



COMPANY PROFILE 2026

GIANGUSTO

Italian taste in a contemporary format.

Founded in 1997, GianGusto is an Italian fast-casual food brand, specialized in Piadine, Wraps, PiadaBurgers and healthy Bowls.

Our goal is to combine Italian craftsmanship with the speed and efficiency of modern food service.

Today, GianGusto operates 28 locations in Italy and abroad, with a scalable business model ready for international expansion.





MISSION & VISION - Serving Excellence Since 2003

MISSION

To deliver an authentic, fast, and wholesome food experience, using carefully selected, high-quality ingredients.

VISION

To become the international benchmark for contemporary piadina - versatile, modern and a true symbol of Italian identity.

CORE VALUES

Authenticity

Consistent quality

Innovation

Conviviality

Local artisanal roots

Standardization and control

Technology and simplicity

Warm and accessible customer experience

OUR STORY

In 1997, two young and enterprising founders observed a changing society and the emergence of new out-of-home consumption habits.

Paolo Malfassi recognized that Italian consumers were seeking flavor, speed, and authenticity. Together with Leonardo Bagnoli, he envisioned bringing the piadina beyond Romagna, combining artisanal tradition with industrial efficiency.

In 2003, L'Altra Piadineria was founded, later evolving into GianGusto.

Today, a symbol of Italian entrepreneurship and friendship worldwide, GianGusto is still led by Paolo Malfassi, CEO of L'Altra Piadineria Srl, and Leonardo Bagnoli, now President of Sammontana Italia Spa, a group that includes internationally renowned brands such as Bindi and Forno d'Asolo, recognized for quality and innovation.

THE FORMAT: MODERN, FLEXIBLE, ITALIAN

GianGusto seamlessly adapts to different environments, such as: shopping malls, outlets, travel retail locations, urban streets and high-traffic areas

STORE TYPES

FORMAT	DESCRIPTION	SIZE
Small	Corner / kiosk / food truck	30 - 50 sqm
Medium	Quick service	40 - 80 sqm
Large	Destination store with café and gelato area, including seating	100 - 120 sqm

Warm and recognizable design, natural materials, and a welcoming, convivial atmosphere.



THE PRODUCT: Piadina as a flavor experience

Piadina: the beating heart of the brand. Made with sourdough, produced in Romagna and flash-frozen raw (IQF) to ensure quality and food safety.

ADVANTAGES OF OUR BASE

18-month shelf life – up to 3 days after thawing

High hygienic standards and certified traceability

Guaranteed digestibility and freshness

Simple FIFO management, even for non-specialized staff

AVAILABLE DOUGH OPTIONS

TYPE	CHARACTERISTICS
Classic	According to traditional Romagna recipe
4 Grains	100% plant-based, rich in fiber and protein

THE MENU

A COMPLETE OFFERING FOR EVERY MOMENT OF THE DAY

Classic and gourmet piadine: authentic taste and high-quality ingredients

Wraps and “Rotoloni”: practical, filling, and perfect for take-away

PiadaBurger: American flavors inside a Romagna flatbread

GianGusto Bowls: light, well-balanced salads

Sweet piadine and snacks: ideal for treats and indulgent breaks

Menus are inclusive for vegetarians, vegans, and people with food intolerances, with clear icons and full transparency.

TRADITION AND INNOVATION

Preparation of a ***piadina in under 4 minutes***. An integrated system including:

Self-ordering ***kiosks***

Centralized management system

Real-time control of orders, costs, and staffing

A scalable, efficient, and sustainable model, ideal for ***modern food service***.

GIANGUSTO'S KEY FIGURES

INDICATOR	AVERAGE VALUE
Active locations	28
Number of countries	2
Average net receipt	€ 12.80
Food cost + packaging	25%
Rent impact (over 100 piadine/day)	7–10%
Average wait time for first piadina	4 minutes
Orders handled per line per hour	up to 80

TECHNOLOGY & CONTROL

A fully integrated management system:

Digital POS and ordering

Supplier portal and logistics management

Shift scheduling and performance management

Real-time financial analytics

Delivery, take-away and click & collect

Remote multimedia control

The franchisee manages everything from a single platform.



SUSTAINABILITY & RESPONSIBILITY

**FOR GIANGUSTO, QUALITY IS ALSO
ETHICAL:**

Controlled supply chain and zero waste

High-quality frozen ingredients

Recyclable, eco-friendly packaging

Focus on well-being and food
transparency

***“Taste is even better when
it’s responsible.”***

GIANGUSTO FRANCHISING

Joining GianGusto means gaining access to a solid, proven system, backed by the logistical and commercial support of Sammontana Italia S.p.A.

WHY CHOOSE GIANGUSTO

Recognized Italian brand

Italian cuisine recognized as an Intangible Heritage of Humanity by UNESCO

Versatile and adaptable format

Integrated logistics and B2B platform

High-quality semi-industrial products

Centralized marketing with national and local campaigns

PARTNERS AND RECOGNITION



MAESTRI DEL DESSERT®

GIANGUSTO

FRANCHISEE SUPPORT

PHASE	SUPPORT PROVIDED
Initial contact	Information
Contract formalization (in compliance with current regulations)	Delivery of pre-contractual documents and draft franchise agreement for signature
Store development	Feasibility study; architectural, plumbing, and electrical design
Opening	On-site training and opening support
Marketing	National and local campaigns
Operations	Management software and controlled supply chain
Ongoing support	Supervision, performance analysis, and customer care

FINANCIAL TERMS

ITEM	VALUE
Entry fee (Italy)	€ 25.000,00
Royalties	5%
Marketing contribution	1%
Minimum personal investment	from € 50.000,00
Contract duration	6 years
Store size	from 30 to 120 smq



*Authentic Italian taste,
served with simplicity.*