Abruzzo is a region in Italy, its western border lying less than 50 miles (80 km) due east of Rome. Abruzzo borders the region of Marche to the north, Lazio to the west and south-west, Molise to the south-east, and the Adriatic Sea to the east. Although it is geographically more of a central than southern region, ISTAT (the Italian statistical authority) considers it part of Southern Italy, a vestige of Abruzzo’s historic association with the Kingdom of the Two Sicilies.

Abruzzo is located in central Italy, stretching from the heart of the Apennines to the Adriatic Sea, on a mainly mountainous and wild land. The mountainous inland is occupied by a vast plateau whose highest peaks are the Gran Sasso (2,912 m) and Mount Majella (2,793 m). The Adriatic coastline is characterized by long and sandy beaches to the north and pebbly beaches to the south. Both the agricultural and coastal aspects of Abruzzo have contributed to its cuisine. One of the most prominent dishes of the region is maccheroni alla chitarra. This dish is created by pressing or cutting pasta through an instrument called a chitarra, creating long thin noodles similar to spaghetti. The pasta is served with a tomato-based sauce, often flavored with peppers, pork, goose, or lamb. This dish is served with complementary regional side dishes, such as the bean and noodle
The National Archaeological Museum of Chieti re-opened with a new setting which emphasizes the cultural variety of ancient Abruzzo; the land was inhabited by the strongest Italic tribes such as Peligni, Marrucini, Frentani, Vestini and Sabini, who developed their civilizations between the Iron Age and High Middle Ages, so the Museum has been structured according to ethnic-territorial systems also related to the sceneries of Mediterranean and European culture.

The Vestini people on the Adriatic Sea
They occupied the area of the province of Pescara and Penne was the main town of settlements and rural villages, which relied on agriculture and stock raising. The settlement at the mouth of the river Pescara, Ostia Aterna (end of 2000 B.C.), was shared with the Marrucini and Peligni peoples. The hills which overlook Pescara housed protohistoric settlements and necropolis dating back between the 6th and the 4th centuries B.C.; the settlement of Pinna Vestinorum prevailed (6th-3rd centuries B.C.) and became a Roman municipium. Pescosansonesco housed a remarkable sanctuary dedicated to a goddess and belonging to the 5th-4th centuries B.C.

The cismontane Vestini people
This tribe was distributed on the area of the province of L’Aquila, and they occupied different areas; necropolis (9th century B.C.) were found in Bazzano, Fossa, Varranone, Peltuinum, Capestrano, with male and female graves which preserved precious objects. The town of Civita di Bagno still preserves typical Roman features, while the main centre was Peltuinum, whose urban asset was planned on the plain of Navelli, on the route of the cattle-track L’Aquila-Foggia.
The Adriatic coastline, running down from the river Tronto in the north of Abruzzo, is dominated by olive groves and olive trees. These groves, dating back to ancient times, characterise both the countryside and the towns, and bear testament to the agricultural development of the region over many centuries. The history of the olive tree is intertwined with the local culture, reinforcing the Mediterranean trilogy of olive oil, bread and wine. These trees are enduring symbols of Man’s involvement with the land, and also his connection to the sacred world. The quality of extra virgin olive oil in Abruzzo is now able to be evaluated through recent agronomic research. The criteria are many: the composition of the fruit and its organoleptic properties, the plant varietal, the growing period of the crop, the type of soil, the climate, the method of harvesting and the processes used by the olive mills. All these and other factors, geographic, environmental, agronomical and technological, have a bearing on the quantity and quality of the crop.

Olive plants originated probably in the Cretaceous era, and nowadays the genus comprises about 30 diverse ‘families’ made up by 500 arboreal, shrub and creeper species. These are to be found all over the world in both tropical and temperate zones. The ‘Olea Europaea’ is the olive most typical of the Mediterranean region. It has a huge significance not only as a food crop, but also provides a deeper symbolical and religious element to the countryside. Where the olive is cultivated, the holm oak provides a counterpoint as the wild vegetation of the region.

Olive trees can grow to noble proportions and have been known to survive for over a thousand years. The cultivated varieties, descended from wil-
der forebears, are to be found on hillsides and plateaux, being grown in the same way as they have been for many centuries. The Abruzzan topography is well suited to their cultivation, and provides many distinctly regional oils of high quality. There are at least 20 local varietals, and even now 26 actual trees with Monument status due to their age or rarity. These trees represent the evolution of the Abruzzan agrarian economy in the regions between the mountains and the sea.

Extra-virgin cold-pressed olive oil is one of Abruzzo's main food products and is used as a basic ingredient in every type of local dish. A light and delicate oil is suitable for fish, white meat, salad, soft cheeses and in mayonnaise. A more robust full-bodied oil complements red meat, bruschetta, tomatoes, grilled vegetables, mushrooms and beans. It forms an absolutely integral part of the local diet. Olive oil production can be viewed as a cultural journey of historical importance. The ancient 'Oil Routes' meander through the hills and olive groves as they did centuries ago. The first olive cultivations can be traced back to the Italic tribe of the Pretuzi, who farmed in the Teramo region in the 3rd Century BC. In Roman times the 'Vestina' area (now Pianella, Moscufo, and Loreto Aprutino) was famous for its oil. Virgil mentions the oil of the Marsican region whilst Ovid described the excellent quality of the oil from the Peligna valley. Nowadays the origins and qualities of different olive oils are protected by the DOP label, which both certifies and guarantees the excellence of their provenance, cultivation and production.
To produce and select high-quality foodstuffs, using methods that are environmentally friendly and that carry on a tradition of healthy and authentic food — this is the mission that we here at Delverde have pursued since the very beginning, in a setting that is close to nature and respectful of its values. Our production methods are reflected in the choice of the name Delverde, inspired by the pure waters of the Verde river that has its source in the nature-protected Majella massif. This is the added value that Delverde brings: the choice of natural production methods, using only the purest water and the very best durum wheat semolina. All Delverde products pay tribute to the flavours of the perfectly balanced Mediterranean diet, and stay true to the raw materials. From our selection of pastas, to our olive oils, tinned tomatoes, and ready-made sauces, Delverde products are beloved by gourmets for their genuinely natural and unmistakable taste.
A “trabocco” is a fishing machinery constituted by a platform built on girders that are immersed in the sea and has long wood bars which hold a large net moved by a hoist; a small wood cabin is placed in the centre of the platform and is a shelter for fishermen. Gabriele D’Annunzio dedicated a long description of these typical buildings in the pages of his novel “The triumph of death”, as he often walked from Francavilla to Ortona and observed the complex structure of poles, nails, ropes and wires which gave the resistance against the force of the sea.

Despite the archaic appearance, the “trabocco” is a structure of complex engineering which had been improved during centuries of experience: it was probably created by a group of sephardic families who settled in these places around 17th century. The oldest specimen are of more than a hundred years, as the trabocco of Punta Mucchiola (1880) and the one of the stone of Rubbanhille (1877).

The ability to survive to the force of the sea and the destruction of violent natural elements comes from a continuous work of maintenance and reconstruction; today “trabocchi” have no longer an economic function but they have become a tourist attraction as a symbol of the territory; some have been transformed into terraced restaurants and one has become an Information Centre.

This great example of local architecture is the symbol of a perfect balance between man, land and sea along this coast.
THE BEST ITALIAN FOOD FOR THE WORLD

The format is that of a "fast food" of Italian products that can be consumed "in loco" and/or as "take away", like pasta, sauces, pizza, icecreams, wines, coffee.

The "pasta, pizza and icecream" products are treated with an innovative freezing system that keeps unaltered all the organoleptic qualities of the original products. We are planning to open different selling points in the world (Jakarta, Abu Dhabi, Dubai, Russia, The United States, Canada, Australia, London, Instanbul, etc.). In every country, city or region, we are looking for a "MASTER FRANCHISING" to supply with our products. He should keep them in a freezing warehouse and distribute them to the various selling points (franchisee); besides they should take care of the relations with the franchisee trying to develop the network. The formula foresees the last process on the spot (either in New York or in Tokio) and, very important, there is no need of a kitchen or a chef (they would increase the cost considerably).

The cost-quality relation is extremely favourable and competitive, since our goods ensure the taste and care of the best homemade Italian products at a price similar to the industrial ones.

on food specialized pasta, pizza and made icecream whose last making is done on the spot.

We send, in attached form, a model concerning the "Master Franchising" we are looking for, with the commercial competences he should have.
The costs concerning the "Master Franchising" are related only to:

- the rent of a freezing place in a warehouse;
- the purchase of an icecream machine (Euro 25,000);
- the rent or the purchase of a freezing van to deliver the products.

The fixed costs concerning the "Franchisee" (final seller) are:

- the furnishing of the premises (that should be the same for all the shops) around Euro 30,000; (it’s difficult to fix a price before choosing the premises).
- Anyway the Euro 30,000 include: 1 backcounter, a counter for the pasta, a counter for icecreams, 1 pasta cooking machine, a coffee maker, an electric oven for pizza, a microwave oven (as in page 2).

We would like to underline that there is no "Entry Fee" for the first five shops of a "Master franchising" network.

We remain at your disposition for further information and explanation. Thanking you for your attention I hope to hearing from you soon.
**Show Room**

The premises where the catering activity is held should be similar to the show room above, taking in consideration the peculiarities of every selling point.
In the given price, anyway, (as in the photo) the furnishings listed below are comprised:

- a backcounter cm. 300
- an icecream counter cm. 165
- a pasta and pizza counter cm. 200
- a cash counter cm. 100
- a pasta cooking machine with 4 baskets
- a microwave oven
- a pizza oven
- a coffee maker
- 10 polycarbonate chairs
- 2 tables of cm. 70
- 1 table of cm 60
- a furnishing background panel
- a backlit sign of cm. 150x90
- an icecream machine

Only for the first ten shops there will be no Entry fee (Euro 30,000) and the cost of the above furnishings is of Euro 30,000.
PHOTOS OF THE DIFFERENT KINDS OF PASTA

Una porzione di pasta 200 gr. e 150 gr. di sugo
OUR SAUCES

Tomato
Arrabbiata
Ragù

Pesto
Truffles and mushrooms

Our sauces are 150 gr.
The hand-made icecream, either cream or fruit, has traditional and seasonal tastes.

The lemon and coffee sorbets are a typical speciality of Gustoitaly.

It is possible to take away ice cream.
The icecream brioches are something gluttonous and an appetizing novelty. They can be made by all the offered tastes and they can be enjoyed at any time.

The icecream cakes can be only taken away.
We can offer the margherita pizza (tomato and mozzarella) with a cm. 17 diameter, for a snack. For a meal we can offer a cm. 30 diameter pizza.

It is possible to take away pizza
Our olive oil comes from our Abruzzo hills. It is particularly tasty and light. It has been renowned for many centuries for its organoleptic qualities. Only take away.
OLIVE OIL

THE COLOR OF THE OLIVES

...as an indicator of right ripeness, when typical changing tones from green-purple to red-grape corresponding to the veraison, determine the best time to their picking.

Fresh olives, picked directly from the tree by skilled hands to preserve all their integrity and to obtain a superior extravirgin olive oil, with high content of polyphenols and other important chemical compounds.

“OLEUM EX ALBIS ULMS”

The quality obtained from clear olives...

...so, already during Roman time was defined, the best olive oil according to the different fruit maturity, distinguishing it from:

“VIRID”
when the olives begin to turn black

“MATURUM”
by ripe olives

“CADUCUM”
by olives picked from the ground

“GIBARUM”
by overripe (decayed) olives (destinated only to the slaves)

FOR YOUR TABLE AND FOR ALL SPECIAL OCCASIONS

...in a dark bottle, to protect all its value and to make an important moment the approach with your favourite food...

Shapes, colors, materials, in perfect harmony with the nature of the product itself...

...when a gift wants to be a sign of your style and good taste.
Abruzzo is famous all over the world also for its wine. It is much appreciated and it has won many prizes. It can be found in the best restaurants in the world.

Trebbiano (white wine)  Cerasuolo (rosè wine)  Montepulciano (red wine)
Esportiamo i grandi valori d'Abruzzo.
Two or three operative units are requested for every shift and it is not requested any kind of experience in the sector.

We require respect for the customer, the utmost cleanliness, linked with a spirit of initiative and a good capacity in the interpersonal relations.

Before inserting the operative units we foresee a two-day training course held in the operative site of the franchisee or in the selling point.
What will the master franchising earn?

The Master franchising will earn on product sales, on the points of sale that will be opened and also receiving increasing production bonuses for targeting planned goals.

What will the economic duty be for the Master Franchising?

A) The rent of the warehouse  
B) The delivery of the goods to the points of sale  
C) The rent of a 40/50 mq place where installing a creaming machine (that is made in Italy at the cost of about 30,000 Euros) for producing hand made ice-cream with the components sent from Italy. The above mentioned place is supposed to be equipped with a refrigerator whose cost is variable according to the country.
**What are we looking for?**

A master franchising, if it is possible in the food sector and that has a franchising in a city, a region or a country, depending on the resident numbers. This will favour the opening, in his district, of several points of sale organized as franchisee.

**What do we ask to the master franchising?**

A) An freezing area in a warehouse in order to keep the food frozen after it arrives by container from Italy  
B) A 40/50 mq place where to produce home-made icecream  
C) An equipped van for transporting the frozen food from the warehouse to the points of sale  
D) The points of sale will be managed directly by the franchisee, so the master franchising will have the supervision on every point of sale in the given area.
ECONOMIC ACCOUNT

<table>
<thead>
<tr>
<th>DESCRIZIONE</th>
<th>EURO</th>
<th>ANNI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatturato primo anno</td>
<td>75000</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>100000</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>105000</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>120000</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>135000</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>150000</td>
<td>5</td>
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<table>
<thead>
<tr>
<th>PRODOTTI</th>
<th>EURO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pasta</td>
<td>66000</td>
</tr>
<tr>
<td>Vino</td>
<td>10000</td>
</tr>
<tr>
<td>Pizza</td>
<td>30000</td>
</tr>
<tr>
<td>Gelato</td>
<td>35000</td>
</tr>
<tr>
<td>Caffe</td>
<td>50000</td>
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</tbody>
</table>
The economic account is definitely interesting. At the beginning the selling points are planned in the most important cities in the world and with a considerable amount of inhabitants.

We trust a master franchising and the receipts should be Euro 400,000 (three selling points).

While the receipts for the franchisee Euro 120,000 (1 selling point)

<table>
<thead>
<tr>
<th>Initial investment</th>
<th>Euro 30,000 (furniture and equipment for one selling Point)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The best location</td>
<td>Centre, malls, near offices, etc.</td>
</tr>
<tr>
<td>Average area</td>
<td>20/40 square metres + tables</td>
</tr>
<tr>
<td>1st year turnover</td>
<td>60,000/90,000</td>
</tr>
<tr>
<td>Turnover in the following years</td>
<td>100,000/150,000</td>
</tr>
<tr>
<td>Requested staff</td>
<td>2 or 3 people for every shift</td>
</tr>
<tr>
<td>Contract term</td>
<td>5+5 years</td>
</tr>
<tr>
<td>Opening days per year</td>
<td>300</td>
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</tbody>
</table>