

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®

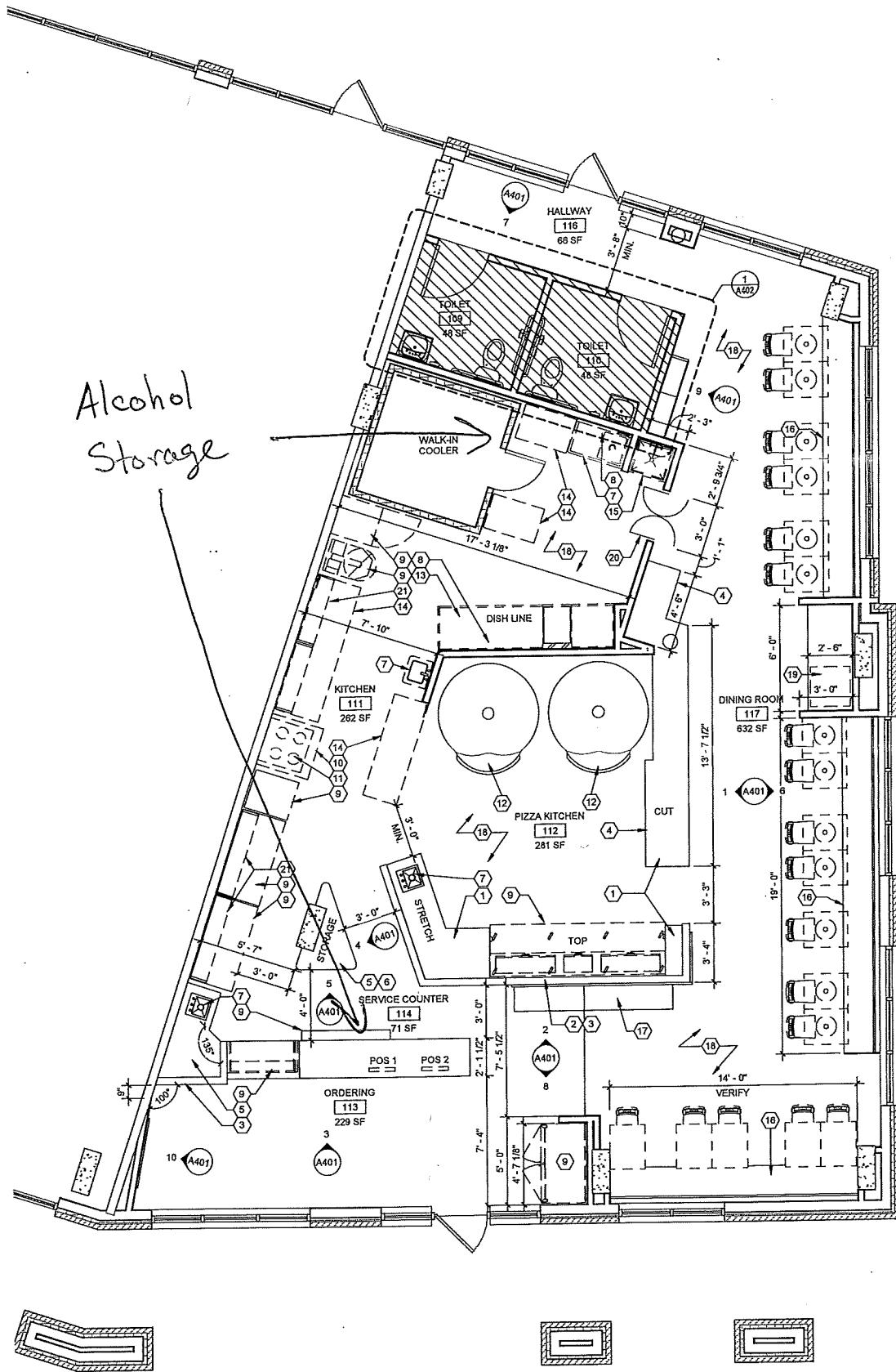
NEAPOLITAN PIZZERIA

MON-SAT: 11 AM-9 PM

SUN: 11 AM-8 PM

608.831.7740 • www.Novanta.biz

8452 Old Sauk Road, Madison, Wisconsin 53562



Alcohol Storage

WALK-IN COOLER