

## Start Up Pizza Consultancy

Having been prompted several times by some of our students and other new pizza shops owners to get assistance during their first opening days, it's now time to step into a new activity: I, Elia Tavernese and my great instructor Ricardo, we are about to create a new website, offering our experience in order to help all those wanting to be assisted into the opening period in their own new Pizza Shop.

We have already succeeded several times both in London and outside by giving great assistance to some of our students:

Yard Sale Pizza, first in Hackney, in only one year has reached a optimal level of success, so much so that they have now opened their second shop in Finsbury Park.

Same success happened to the London Pizza Room who, benefiting at their beginning of our assistance some months ago, they are now thinking to opening their second Pizza Shop.

Ricardo did greatly the same way at Barbarossa in Middlesbrough, once I went to teach some new students for my school in London.

We will tell you much more about our skills and references in our new website coming soon on the web, however here there are some of the fields we can teach you:

- A new Italian really sour dough...where no chemical yeast will be put into it, other than a pre-ferment. The dough is afterwards put into a very slow fermentation for the pleasure and digestibility of your gourmet customers.
- There is to say that your pizza made with our dough recipe, can be either eaten in, or taken home and even eaten the day later, re-hit without losing anything of its taste and softness (but not soggy at all).
- Our new conception of preparing some ingredients in order to give your customers an unforgettable taste and making them coming again and again.
- The menu setting and the pizza selling price following your market area.
- The theory of costs
- Our “secret” trick which, it alone, worth all the money you will give us for the entire consultancy: as with it you will get your pizza shop busy from the very first days.

And so much more, as we will tell you if you will request our full brochure information.

For now, please admire some pictures about our pizza made with the Elia's Pizza Dough.





### **Other styles of dough**

Just in case you wouldn't like this style of dough (it would be a pity but you are the one who chose) other styles of dough would be available and taught you anyway:

The Bier dough (slightly crispy but not at all dry)



And would you believe this is a gluten free pizza? It will be taught you as well.

