

BUSINESS NARRATIVE

Dv Imperia Inc. (DBA ITA Italian Street Food) wants to bring to California the idea of famous Italian Chef, Antonino Esposito, of an authentic Italian Grab-and-GO street food. We think that Hermosa Beach would be the perfect location for the flagship store.

Our main product will be Esposito's patented idea of "the Frusta/Pizza boat", a little boat-shaped pizza dough shell to be filled with fresh and top quality ingredients. This makes it easy to eat while walking!

The empty Frusta /Pizza boat will be actually Made in Italy in Antonino's certified Factory "Sorrento sapori e tradizioni" (<https://www.saporietradizioni.com/en/>) and will arrive frozen, to our place (via Preferred Freezer Warehouse for frozen foods). We only need to reheat the pizza bread and put the fresh toppings on it. Our other products Arancini, Panzerotti and any other food we will serve, are all pre prepared as well and only need to be reheated.

Our place will have no seats inside the facility and it will be only grab and go/take away (snack bar), with no waiters and no tables.

Our idea is to expand and create a franchise of Italian street food Fast food across the United States.

*Every product will be reheated in a certified Ventless warming device as stated by the Health Department. Nothing will be actually made and cooked in the facility.

Thank you for your attention.

Best regards
Daniele Bonaiti

MENÙ



- PIZZA BOAT (pre-baked pizza bread)
- tomato sauce, mozzarella cheese.
 - ham, mozzarella cheese.
 - prosciutto (parma), argula, mozzarella cheese.
 - cherry tomatoes, olives, mozzarella cheese.
 - artichokes, eggplant, mozzarella cheese.
 - mortadella bologna, pistacchio, mozzarella cheese.
 - salami, tomato sauce, mozzarella cheese.
 - nutella.



- FRUSTA® (Antonino Esposito's patented) (pre-baked pizza bread)
- tomato sauce, mozzarella cheese.
 - spinach, mozzarella cheese.



- ARANCINI (pre-pepared)
- rice, tomato, mozzarella cheese.
 - rice, ragù sauce, mozzarella cheese.
 - rice, philadelphia, cheddar, jalapeño.



- PANZEROTTI (pre-pepared)
- tomato sauce, mozzarella cheese.



- FOCACCIA SANDWICH (pre-baked focaccia bread)
- mozzarella cheese, ham, lettuce.
 - mozzarella cheese, prosciutto (parma).
 - eggplant, zucchini, lettuce
 - mozzarella cheese, artichokes, speck.



- PIZZA ROMANA (flat bread) (pre-baked pizza bread)
- tomato sauce, mozzarella cheese.
 - ham, mozzarella cheese.
 - prosciutto (parma), argula, mozzarella cheese.
 - artichokes, eggplant, mozzarella cheese.
 - mortadella bologna, pistacchio, mozzarella cheese.
 - salami, tomato sauce, mozzarella cheese.



- DELIZIA AL LIMONE
- little cake whit lemon cream.

4. A description of the basis for requesting a reduction in required parking pursuant to Section 17.44.210 of the Zoning Ordinance.

ITA Italian Street Food purchased the business formerly known as Hooked with the hopes of creating a special grab'and'go concept with pre-cooked Italian food. There will be absolutely no physical changes to the interior or exterior layout of the facility other than the re-positioning or addition of new equipment. The number of seats will actually be reduced to ten (10) and all of these seats will be on the patio.

Most of the equipment will remain the same with a few exceptions. Prior to making an offer for the purchase of Hooked, the principals met with a representative of the health department to identify ventless food heating options given the absence of a hood and exhaust system at the location. Specification sheets for this equipment is included with this application.

The current Parking Plan for this location does not allow the use of ovens or stoves. Our chosen ventless heating unit recommended by the health department does not require an exhaust system. We are hoping the Parking Plan will be modified to eliminate the word oven or modified to specify ovens that require exhaust systems.