

Dear Sir / Madam,

Re: Dr. Pietro Giangrande's proposal to expand and develop Italian restaurant franchise Italia Mia International. I am also willing to offer my services in a hotel chain, that might be interested in taking advantage of my abilities as an Italian chef or professor of Italian cuisine. Iam also willing to work with an inversionist that might be interested in opening a franchise of "Italia Mia International" anywhere in the world.

As I am sure you are aware, in the USA and Europe, Italian food, Chinese food and Japanese food has never been out of fashion, especially in the USA where there is an important population of Chinese and Italian immigrants, among others. One thing is certain, statistics prove that in the USA, when the director of company receives important visitors, the questions posed at the conclusion of the business meetings is always would you prefer to dine in a Chinese, Japanese or Italian restaurant?

Italian restaurant have received such demand that, in the majority of the world's major hotel chains, the possibility of installing an Italian restaurant within the hotel is taken into consideration In Las Vegas itself, million dollar investments have been made in oder to install Italian restaurant within hotels such as the Mirage, Cesar Palace and many others. This clearly demonstrates the demand of national offd and fast food, but also for a good quality Italian meal.

Taking into account the marketing maxim the costumer always come first, we should thefore constantly strive to satisfy the needs of our costumers, and consider, investing in a Italian restaurant as a core establishment of our hotel.

Thus, I present myself, Dr. Pietro Giangrande, at your service, I have a Diploma in Technical Agronomy form the Agrarian Institute of Todi (Perugia), Italy and Doctorate in Biological Sciences form the University of Peruvian, Italy. I am the owner of the Italia Mia International brand and franchise, Now, after 35 years of hard work, I believe I have expert knowledge in all that is involved in the production, processing and preparation of Italian food.

Although you may not believe it, Italian Mia International, and the concept developed through its decoration and music, through its extensive menu and through the excellence of dishes, may will be the best Italian restaurant in the world.

Italian food is not just pizza and spaghetti (in order to promote this type of food I have developed separate franchise, *Italia Mia y Algo M S* (Italia Mia and Little More) pizzeria and bar, serving *paninos* (sandwiches), chesses, wines and little more, as a high quality fast-food outlet in shopping centres, airports, etc). In fact, Italian food may be classified by its numerous *antipasti* (starters), such as *jam n Serrano* (ham), salami and cheeses, its hand-made pastas such as lasagna, ravioli, cannelloni and tagliatelle, its packaged





A very romantic corner of Italia Mia

Its not only Pizza and Spagettis

pastas such as spaghetti, macaroni penne and fusilli its variety of salads Flavoured with extra-virgin olive oil and its numerous sauces for pasta (Bolognese, carbonara arrabiata, and pesto).

In addition, there exist a great may meat, seafood and fish, dishes, finished off with the numerous desserts, ice creams, *caffe expresso* and *capucchino*. Finally, how can we forget the wines, both red and white, from the best vineyards in Italy?

To expand a little on the subject, the Romans, 1000 years before the birth of Jesus Christ produced and consumed their own wine, olive oil and chesses. They are mutton, poultry goat, wild boar, hare, pig and fish. Pizza arrived in Italy around the same time as the discovery of America in 1492 and, consequently, the arrival of the tomato. With this fruit the first pizza sauce was made. Spaghetti emerged a the beginning of the 20 th century when Italian women who had by now begun to work to work in factories of had even dedicated themselves to a particular profession, no longer bad the time to prepare pasta by hand (a process which takes between 2 of 3 hours) It was a that time the Italians, who cannot live without a good daily dish of pasta, invented and engineered machines to produce the now famous spaghetti and other pasta, such as penne, macaroni, fusilli and linguini form pure wheat flour and water.

Due to this, hand-made pastas nowadays, such as lasagna, cannelloni, tortellini, ravioli and tagliatelle, are the pastas used in parties weddings, Christmas celebrations and such like, given that they cannot be made on daily basis.

For this very reason, younger generations of Italians no longer dedicate time to making pasta - many do not even know how to make it - and it is now even more common for them to buy frozen past from the supermarket. This has become much easier as the pasta-making industry has grown ten-fold in the last few decades, making use of the

numerous colourings and preservatives now at their disposal. This process has however meant the loss of the authenticity and the naturalness that can be found in hand-made pasta.

I, Dr. Pietro Giangrande, have zealously preserved the ancient home recipes of good quality home-made pasta, fillings and sauces. I consider myself an expert in the field of Italian food. I began to dedicate myself to the culinary profession at the age of 17 for various reasons, and I have meticulously studied, documented and, above all, tried and tested every recipe from each region of Italy. I challenge any chef in the world to prove that he hnows more about Italian cooking than I do!!

I do not say this in an arrogant or conceited manner, but with a sense of the sporting spirit!! It is important to remember that, having a degree in agronomy and also having been awarded a distinguished Doctorate in biology from the University of Perugia, with a thesis on the Science of Food, food itself is my passion. Because of this great love and passion that I hold for Italian food, I have a thorough understanding of the production of products such as cheese, cold meats (chorizo, salami and hams), wine and oil.



Honor and Recognition of the White House USA

However, the most important thing I wish to tell you (because, after all, you may find all this hard to believe as these are merely written words!) are the comments of my clients among whom include the King and Queen of Spain, members of the FBI and CIA, Bill Clinton and the White House, the actor Anthony Hopkins. Oscar-winner for his role in Silence of the Lambs. Catherine Zeta-Jones, several invertors in Malasysia who have subsequently invited me to Kuala Lumpur, Governors of several Mexican states, Government ministries and many personalities from the sporting and cultural worlds, to same but a few.





Banquet of Italia Mia in Honor of the Kings of Spain



Catherine Zeta-Jones filming "La Mascara del Zorro"

Anthony Hopkins filming in Tlaxcala "La Mascara del Zorro"



Catherine Z-Jones recives roses of Pietro



Dedication to Pietro of Anthony Hopkins



Investors of Malaysia interested in the Project of Italia Mia



Pietro Preparing the famous salat Italia Mia



Pietro preparing dinner



Pietro promoting his Franchising in Kuadalumpur (Malaysia)

I have extensive experience in both the management and organization of the kitchens of large hotels as well as an ability to teach other in this field. Here in Mexico I have organized a Festival of Italian Gastronomy. I understand perfectly what kind of equipment is needed in the kitchen in order to process all my dishes, how to train head waiters, waiters and bar staff, and where to purchase and how to choose products such as *Serrano* ham, parmesan cheese, olive oil, wines anchovies, truffles. Olives and such like.

Eleven months and I moved my Italian restaurant Italia Mia from the city of Tlaxcala to Puebla. The move was motivated by the fact Puebla is a larger city with greater possibilities to promote my franchise on an international level. For this season I have had to cancel my previous web-site and am currently in the process of creating an updated version here in Puebla. I contact you this by letter in order to inform you of my ideas and proposals for the following reasons:

When Italia Mia International was opened in the city of Puebla (Mexico) is only a year of service it has been a total success. At the moment I am writhing this resume It is being renewed in one of Puebla's most important streets The Avenida Juarez. I would also like to let you know that there is a project of opening another franchise in Guadalajara (Jalisco, Mexico).

The franchise that I offer you, of which I am the author and owner, consists of the hand-book which comprises of:

- \$ A guide to the art of welcoming and the treatment of clients of Italia Mia International.
- \$ A detailed explanation of the ingredients, quantities and the way in which each recipe is created, including starters, hand-made pasta, ready-made pasta, risotto (rice), meats, fish, seafood, desserts, coffee, Bolognese sauce, napolitain sauce, presto, filed tortellini, cannelloni and ravioli, gnocchi, and pappardelle. Also included are

instructions on how to make white chorizo (*Alicia*), capriccios, salsa marinara, confectioner's cream, tiramisu, *soap ingles* and garnishes. There is also a section of tips and suggestions, and the menu of the best read and white wines with an explanation of their origin, the type of grape, fermentation and preservation processes, characteristics and suggestions as to which dish each particular wine should accompany.

- \$ A detailed description of how the dining room should be decorated, given that the decoration highlights the unique concept which is Italia Mia International.
- \$ A catalogue of all the necessary equipment. This includes List of Kitchen equipment, tools and accessories needed to create and serve each dish on the menu. I the same way, suggestions are made on the ideal distribution and set-up of each area of the kitchen.
- \$ A guide to the market study that should be carried out in and around a planned site for an Italia Mia International Restaurant which includes a description of the product, an analysis of direct and indirect competition, that market in general, our segment of that market, cost analysis, our choice of advertising slogan, the advertising campaign before entering the market, the type of advertising and the cost of this advertising and the specific advertising material. Also included is the list of costs of maintenance, promotion, labour, entry to the market, work capital, inventories, control inventory, paperwork and so on.





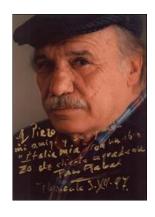
Presentation of Calamari Frito

After a good dinner

The most important thing I have developed and perfected during the last 35 years in older to achieve what I have with Italia Mia International, and which has created an original and cost-affective product in the following:







Paco Raban, famous Spanish Actor

Italian food is prepared with natural products form de Italian countryside. The Italian farmer is the principal character in the process. Generation after generation, with his family, and living in the typical peasant house, he works the land throughout the four seasons of the year and tends to his animals is order to obtain the following products:

- **Wheat harvest** production of flour, part to sell to industry and part to make home-made pasta and bread
- \$ Grape harvest for wine production and sale of red and white and part to consume at home
- \$ Ova de mesa harvest (grape) for sale and for consumption, both fresh and dried, at home and for cakes
- \$ Cow-milk for sale to industry, consumption at home and for cheese production
- \$ Sheep and goat milk for sale to industry and more consumption as cheese
- \$ **Pig meant** for sale to industry and home consumption as ham. Salami, white *chorizo*, cold meats in general and for pasta sauces.
- **Lamb and goat meant** for sale butchers, industry and for fresh consumption at home.
- **Eggs and chickens** for sale to industry and home consumption at home pastas, cakes and sauces.
- **Tomato and garden produce in general** for sale to the market industry and at home as salads and pasta sauces.
- **Fruit** for sale to industry and at home. Used also to prepare syrup and home-made sweets
- **Mushrooms** for sale to industry and for home consumption
- **Seasonal game- hare, pheasant, wild boar etc.** for sale to markets and for home consumption

It is evident then, that in a farmer s home you will always find a good home-made pasta, a good quality wine, cheese, ham, meant fresh fruit (varies according to the season) and many different types of cake. It is also important to highlight that, in the coastal regions and on the Italian islands, sea food and fish form an important part of the daily diet of the fishermen and his family. These dishes have served to enrich the gastronomy of Italy. Italia Mia International strives to reproduce, meticulously, the regions and cities

of Italy, the coastal areas the islands and, above all, each and every dish from land and sea.

Conclusions

Should you be interested in finding out more about the Italia Mia International franchise I advise you to take the following steps:

- 1. Get in contact with me
- 2. Organize a business trip for me to
- 3. Acquaint yourselves with my specific business plan in
- 4. Make an offer to the owner of the franchise in order to develop the said franchise abroad

Details of No. 1:

I am fluent in both Italian and Spanish, have a good command of French and a basic level of English (sufficient to attend to my English-speaking clients). I believe it would be useful to begin with communication by telephone (my contact numbers can be found below), taking into account between Mexico, Once we have had the initial conversation I will endeavour to answer all you questions immediately and clear up any doubts or concerns you have.

Details of No. 2

Through a travel agency of your choice, I would appreciate you sending me a return air ticket with I would naturally need to be met at put us as a full-board quest a your hotel (as it happens, due to my profession, I do a lot of sexercise and eat very little.

Details of No. 3

My business plan will adopt following schedule:

1) To take part in one more meetings with the hotel's corporate board and its shareholders, during which, with the help of an interpreter, I will explain detail the concept of the "Italia Mia International" brand and franchise. At the same time, I will be most willing and happy to answer any questions you may have regarding any aspect of the franchise.

During these meetings I will need to be informed of the market for Italian food in the city I will be working, as well as the availability of the ingredients necessary to make my dishes and their cost. It will also be important for me to be made aware of the existence of companies dedicated to the importation of Italian food products and the cost of this.



Preparation of fish



Italian gastronomic festival in a famous large hotelclup in Mexico

Based upon the cost o each dish, it will be possible to determine if the business is viable or not.



Chefs of cuisine of Italia Mia

I would be happy to organize a one or two week-long time Italian food Festival in your hotel, so that you the chefs of the hotel would be able to see kow I prepare my dishes and taste them and decide for yourselves if they truly are exquisite! It would be advisable for all the hotel's Employees to come and try my dishes, along with their families and certain guests whose judgment would be significant enough to approve the Italia Mia International project.

Details of No.4

This point would only need to be discussed if, after the meetings and the Food Festival and the realization of a market plan, you understand fully the following three elements:

- V That the Italia Mia International idea is good, in original and is unique.
- V That all the dishes are exquisite, and that there is no other Italian restaurant.
- V That, according to the market study and the cost analysis, the business is viable and would bring high profits to the hotel as well as the independent investors.

One you have positively analysed these three points and are interested in the commercial development of my brand and franchise, you take into account several different options:

- 1. That I lease the brand and franchise Italia Mia International to the corporate board of the hotel for a given period of time convenient to you. In this case your duties as leaseholders of the brand and franchise will be the following:
- * To pay me an annual quantity of money for the lease.
- * To pay me a percentage of the annual net profit.
- * To respect the secret of all my recipes.

(These are the fundamental concepts. The lawyers would be responsible for drawing up the necessary contracts).

The contributions of Dr. Pietro Giangrande as owner of the brand and franchise would be the following:

- * To deliver the brand logo and the franchise's complete handbook to the employees of the hotel.
- * To train all the hotel's kitchen personnel, explaining and handbook to the employees of the hotel.
- * To train all the hotel`s kitchen personnel, explaining and teaching all the recipes, until each dish is perfectly produced.
- * To train all head-waiters/waitresses and waiters/waitresses in the particular services necessary with many of the dishes.
- * To train a member of staff to be responsible for greeting and taking care of all Italia Mia International guests during their visit to our restaurant.
- * To train a member of staff to be responsible for the purchase of products in order that's/he will know which specific ingredients are necessary for the production of Italia Mia International dishes.
- * To supervise the necessary arrangements for decoration, music and the creation of the restaurant's atmosphere. This should strictly adhere to the concept laid out in the handbook.

Once these objectives had been accomplished, I would return to Mexico with the promise to return whenever you deemed it necessary.

- 2. That I lease the brand and franchise to the hotel or to any independent investors under the same conditions as point 1. and that Dr. Pietro retains the position of commercial Director of the Italia Mia International Chain, signing a work contact and receiving a monthly wage, benefits and incentive.
- 3. That the hotel's corporative board should not be interested in the terms of neither 1. nor 2. but could be interested, along with the shareholders of the hotel, in investing in an Italia Mia International restaurant on premises outside the hotel.
- 4. Should none the above options seem viable, perhaps you would be interested in my services as an Italian food consultant to advise on Italian dishes that may be prepared in your restaurant.

In the event that none of the options above interests you. I thank you most kindly for reading this extensive letter that has, no doubt. Taken up a good portion of your precious time.

iii GUADALAJARA!!!

A SPRING BOARD FOR MEXICO AND THE REST OF THE WORLD!

The restaurant ITALIA MIA is a registrate Brand in the Franchise system since 1° of septembre 2002. The mother Restaurant is located in Guadalajara, Mexico, street Pedro Moreno # 1595.







Pietro invites you to know Italia Mia



Congress room



Italian wines





Recognitions

First Wedding Banquet of an important cuple of the societity of Guadalajara with 110 people, saboring the best plates of the card.



Congress room





ITALIA MIA en Guadalajara is going to consecrate as one of the famoust meeting point for big artists.





One of the descatast artist of Mexico giving the honor to be a frecuent guest

Thank you Sergio Goiry for your preference



Memory to Italian friends



La Franquicia de "Italia Mia" es un homenaje a todas las familias de los Gampesinos y Lescadores de Italia...

Gracias a su trabajo persoerante, meticuloso. humilde, duro y profesional...

se obtienen materias primas y productos con los cuales se procesan los platillos que ha rendido tan famoso y popular la cocina Staliana en todo el ¡¡Mundo!!







Menú

Introducción al Menú

A través de este maravilloso medio de comunicación mundial que es "Internet" quiero agradecer y hacer mención a continuación, de las Instituciones y de todas las personas que de una manera u otra han contribuido en mi preparación profesional y han despertado en mi el amor por la gastronomía Italiana.

El contacto directo que he tenido con campesinos, pescadores, panaderos, carniceros, las visitas frecuentes a los mercados, donde se aprende a escoger los productos frescos, las reuniones con la familia y con los amigos con los cuales he compartido suculentos platillos, en casa de campesinos, particulares y en diferentes restaurantes de ciudades y pueblos de Italia me han enriquecido en experiencia y conocimiento, aprendiendo "Secretos" de la Gastronomía Italiana que aún conservo con muchísimo celo.

Todo ello lo transmito con mucho amor y pasión a todos los clientes que visitan Italia Mía, donde no solo pueden disfrutar lo mejor de la cocina Italiana si no alejarse por unos momentos de la rutina de todos los días y vivir intensamente el ambiente y una aventura 100% Italiana.

Gracias a:

	Gracias a.	
Instituto Técnico Agrario "Augusto Ciuffelli	" Todi (Perugia)	Giuliano Cerulli
Andrea Beniccelli	Teresa Giangrande	Famiglia Cerulli
Cricco Eraldo	Salvatore Giangrande	Paolo Coppini
Gianni Tiberi	Franca Giangrande	Anna Coppini
Pier Paolo Fiumi	Enrico Giangrande	Licia Coppini
Enrico Brenciaglia	Dante Giangrande	Aldo Coppini
Spacchetti Eliseo	Familia Boldrini	Bruno Tarquini
Filippo Martorelli	Gaetano Ricci	Familia Bifarini
Ciani Adriano	Famiglia Ricci	Mario Gambelunghe
Prof. Jaiani	Famiglia Terminio	Giovanna Gambelunghe
Prof. Alvi	Claudio Pitti	Francesco Paoletti
Prof. Pasquín	Bruno Biagiotti	Famiglia Migliosi
Luigi Foglietti	Roberto Grasso	Famiglia Caini
Carlo Sbrenna	Sergio Rossetti	Rosa Saitta
Valentino valentín	Francesco Narducci	Piero Saitta
Lina Giontella	Bruno Guerri	Umberto Saitta
Ettore Giontella	Massimo Siepi	Giuseppina Saitta
Massimo Giontella	Adriano Innamorati	Villagrazia (Palermo)
Enzo Lettimi	Claudio Giovagnoni	Mercado Vucceria (Palermo)
Ristorante "Umbría" Todi	Ennio Rasimelli	Villaciambra (Palermo)
Ristorante Valentino Perugia	Claudio Arena	
Ristorante "La Rosetta" Perugia	Sergio Serpilli	
Ristorante "Cesarino" Perugia	Walter Cattelan	
Ristorante Colle Della Trimitá (PG)		
Bar Medio Evo (Perugia)		
Bar Sandri Perugia		
Bar Ferrari (Perugia)		

Entradas

Bruschetta	\$ 20
Mozzarella caprese	\$ 50
Provolone Affumicato	\$ 80
Formaggio Fontina	\$ 80
Formaggi Misti	\$ 80
Insalata Italia Mia	\$ 30
Insalata Siciliana	\$ 30
Insalata Piero	\$ 30
Melanzane a la Parmigiana	\$ 60
Funghetti Gratinati	\$ 90
Prosciutto crudo	\$ 90
Carpaccio di Vitello	\$ 90
<u>Del mar</u>	
Carpaccio di salmone	\$ 90
Cozze al limone	\$ 90
Cozze al vino bianco	\$ 100
Calamari gratinati	\$ 100
Calamari fritti	\$ 110
Frittura mista	\$ 110
Gamberoni aglio e olio	\$ 160

Las Pastas De Paquete

Spaghetti aglio, olio e peperoncino	\$ 50
Spaghetti a la carbonara	\$ 60
Spaghetti a la bolognese	\$ 55
Spaghetti all'arrabiata	\$ 50
Spaghetti a la puttanesca	\$ 50
Spaghetti a la norcina	\$ 60
Fusilli al pomodoro	\$ 50
Linguini al pomodoro	\$ 50
Linguini al pesto	\$ 60
Penne al Quattro formaggi	\$ 60
Risotto panna e funghi	\$ 70
Risotto panna e funghi Porcini	\$ 110
Risotto a la milanesa	\$ 70
Risotto ai 4 formaggi	\$ 70
Minestrone	\$ 35
Stracciatella	\$ 35
Brodo di pomodoro	\$ 35
<u>Del mar</u>	
Spaghetti del pescatore	\$ 90

\$ 110

Linguini al frutti di mare

Las Pastas Hechas a Mano. Un Orgullo de La Gastronomía Italiana

Cannelloni di ricotta e spinaci	\$ 60
Lasagna	\$ 60
Tortellini a la panna	\$ 65
Tortellini in Brodo	\$ 60
Tortellini a la carbonara	\$ 70
Ravioli a la bolognese	\$ 65
Ravioli al pomodoro	\$ 60
Tagliatelle alla panna (Alfredo)	\$ 60
Tagliatelle panna e funghi	\$ 70
Tagliatelle panna e funghi Porcini	\$ 110
Tagliatelle a la carbonara	\$ 70
Tagliatelle 4 formaggi	\$ 70
Tagliatelle a la boscaiola	\$ 70
Gnocchi a la bolognese	\$ 55
Gnocchi al pomodoro	\$ 55
Pappardelle con ragú di agnello	\$ 80

Del mar

Filetto a la pizzaiola	\$ 85
El filete	de res
<u> </u>	
Filetto a la pizzaiola	\$ 85
Filetto panna e funghi	\$ 85
Filetto a la mostarda	\$ 85
Filetto al roquefort	\$ 85
Filetto al marsala	\$ 85
Filetto aglio olio e rosmarimo	\$ 85
Scaloppa a la Toscana	\$ 110
Scaloppa ai funghi	\$ 110
Saltimbocca a la romana	\$ 110
Cortes especiales y	chorizo blanco
Bistecca a la fiorentina	\$ 160
Bistecca Tirolese	\$ 180
Salsiccie	\$ 70

Especies menores

\$ 75

Quaglie al rosmarino \$80

Costoletta di agnello a la siciliana

Pernici al rosmarino	\$ 80
Petto di pollo a la cacciatora	\$ 80
Coniglio al rosmarino	\$ 80

El filete de pescado y Los pescados

Filetto di pesce a la genovese	\$ 90
Filetto di pesce arrosto	\$ 90
Filetto di pesce gratinato con gamberi	\$ 110
Filetto pesce al Cartoccio	\$ 100
Filetto di salmone alla piamontese	\$ 90
Filetto di salmone al burro aglio e prezzemolo	\$ 90
Pesce al cartoccio	\$ 90
Pesce Arrosto	\$ 90

<u>Pizzas</u>

Pizza margherita	\$60
Pizza di peperoni	\$70
Pizza di prosciutto cotto	\$65
Pizza di salame	\$65
Pizza di prosciutto crudo	\$80
Pizza di salsiccia	\$70
Pizza ai funghi	\$70
Pizza a la marinara	\$75
Pizza ai frutti di mare almejas, camarón y queso)	\$85
Focaccia	\$75

Pasteles y Helados

Affogato al Whisky	\$ 40
Gelato	\$ 25
Profiterol	\$ 30
Zuppa inglese	\$ 30
Tiramisu	\$ 30
Dolci del giorno (pastel del día)	\$ 30

<u>Café – Té</u>

Café expresso	\$ 18
Café americano	\$ 12
Capuchino	\$ 20
Capuchino frío a la crema	\$ 20
Café frío	\$ 18
Café irlandés	\$ 65
Té helado	\$ 12
Té	\$ 12

Contamos con servicio de Eventos, Banquetes y Platillos para llevar Si algún inversionista estuviera interesado en abrir en grandes Centros Comerciales, Aeropuertos, Casetas de Autopista con gran intensidad de tráfico etc, etc. Contamos también con un proyecto de una "Tavola calda" de Italia Mia International, es decir un "Autoservicio" de comida rápida y de optima calidad para una clientela exhigente pero que dispone de poco tiempo para comer o cenar y que básicamente consta de las siguientes áreas:

- Cocina con equipo y accesorios de alto nivel tecnológico.
- Mostrador grande donde se exhiben máximo 12 14 platillos entre entradas, postres, platos fuertes, pizzas y paninos.
- Caja donde se exhiben minibotellas de los mejores vinos italianos Blanco y Tinto, Agua Mineral, Jugos etc.
- Area adicional "Minibar" con cafetera italiana para café express y capuccinos, venta de Licores, Cockteles, periodicos, revistas, cigarros, dulces y souvenir.