

JOHNNY PIZZERIA APE CAR & MOBILE

**JOHNNY
TAKEUE**

**PIZZERIA E CUCINA D'ECCELLENZA
PIZZAPORTAFOGLIO**



THE PATENT OF INDUSTRIAL INVENTION NO. 102015000041486

"Three-wheeled transport vehicle equipped with a traditional wood-burning oven"

The three-wheeled means of transport equipped with a traditional wood oven is a very important patent and "speaks" Neapolitan. To decree it was the Ministry of Economic Development that recognized the industrial invention to John Kahn of the court. A result arrived after years of waiting and arrives in the wake of the important recognition of the Neapolitan Pizzaiuolo art as a UNESCO World Heritage site.



«The patent of industrial invention is an important recognition – first statement by Giovanni Kahn della Corte – which rewards years of research and study, as well as continuous investments in the field of Street Food evolved and continuously updated».



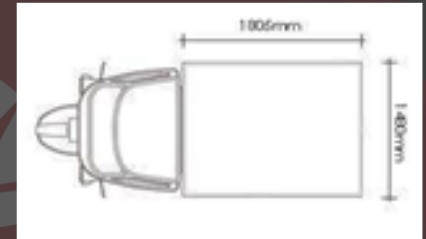
MEZZO DI TRASPORTO A TRE RUOTE
DOTATO DI UN
FORNO A LEGNA TRADIZIONALE

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JohnnyTakeUè was born in 2012, when Kahn della Corte had the idea to place a wood oven, in refractory material and flat in Sorrento Biscuit, on an Ape Car Piaggio. An innovative project but respecting tradition.

The peculiarity of the medium lies in the fact that the pizzas are made at the time, before the eyes of the customers, using fresh and genuine ingredients. The pizza is then delivered "wallet like", the traditional way to consume pizza in Naples, especially on the street, bending it in four and serving in the very special sheet of paper straw.



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The vehicle is equipped with its own removable flue and with retractable work tables, therefore without external supports. Among the peculiarities of the use of basil leaf detached directly from a plant present on the ApeCar, slow leavening and long maturation dough of maestro Aniello Buonocore and the very special pizza with the yellow tomato.

Thanks to the expertise and know-how of some engineers, the project materied in a short time so that the first prototype was presented on the occasion of the White Night event at Vomero (one of the hilly neighborhoods of Naples).



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On that occasion, more than 1000 pizzas were prepared in a single day, then an incredible escalation of events and successes also at international level, with the definitive consecration, of project made in Naples, innovative and associated with tradition, with the concession of the aforementioned patent which represented an element of pride for the whole city of Naples, as a testimony to this, a 5-star press review with articles dedicated by all the major national newspapers (Corriere della Sera, La Repubblica, Il Mattino and others) and from authoritative sources like Gambero Rosso, Dissapore just to name a few.



The idea of the Ape Car has evolved and has been translated into premises. In fact, as an article reads, the Ape Car has "made local" and represents a right combination of pizzeria and pizzeria and cuisine of excellence.

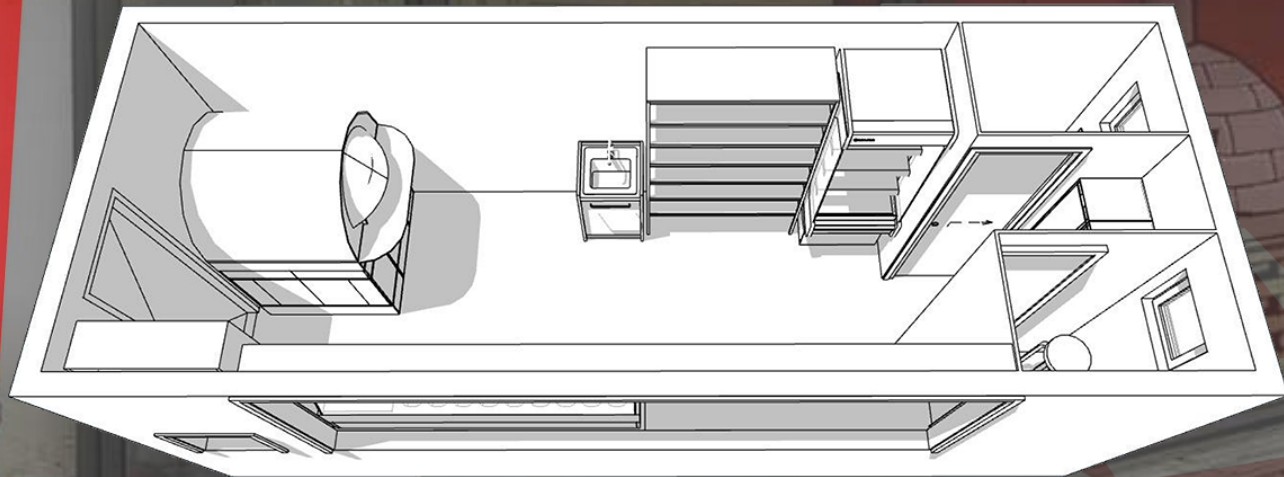
JOHNNY PIZZERIA MOBILE

In fact, the container, from compartment for freight transport, becomes a real pizzeria. This is the new use of containers that, thanks to JohnnyTakeUè 's joint venture of Giovanni Kahn della Corte and Ape Street Fooding by Gianni Garofalo, bake pizzas from the Neapolitan tradition. A traveling pizzeria that can leverage on the new generation electric oven that maintains 480 degrees constant just like a wood.



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The oven, which is elegantly enriched with a coating with coloured stoppers of iron bottles thanks to the artist Luigi Masecchia of Ttappost, is the result of an artistic, social and ecological project, which involved children with disabilities or disadvantaged groups who deal with the selection and transformation of caps.



Other characteristics of the containers are the pizza maker on sight and tables outside. All the staff is trained in the workshop of JohnnyTakeUè, Pizzeria and Cuisine of excellence at the Corso Vittorio Emanuele in Naples, flagship of the network.

"LIGHT" FRANCHISE

Johnnytakeuè uses the formula of the franchise "light" as it tends to overcome the criticalities that are classically referable to the relationship between franchisor and franchisee (for example, high cost of royalties, approach tend to top down for the purchase of raw materials, etc.). Also in the franchising formula the leitmotif is that of high quality, both through the research and selection of top ingredients, and through the focus on the production processes, favouring the perfecting of the master's pizza maker technical skills and of all the collaborators.

- *Use of the brand*
- *Access to mixes and recipes with their own bills*
- *Training center in the workshop of the dough of Naples, in collaboration with the University of Mediterranean cuisine*
- *Quality control*
- *Management Software for perfect cost monitoring*
- *Operating Manual*
- *Architectural projects*
- *Excellent framework agreements with suppliers/equipment*
- *Pre-opening and start-up assistance*
- *Marketing consultancy with start up social communication*

JohnnyTakeUè brand links

WEBSITE

www.johnnypizzaportafoglio.it

FACEBOOK

https://www.facebook.com/pg/JohnnypizzaportafoglioTAKEUE/videos/?ref=page_internal

INSTAGRAM

<https://www.instagram.com/johnnytakeuepizzaportafoglio/>

YOUTUBE

<https://www.youtube.com/playlist?list=PLCQqKNbsPFS6KoCczEaiSwlHatflhWKJs>

BeerETTA brand links

<https://www.facebook.com/BIRRAINBICICLETTA/>

<http://www.napolike.it/birra-gratis-alla-rotonda-diaz-di-napoli-con-beeretta>

