

## Novanta University Ave. Business Plan

- I. The Business
  - A. Novanta is a counter service Neapolitan pizzeria.
  - B. Our company name is Bonta, Inc. which does business as Novanta.
  - C. Bonta, Inc. is owned and operated by Nicholas Mattioli.
  - D. Our marketing strategy is exercised through word of mouth, Facebook, Google, and Yelp.
  - E. We will have between 15 to 20 employees at any given time of the year.
  - F. We have two full time general managers: Esteban Francia and Gladys Romero.
  - G. We have a business insurance policy and a worker's compensation insurance policy through American Family Insurance.
  - H. The University Ave. Novanta will be our second Novanta.
  - I. Our first Novanta is located at 8452 Old Sauk Rd. Madison, WI 53562 and was opened on June 27, 2013 and is still in full operation.
  - J. Both Novantas will operate under the same food/beverage menu.
  - K. A copy of our financial pro forma is attached.
  - L. We are receiving a business loan through Monona Bank for our University Ave Novanta opening.
  - M. Our hours of operation are Monday-Saturday 11am-9pm and Sunday 11am-8pm.

# Build Your Own Pizza

ADD TOPPINGS TO A  
MARGHERITA OR ANY OTHER PIZZA

**MARGHERITA** San Marzano Tomato Sauce,  
House Mozzarella, Olive Oil, Basil



## MEAT TOPPINGS .75

Italian Sausage  
Salame  
Spicy Salame (Pepperoni)  
Ham  
Anchovies

## CHEESE TOPPINGS .75

House-Made Mozzarella  
Gorgonzola  
Fontina

## VEGETARIAN TOPPINGS .50

Kalamata Olives  
Cherry Tomatoes  
Mushrooms  
Arugula  
Roasted Peppers  
Basil  
Onion  
Truffle Oil

## SPECIAL TOPPINGS

Prosciutto di Parma  
Water Buffalo Milk Mozzarella  
Smoked Water Buffalo Milk Mozzarella  
Parmigiano Reggiano Shavings  
Pesto  
Chicken



**PIZZAS ARE ABOUT 10 INCHES IN DIAMETER.  
WE RECOMMEND 1 PIZZA PER ADULT.**

## FLAT, WOOD-OVEN-BAKED BREAD

Focaccia with Pecorino Romano, Oregano, Garlic,  
Served with Olive Oil and Balsamic Vinegar **3.50**

## PASTA BOLOGNESE

Bolognese Sauce Made from Beef, Pancetta,  
San Marzano Tomatoes, Red Wine, and Parmigiano Reggiano,  
Slowly Cooked for Hours. Served over Penne Pasta. **9**

# Mozzarella Bar

## CAPRESE

Wisconsin Cow Milk Mozzarella (Made at Novanta Every Day),  
Cherry Tomatoes, Pesto, Olive Oil, Balsamic Vinegar.  
Served with Bread. **10**

## Mozzarella Substitutions

Water Buffalo Milk (Italy) +2  
Smoked Water Buffalo  
Milk (Italy) +3

## More to Add

Prosciutto  
Salame  
Spicy Salame (Pepperoni)

# Insalate

*Mixed Greens, Olive Oil, Balsamic Vinegar*

## EMILIANA

Parmigiano Shavings, Cherry Tomatoes **7.50**

## GARBANZO

Parmigiano Shavings, Chickpeas, Kalamata Olives,  
Sweet Peppers **8.50**

## GORGONZOLA

Gorgonzola, Dried Cranberries, Walnuts **8**

**HALF SIZES AVAILABLE**

# Dolci

## TIRAMISU

Ladyfinger Cookies Dipped in Espresso,  
Mascarpone Cream, Cocoa **5**

## GELATO

Vanilla, Chocolate, Hazelnut **3.50**

## CHOCOLATE TRUFFLE GELATO

Zabaione Cream Center Surrounded by Chocolate Gelato,  
Topped with Cocoa and Caramelized Hazelnuts **4.50**

## PIZZA NUTELLA

Pizza Stuffed with Nutella **8.50**

## LEMON SORBETTO

Lemon Sorbet Served Inside a Natural Lemon Shell **4.50**

## GRAHAM CRACKER CAKE

Graham Crackers, Dolci di Latte,  
Homemade Whipped Cream, Chocolate Syrup **5**

## CANNOLI

Cookie Shell Filled with Ricotta Cream  
and Chocolate Chips **4**

## Vino

### RED

Montepulciano **6 glass / 15 carafe / 23 bottle**

Chianti **7 glass / 17 carafe / 25 bottle**

Barbera **8 glass / 19 carafe / 28 bottle**

### WHITE

Chardonnay **6 glass / 15 carafe / 23 bottle**

Pinot Grigio **7 glass / 17 carafe / 25 bottle**

Moscato **7 glass / 17 carafe / 25 bottle**

Prosecco **8 split / 28 bottle**



## Birre

New Glarus (Wisconsin) **3.50**

Stiegl Grapefruit (Austria) **4**



## Bevande

Fountain Soda **1.90**

Aranciata San Pellegrino **2.25**

Limonata San Pellegrino **2.25**

Coca-Cola/Sprite Glass Bottle **2.50**

Sparkling Water **2.50**

Espresso **2.50**

Hot Tea **1.25**

Iced Tea **3**

# Novanta®

NEAPOLITAN PIZZERIA

## Pizze

### Tomato Sauce

*San Marzano Tomato and Olive Oil*

#### MARGHERITA

Mozzarella, Basil **8.25**

#### REGINA

Water Buffalo Milk Mozzarella, Basil **9.50**

#### SALSICCIA

Mozzarella, Italian Sausage, Mushrooms, Garlic, Basil **9.50**

#### VEGETARIANA

Mozzarella, Roasted Peppers, Olives, Mushrooms, Basil **9.75**

#### PEPPERONCINI

Mozzarella, Spicy Salame (Pepperoni),  
Pepperoncini Peppers, Garlic, Basil **10**

#### DIAVOLA

Mozzarella, Spicy Salame (Pepperoni), Onion, Basil **9.50**

#### NAPOLETANA

Mozzarella, Anchovies, Basil **9**

#### PULCINELLA

Smoked Mozzarella, Oregano, Garlic, Basil **10.25**

### No Tomato Sauce

*Olive Oil*

#### ALICE

Mozzarella, Pecorino Romano, Fontina,  
Onion, Basil, Balsamic Glaze **10.50**

#### SIENNA

Mozzarella, Cherry Tomatoes, Basil **9**

#### PESTO

Mozzarella, Pesto, Cherry Tomatoes, Pecorino Romano **9.25**

#### TOSCANO

Mozzarella, Cherry Tomatoes, Roasted Peppers,  
Onions, Garlic, Basil **9.25**

#### LOMBARDA

Pear, Gorgonzola, Arugula **8.75**

#### MARSALA

Mozzarella, Marsala Cream, Mushrooms,  
Onion, Basil **10.50**

# Novanta®

NEAPOLITAN PIZZERIA

MON-SAT: 11 AM-9 PM

SUN: 11 AM-8 PM

608.831.7740 • [www.Novanta.biz](http://www.Novanta.biz)

8452 Old Sauk Road, Madison, Wisconsin 53562

