

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?



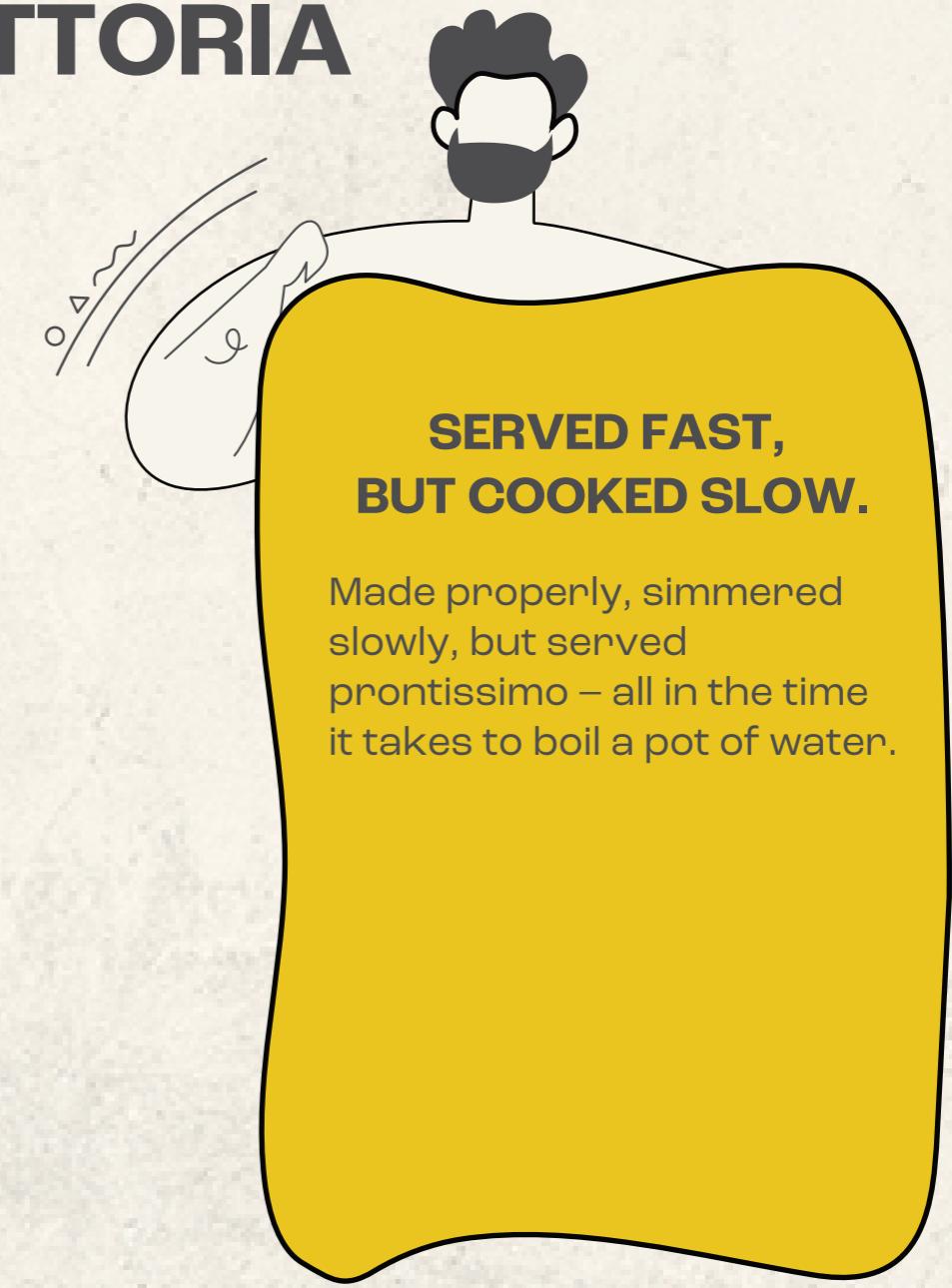
## WE KNEW WE HAD A PROBLEM...

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  
**ZITOMAMA'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**

#### Pattern



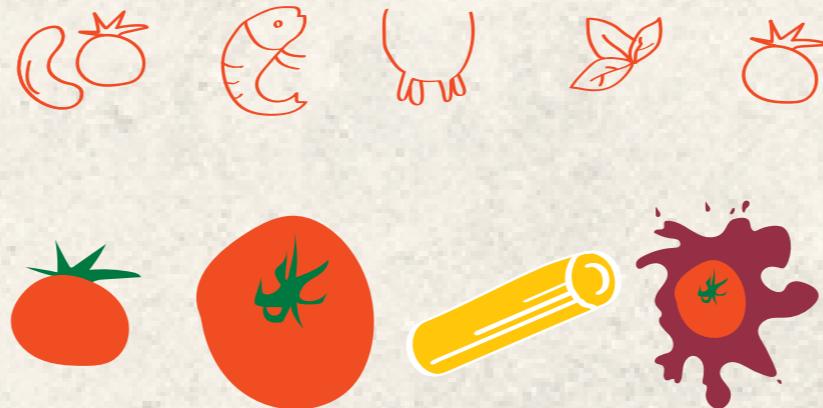
#### Colours



#### Primary Typeface

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 !

#### Illustration



#### Display / Headline Typeface

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

#### Badges / Stickers



#f94a19

#ffffff

#952e46

#ffb0ff

#ffc600

#71dbeb

#027a3e

## 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

## EMOTION



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

## ORIGIN



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

## 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

04

## WHAT WE DO

# 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 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

# 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





## 05 THE STORE EXPERIENCE



**“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

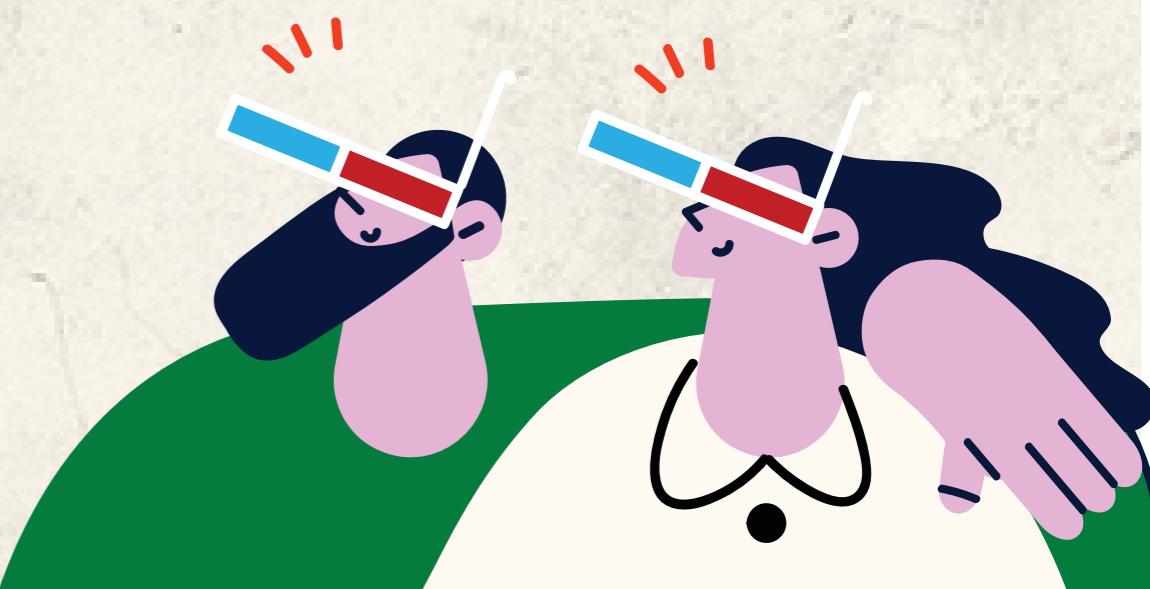
<b>INSIGHT</b>	There is a need for good, fast pasta
<b>PURPOSE</b>	To put baked pasta on the fast food menu
<b>VISION</b>	A world where comfort, speed, flavour (and personality) exist in the same bowl
<b>MISSION</b>	Serve Italian-American flavours to the world in the time it takes to boil a pot of water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



Premium ingredients



Ghost kitchens



Dynamic sustainable packaging



Plant-based foods



Integrated tech for customer ordering



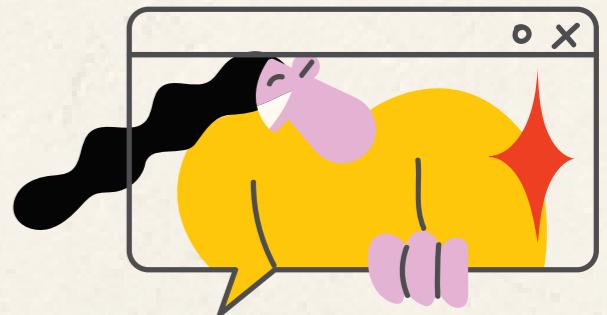
# CUSTOMER EXPECTATIONS



A brand that stands for social issues



Freshly made products that they trust



A unique and quality customer experience

# KEY OBSERVATIONS

## 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



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



MASSITIN

## THE GAME PLAN

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

The fashionable **STATUS** of fast food brands

Increasingly, an association with **WESTERN CULTURE**

Clean, comfortable **ENVIRONMENTS** to socialise in

The taste, flavour and **SATISFACTION** 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

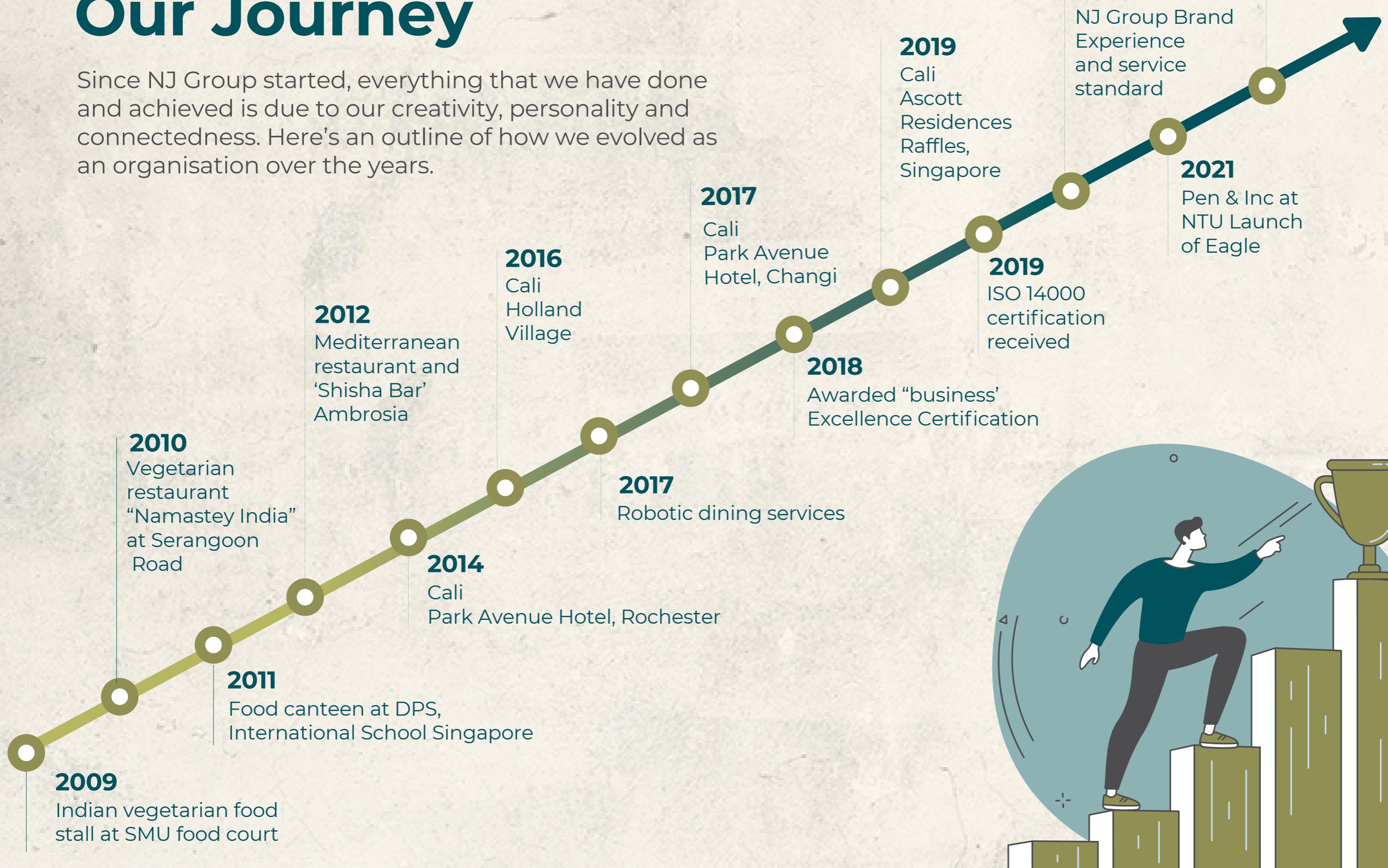
We bring people, food, and culture together to create truly wholesome F&B experiences. Our world-class restaurant chain across Asia includes Cali, Zitimama's and Pen & Inc.

Founder, Neelendra Jain



# 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.

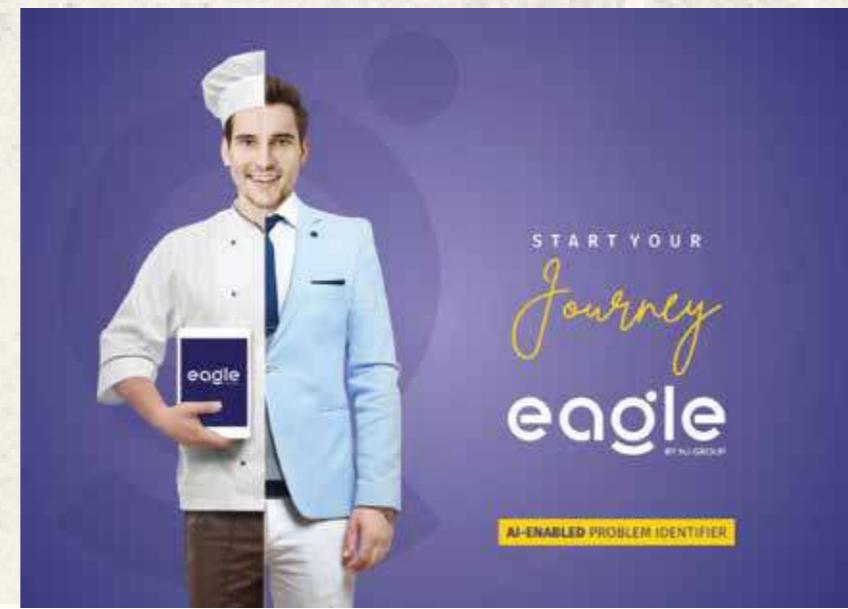


## Education

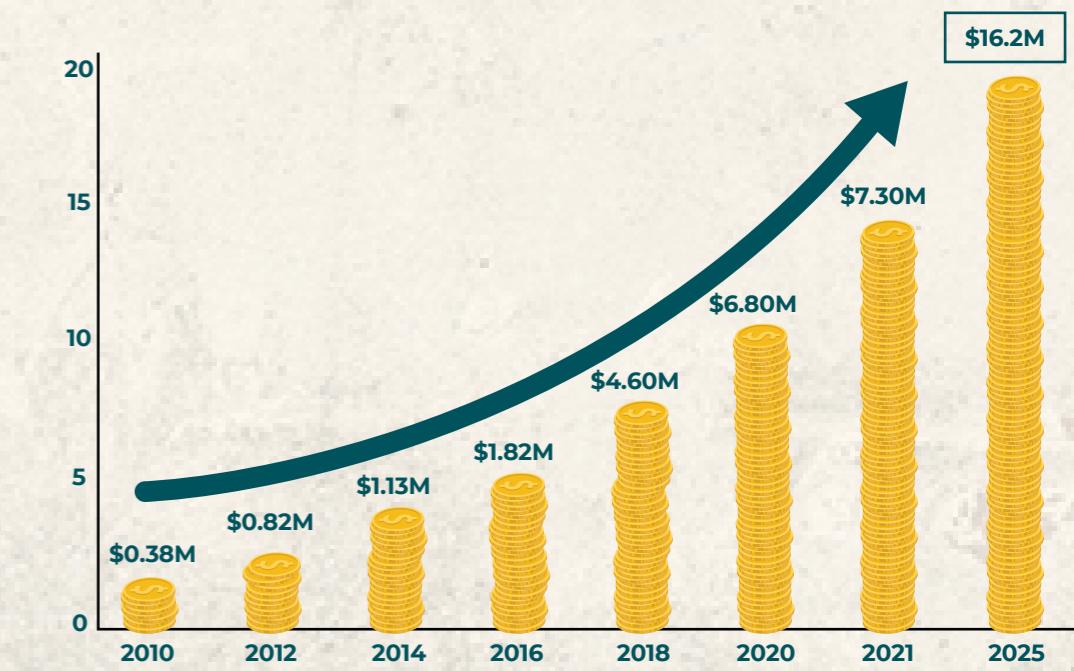
A learning foundation platform targeted for an audience in cutting edge technological areas, enabling industry-manpower to bridge the skill gap in future technologies.

## Innovation

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

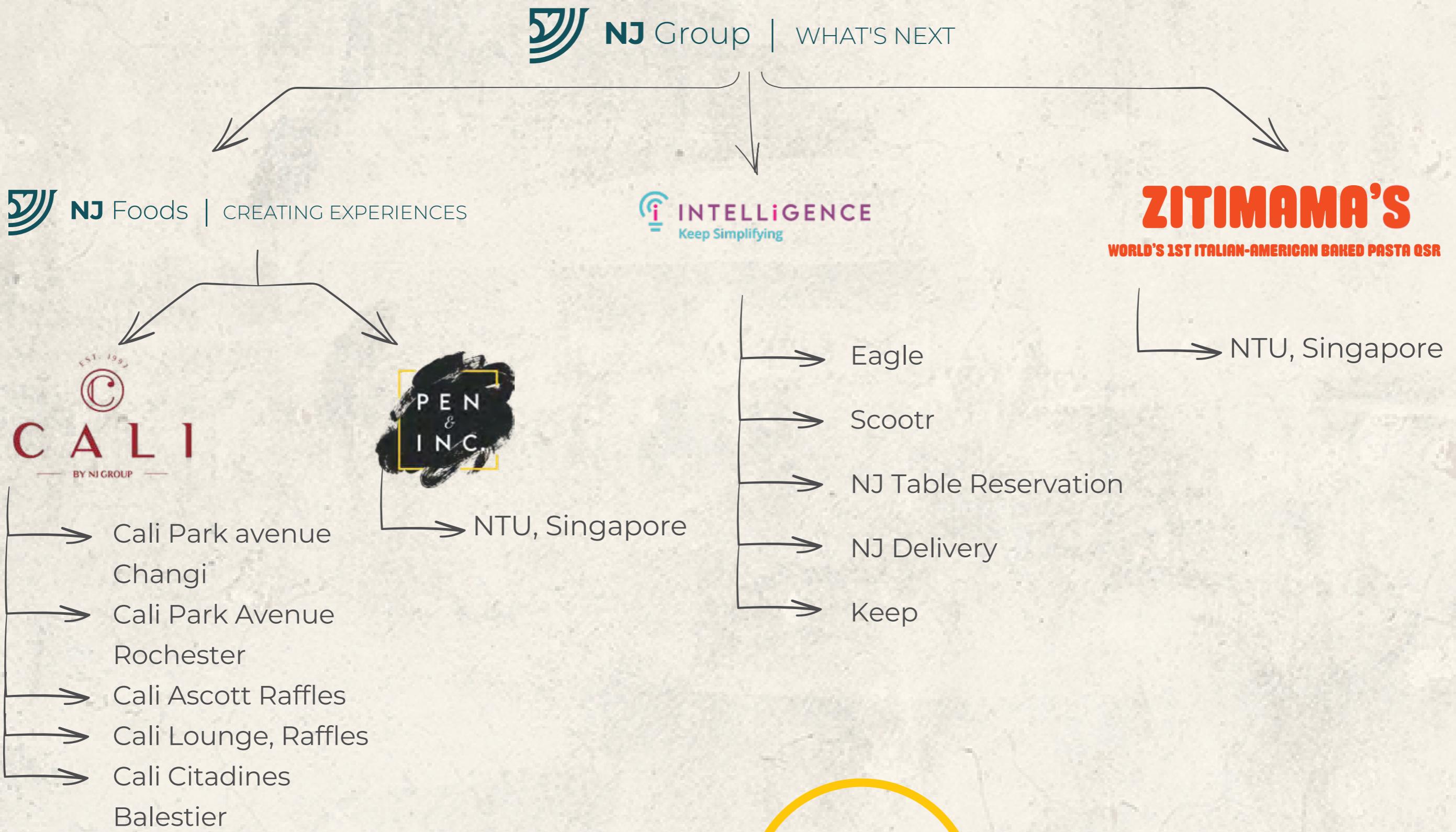


**Projected revenue by the year 2025: \$16.2 Million**



The above figure might vary from the actual.

# Our Brands

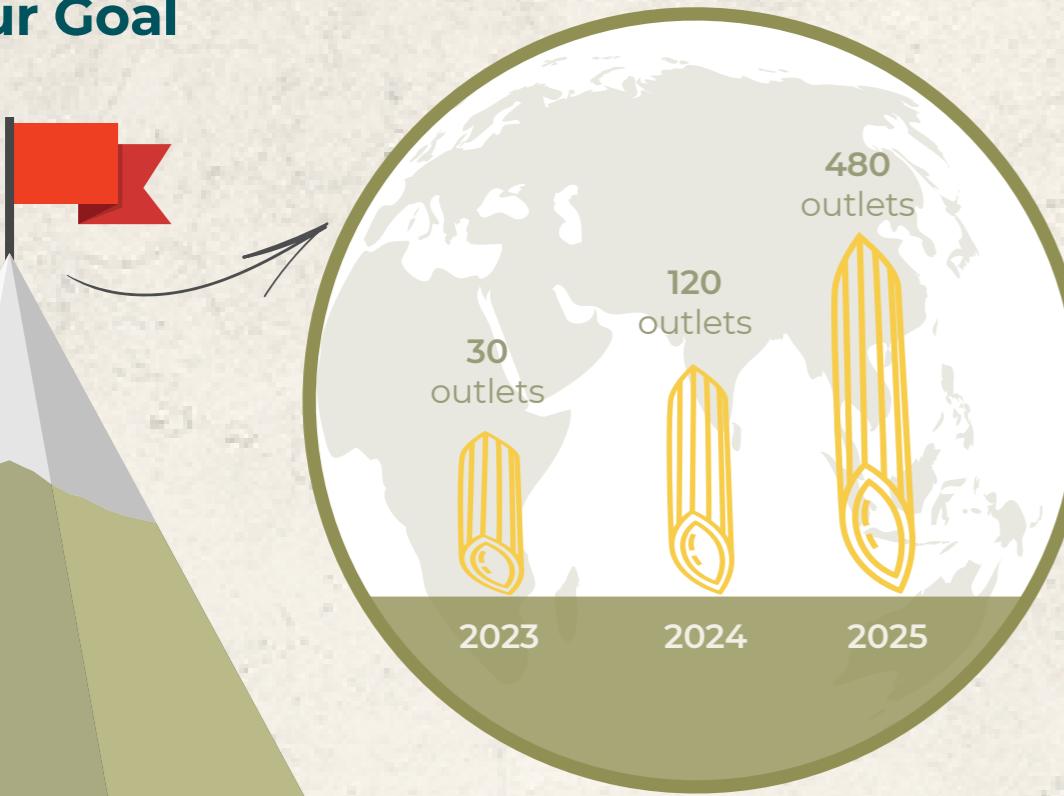


# The Game Plan

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

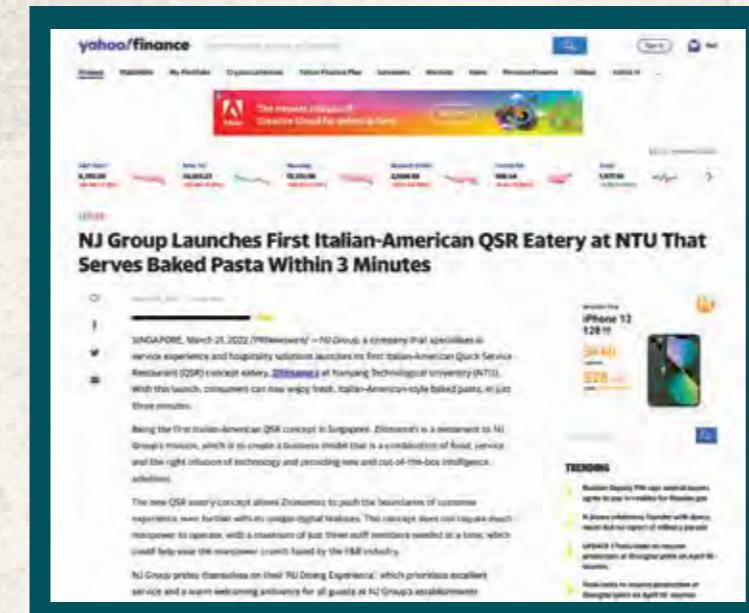
- 🔑 Before anything else, our challenge is to convince our audience that takeaway pasta can be served fresh, delicious and consistent.
- 🔑 We need to present ourselves as an innovative, tech-driven signature brand with an accessible voice and double helpings of personality.

## Our Goal



# The Highlights

<https://njisg.com/media>



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>

More media coverage:

	<b>Yahoo! Finance</b> 47M visitors/month [1]
	<b>Finanzen.net</b> 5M visitors/month [1]
	<b>AsiaOne.com</b> 949K visitors/day [3]
	<b>PinoyTechSaga</b> 317K visitors/month [1]
	<b>IT Biz News</b> 193K visitors/day [3]
	<b>branding in asia</b> 101K visitors/day [3]
	<b>ASEAN Briefing</b> 100K visitors/month [1]
	<b>Business Diary...</b> 82K visitors/month [1]
	<b>TechSign.in</b> 72K visitors/month [1]
	<b>TMGnet</b> 68K visitors/month [1]
	<b>Satellite @ T...</b> 66K visitors/month [1]
	<b>Outbound Call...</b> 66K visitors/month [1]
	<b>Communication...</b> 66K visitors/month [1]
	<b>MalaysiaInternet</b> 62K visitors/day [3]
	<b>TravelKing</b> 60K visitors/day [3]

# The Real Secret Ingredients

## 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.

**ZITIMAMA'S**



## 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.

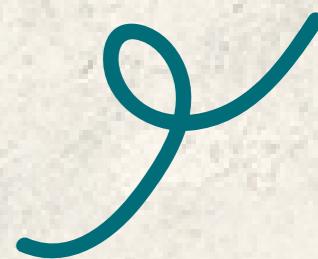
### **Social Impact & The Future**

#### **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?

**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.

## Franchise

### 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



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



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



@ZITIMAMAS

# Buon appetito!



**ZITIMAMA'S**

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