



Acquire Purezza — The UK's Pioneer in Plant-Based Pizza

Founded in 2015, Purezza has established itself as one of the UK's most recognised vegan pizza restaurant brands, pioneering premium plant-based Italian dining.





EXECUTIVE SUMMARY

With award-winning recipes, a loyal customer base, and strong brand recognition across the vegan and mainstream food sectors, Purezza represents an exciting acquisition opportunity for strategic investors, hospitality groups, franchise operators, or private equity firms seeking exposure to the fast-growing plant-based dining market.

Why Purezza?

MARKET-LEADING BRAND

- Recognised as the UK's first vegan pizzeria
- Established customer loyalty and strong social media following
- Multi-location presence in key UK cities including Brighton, Camden, and Manchester
- Proven demand from both vegan and non-vegan consumers

AWARD-WINNING PRODUCT INNOVATION

Purezza has built a reputation for:

- Artisan sourdough pizza bases
- In-house vegan mozzarella development
- Sustainable and allergen-conscious menus
- Innovative Italian-inspired dining experiences

The company has received multiple industry awards and recognition within the UK pizza and vegan restaurant sectors.

Business Highlights

ESTABLISHED OPERATIONS

- Operational since 2015
- Proven multi-site restaurant model
- Experienced management and culinary team
- Strong operational systems and supply chain relationships

STRONG CONSUMER TRENDS

The global shift toward:

- Plant-based dining
- Sustainable food consumption
- Ethical consumerism
- Health-conscious eating continues to create long-term growth opportunities for brands like Purezza.

EXPANSION POTENTIAL

Significant opportunities exist for:

- UK regional expansion
- International franchising
- Retail product development
- Delivery kitchen concepts
- Consumer packaged goods
- Strategic licensing partnerships



Brand Positioning

“PLANET SAVING PIZZA”

Purezza has successfully positioned itself at the intersection of:

- Premium casual dining
- Sustainability
- Ethical food innovation
- Modern lifestyle branding

Its mission-driven identity resonates strongly with younger demographics and environmentally conscious consumers.

Investment Highlights

KEY STRENGTHS

- Established and differentiated market position
- Strong brand identity and loyal customer following
- Scalable business model
- High-growth plant-based food sector exposure
- Strong media and consumer recognition
- Proven product innovation capability



Transaction Opportunity

We have been instructed to seek best offers for this leasehold business.

Contact Information

For confidential discussions, financial information, and further due diligence materials, interested parties may contact:

Seller Representative
Andrew Robinson of AJR Leisure

Email: andrew@ajrleisure.co.uk
Mobile: 07967 184320