ENTERTAINING AND FUN.

We want to channel the noise and bustle and tomato-powered energy of an Italian-American kitchen. It's pots banging. It's kisses on both cheeks. It's a big bowl of comfort food



BRAND POSITIONING



FOR PEOPLE WHO ARE ON THE GO*,

PASTA BAKED IS COMFORT FOOD that tastes like home, because it's MADE WITH CARE AND NOISE AND ENERGY AND LOVE

So when you eat it, you feel full – in every sense of the word

05 THE STORE EXPERIENCE

ZITIMAMA'S

TECHNOLOGY

MENUS

HYGIENE & CLEANING

MUSIC

STAFF UNIFORM

ORDERING PROCESS

DIGITAL MASCOT

"OUR KITCHEN DOOR IS ALWAYS OPEN."
Everyone is welcome in our kitchen.

50 Nanyang Avenue, South Spine, SS1-01, #05 05A, 639798



ORDER NOW

OUR BRAND PLATFORM

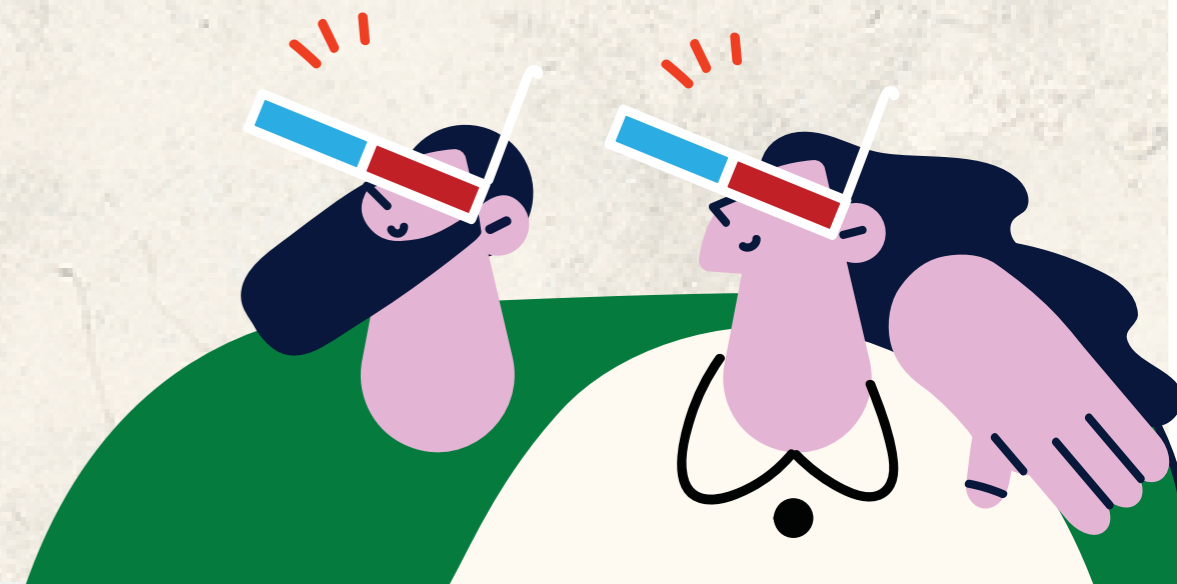
INSIGHT	There is a need for good, fast pasta
PURPOSE	To put baked pasta on the fast food menu
VISION	A world where comfort, speed, flavour (and personality) exist in the same bowl
MISSION	Serve Italian-American flavours to the world in the time it takes to boil a pot of water
F.E.A.S.T	HEART QUALITY EASE SPEED
OFFERS	Oven-baked, Italian-American-style pasta, served pronto
USP	Real fresh pasta, served fast. A loud, welcoming, energetic vibe Italian-American recipes (with a modern twist) Speed and flavour in the same bowl

TONE OF VOICE

A COMFORTING BRAND SERVING COMFORTABLE FOOD

Innovative, but homely

Pasta Baked is trying to do something quite difficult: combine slow-cooked Italian food with fast paced American service



KEY MESSAGES

“The best things in life,
and food, are simple.”

“The greatest pleasures
in life aren’t fancy”

“Our pasta is served fast,
but cooked slow.”

“Fast food can be
comfort food”

“Everyone’s welcome
in our kitchen.”

“Our kitchen door
is always open”



COOK LIKE AN ITALIAN EAT LIKE AN AMERICAN

Fast food has got plenty of speed, but it’s missing plenty of heart. And second helpings. And slow-cooked sauce that splatters all over your new white shirt.

IT TAKES 18 HOURS TO MAKE OUR RAGU.

AND 30 SECONDS TO SERVE IT.

Our pasta al forno is cooked slow, but serve prontissimo. Tuck in and enjoy.

BUON APPETITO.



THE SMALL KITCHEN MAKES THE HOUSE BIG

In Italy, the kitchen isn't just a place to keep the fridge.

It's the soul of the home. It feeds the whole family.

It's bustle and good conversation and clanging pots and the smell of slow-cooked ragu.

And its door is always open – just like ours.





QSR-FAST CASUAL CHARACTERISTICS

Baked Ziti is a popular casserole with ziti pasta and a Neapolitan-style tomato-based sauce characteristic of Italian-American cuisine. It is a form of pasta al forno.



Functionality and efficiency



Low price point



Personality led brand, spirited



Fast guest experience



Limited menus, healthier (VEG, GF)



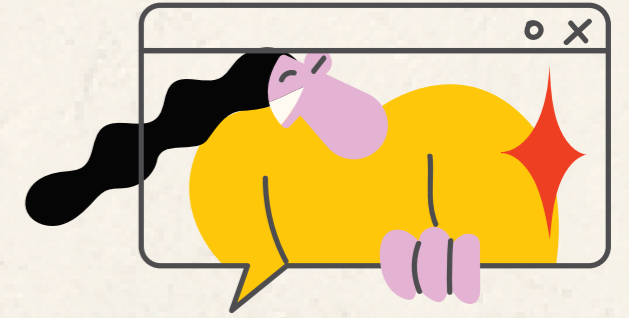
Food is mostly to-go



Prepared on-site and in-view



Local produce and artisan ingredients



MARKET

CUSTOMER EXPECTATIONS



Premium ingredients



Plant-based foods



A unique and quality customer experience



Ghost kitchens



Integrated tech for customer ordering

A brand that stands for social issues



Dynamic sustainable packaging



Freshly made products that they trust



KEY OBSERVATIONS

**FAST FOOD HAS GOT PLENTY OF SPEED,
BUT IT'S MISSING PLENTY OF HEART**

PRODUCT

An undeniable association
to the **PRODUCT'S HERITAGE**
and culture

INDUSTRY

Successful QSR brands
**PROMOTE SPEED PLUS A
COMPETITIVE QUALITY**
or attribute such as fresh,
healthy, authentic

CUSTOMER

Seek culinary
'TOURISM EXPERIENCES'
exposing themselves to
another culture

WHO WE DO IT FOR

FAST FOOD CONSUMERS

Adults (30-39), young adults (18-29),
with busy lifestyles, a mid-higher income level
and middle education level

- Living, working or studying in Singapore
- Male or Female
- Educated A-levels/Polytechnic,
Degree/Qualifications
- Mid-high level income
- Occasional and regular consumers
of fast-food





THE GAME PLAN

WHAT DO THEY CARE ABOUT
(BEYOND CONVENIENCE AND SPEED)?

The fashionable **STATUS** if fast food brands

Increasingly, an association with **WESTERN CULTURE**

Clean, comfortable **ENVIRONMENTS** to socialise in

The taste, flavour and **SASTIFACTION** level of meals



THE LOCATIONS:

Shopping malls

Airports

Office buildings

Tourist destinations

Universities

Or

Any high-profile places where
space is a constraint

Who we are

About NJ Group

The NJ Group is a family business on a serious mission.

We want to revolutionise the hospitality industry using digital innovation and creativity – to take delicious, comforting food and turn it into something fresh.

About the Founder, Neelendra

Backed by three decades of experience, Neelendra has been the think-tank behind many disruptive solutions in the F&B industry. Based in Singapore, he is a renowned thought leader in the service industry.

About NJ Intelligence

We help the service industry unlock data power to create human-centric experience with speed, simplicity, and usability. Our products unearth customer patterns to demystify the biggest service issues.

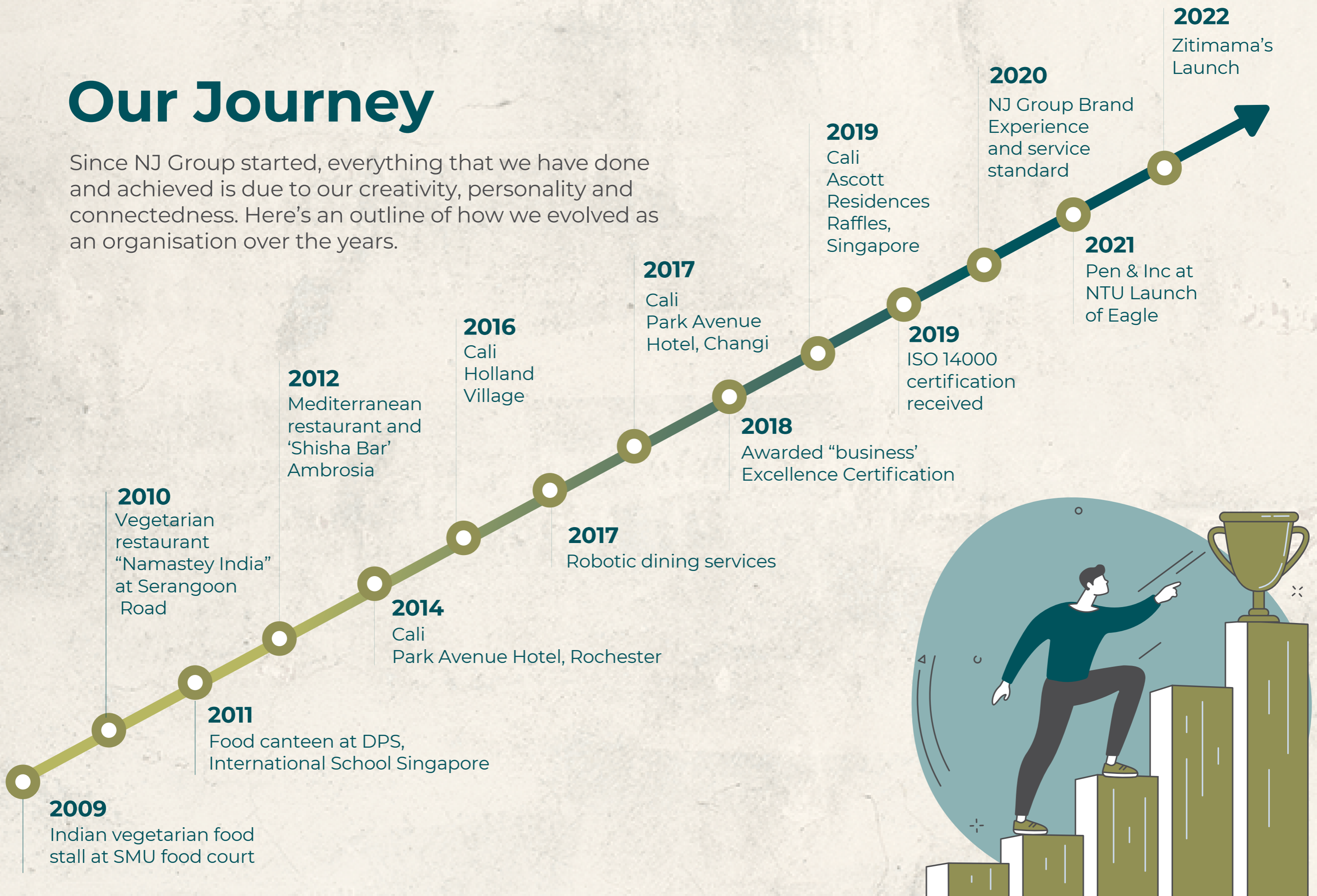
About NJ Foods

We bring people, food, and culture together to create truly wholesome F&B experiences. Our world-class restaurant chain across Asia includes Cali, Zitimama's and Pen & Inc.



Our Journey

Since NJ Group started, everything that we have done and achieved is due to our creativity, personality and connectedness. Here's an outline of how we evolved as an organisation over the years.



Our Business

Food & Beverages

An innovative F&B service provider in Singapore. The Group's dynamic restaurants include Cali Rochester, Cali Changi, Relish, and My Cafe & Bar.



Education

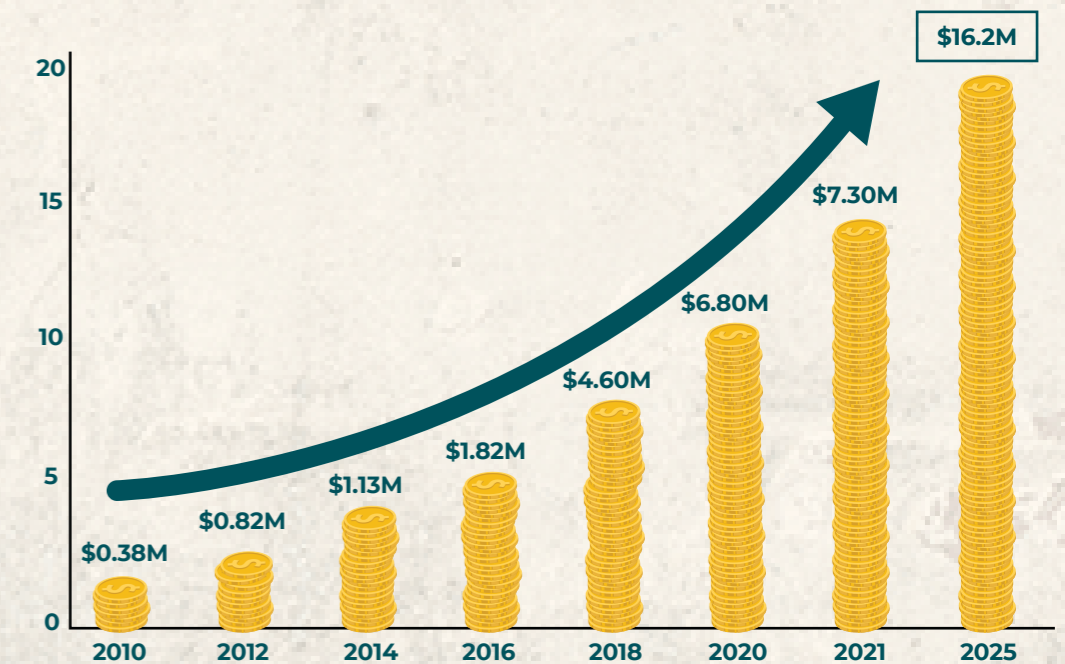
A learning foundation platform targeted for an audience in cutting edge technological areas, enabling industry-manpower to bridge the skill gap in future technologies.

Innovation

A platform for intelligence & technology collaboration between stakeholders to build collective capabilities in the cutting-edge digital areas.

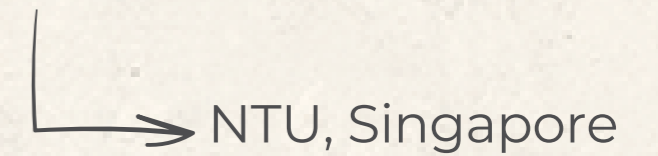
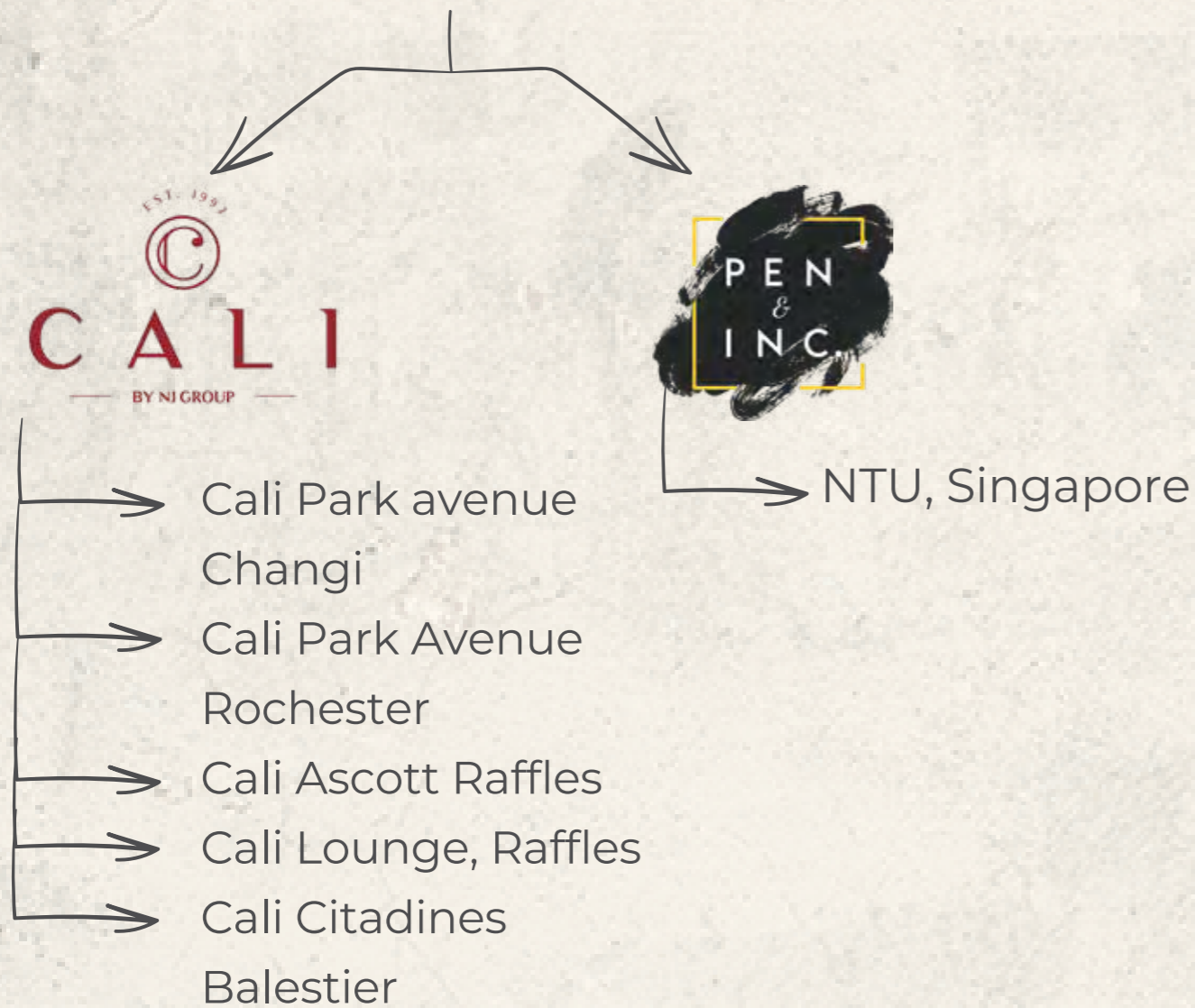


Projected revenue by the year 2025: \$16.2 Million



The above figure might vary from the actual.

Our Brands

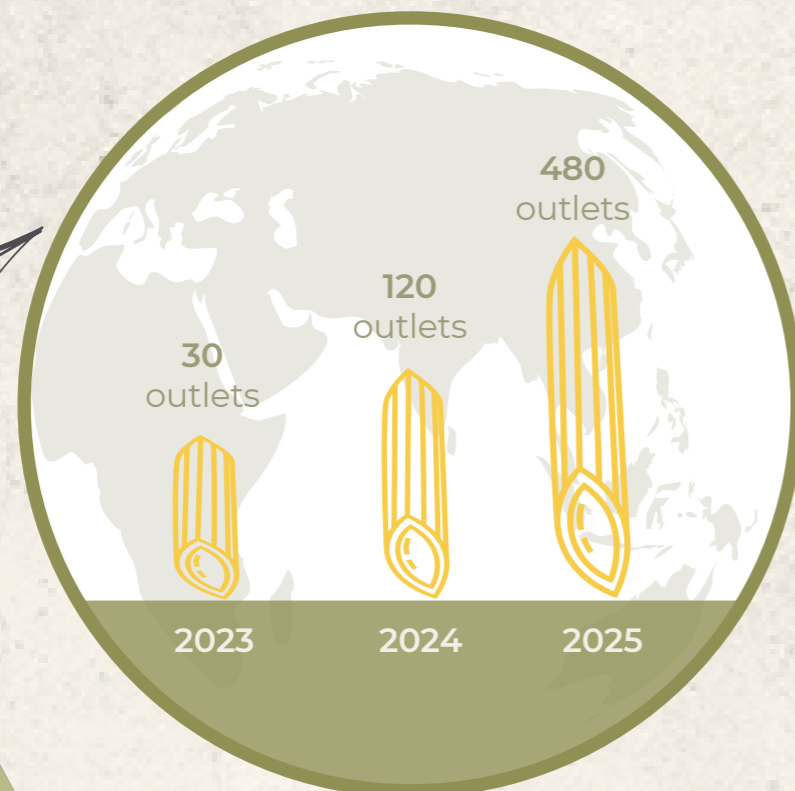


The Game Plan

A quick service restaurant with the soul of a family kitchen.

- Before anything else, our challenge is to convince our audience that takeaway pasta can be served fresh, delicious and consistent.
- We need to present ourselves as an innovative, tech-driven signature brand with an accessible voice and double helpings of personality.

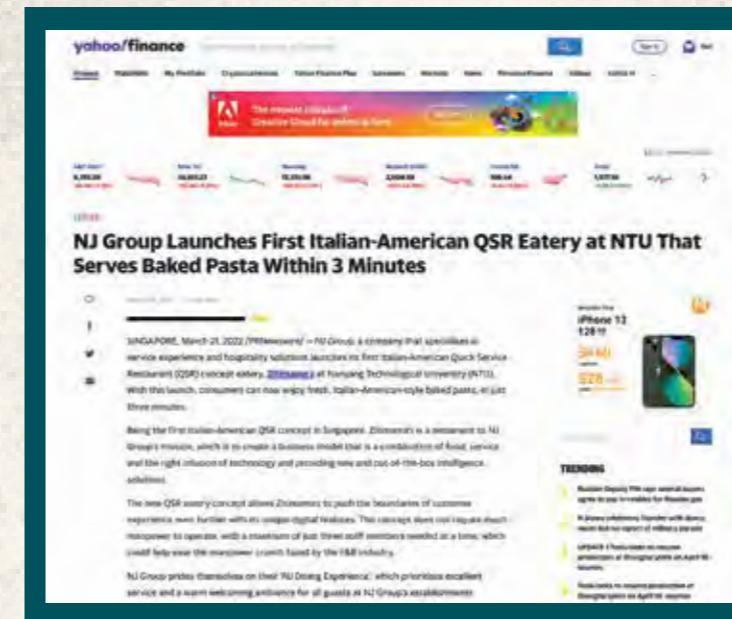
Our Goal



The Highlights

<https://njisg.com/media>

More media coverage:



Read more:
<https://finance.yahoo.com/news/nj-group-launches-first-italian-094800650.html>



Listen more:
<https://www.youtube.com/watch?v=uJrVoFPuVi0&t=2s>

	Yahoo! Finance 47M visitors/month [1]
	Finanzen.net 5M visitors/month [1]
	AsiaOne.com 949K visitors/day [2]
	PinoyTechSaga 317K visitors/month [1]
	IT Biz News 193K visitors/day [2]
	Branding in Asia 101K visitors/day [2]
	ASEAN Briefing 100K visitors/month [1]
	Business Diar... 82K visitors/month [1]
	TechSign.in 72K visitors/month [1]
	TMCnet 66K visitors/month [1]
	Satellite @ T... 66K visitors/month [1]
	Outbound Call... 66K visitors/month [1]
	Communication... 66K visitors/month [1]
	MalaysiaInternet 62K visitors/day [2]
	TravelKing 60K visitors/day [2]

The Real Secret Ingredients



ZITIMAMA'S

Digital Avatar

A virtual salesman which will enable the uniform experience of Zitimama's to the customers across the globe irrespective of human interference, on the tips of customers.

Roaming Kitchen

Integrated platform of mobile applications and web interfaces to fulfil the end-to-end cycle of customer ordering till the roaming kitchen delivers at their door step.

Integrated platform

A single inhouse platform covering all digital needs of a modern QSR service including online ordering, delivery, takeaway, loyalty membership program, payment gateway, menu engineering, franchise management, promotion management, communication & networking.

Customer Insights

AI and ML-driven customer experiences – based on data-rich actionable insights.

Easy-to-deploy QSR Franchisee Model

- 🍊 Flexible menu with local, fresh ingredients
- 🍊 Scale-as-you-grow model
- 🍊 Low investment with quick ROI
- 🍊 Full technology stack developed inhouse
- 🍊 Two variants of store– Physical & Mobile
- 🍊 No dependency on skilled manpower
- 🍊 Strong marketing support with international branding



Disrupting The F&B Space, Positively

“We measure success in more than just numbers”

Our Competitive Edge

Why Nanyang Technological University (NTU) as the first location?

More than 30,000 youth under a single roof
More than 12,000 staff
Multi racial youths
Ranked the 9th university globally

Why Singapore as the first country?

Pure metropolitan culture with diversified lifestyles.
Well known for meeting high expectations of quality service.
Business laws are exceptionally well organised in Singapore, ensuring the long term future vision and high scalability for global expansions.

Social Impact & The Future

Democratize open positions

Service industry jobs for low income groups.
Rapidly train your staff who are looking for better work environment, with easy-to-use technologies and promote labour equality.

Eco-Friendly

Every disposable is eco-friendly.
Complete store design with reusable eco-friendly material.

How To Start Your Own Zitimama's?

Franchise



Simple and hassle-free steps to get you started!

- 1) Contact ZM business development team
- 2) Get your Business Plan – Investment amount, location finalization and Space requirement
- 3) Material procurement, Infrastructure development as per business plan
- 4) Staff training and knowledge transfer
- 5) Start your Zitimama's

What support will you be getting?

One-time training
Continuous support for operations
Leverage the marketing support globally with the existing huge network of NJ Group
Complete in-house platforms and technical support to manage all processes, and operational needs.

The brand

1st of its kind product with no direct competitor
Fast ROI

Manpower & Training

No dependency on skilled manpower
Minimal manpower required

The space

Minimal space required
Easy and quick start-up
Flexible set-up model with no limitations. Raw materials and ingredients used are easily accessible which can be purchased locally.

The Technology

Digital Mascot (Digital salesman) for a uniform professional experience globally
Scientific design of store to maintain highest hygiene standards, easy maintenance, and customer experience

FB: <https://www.facebook.com/Zitimamas>



IG: <https://www.instagram.com/zitimamas>



TikTok: <https://www.tiktok.com/@zitimamas>





🎵 📷 📺 @zitimamas

Buon appetito!



ZITIMAMA'S

Contact:

Neelendra: +65 81259701 | email:neelendra@njgroup.sg

Joel: +65 84286440 | email: joel@njgroup.sg

🌐 www.zitimamas.com

📷 @zitimamas

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