

SMOKEHOUSE AND MEAT LAB

THE AMERICAN SMOKEHOUSE
EXPERIENCE MEETS THE ELEGANCE
OF CHICAGO GENTLEMAN'S CLUB



COMPANY PROFILE:
PAVI S.R.L.

COMPANY PROFILE & VISION

*Chicago's
Gentleman's Club*

PAVI S.R.L. IS THE COMPANY THAT OWNS AND DEVELOPS THE WHISKERS SMOKEHOUSE BRAND, AN INTEGRATED FOOD AND PRODUCTION ECOSYSTEM DEDICATED TO CELEBRATING THE CULTURE OF TRADITIONAL AMERICAN BARBECUE (LOW & SLOW).

THE CONCEPT GOES BEYOND THE RUSTIC, SPARTAN IMAGERY TYPICAL OF AMERICAN SMOKEHOUSES (BENCHES AND ROUGH WOODEN TABLES), REINTERPRETING THE MODEL THROUGH THE STANDARDS OF FINE ITALIAN HOSPITALITY. ITS AESTHETIC AND SERVICE INSPIRATION COMES STRAIGHT FROM THE REFINED **GENTLEMAN'S CLUBS OF CHICAGO**: TUFTED LEATHER CHESTERFIELD SOFAS, OPULENT WALLS WITH ARTWORK AND WOOD PANELING, WARM LIGHTING AND METICULOUS TABLE SERVICE.

THE TARGET AUDIENCE IS BROAD: IT ATTRACTS A YOUNGER CROWD, DRAWN BY THE ICONIC PRODUCT AND THE BRAND'S STRONG SOCIAL MEDIA PRESENCE, WHILE ALSO APPEALING TO A DISCERNING, MATURE CLIENTELE **SEEKING SUBSTANTIAL CUISINE AND ELABORATE GASTRONOMIC PREPARATIONS.**



THE FOUNDER & THE BUSINESS TRACK RECORD

AT THE HELM IS **GIANPIERO GAMBARDILLA**, AN ENTREPRENEUR WITH OVER TWENTY YEARS OF EXPERIENCE DEVELOPING SUCCESSFUL CONCEPTS IN THE FOOD, BEVERAGE AND ENTERTAINMENT INDUSTRY:

- ▶ **THE SHAMROCK MODEL (2000S):** CREATOR AND MANAGER OF A LANDMARK VENUE FOR NIGHTLIFE AND CASUAL DINING IN THE CAMPANIA REGION, A FORERUNNER OF TODAY'S HIGH-TRAFFIC CONCEPTS.
- ▶ **WHISKERS SMOKEHOUSE OPENING (2019):** LAUNCH OF THE FIRST LOCATION IN CASERTA, CREATED TO FILL A STRUCTURAL GAP IN THE ITALIAN MARKET FOR AUTHENTIC SMOKED MEAT AND TO FIELD-TEST THE TRUE AMERICAN SMOKEHOUSE MODEL.
- ▶ **2026 STRATEGIC DEVELOPMENT:** EVOLUTION FROM A SINGLE RESTAURANT INTO A SCALABLE CHAIN, BY CENTRALIZING QUALITY ON AN INDUSTRIAL SCALE IN A DEDICATED PRODUCTION HUB.



BRAND EQUITY *Media Impact.* & MEDIA IMPACT

200+ Mln

ORGANIC VIEWS:

TOP-TIER NATIONAL RECOGNITION ON DIGITAL PLATFORMS (TIKTOK, INSTAGRAM, YOUTUBE).

Community Building

ACTIVE ENGAGEMENT OF A LOYAL AUDIENCE THAT GUARANTEES IMMEDIATE DEMAND AND STRONG COMMERCIAL TRACTION FOR EVERY NEW OPENING ACROSS THE COUNTRY.



WHISKERS MEAT LAB: PRODUCTION HUB & GHOST KITCHEN



OPENED IN 2026, THE WHISKERS MEAT LAB IS THE CENTRAL FACILITY SUPPLYING THE RESTAURANTS IN THE NETWORK, ENSURING REPLICABILITY AND CONSISTENT QUALITY STANDARDS WITHOUT BURDENING THE KITCHENS OF INDIVIDUAL LOCATIONS.

THE LAB IS DIVIDED INTO TEMPERATURE-CONTROLLED OPERATING AREAS:

MEAT LAB: BUTCHERING, TRIMMING, DRY-AGING AND PORTIONING OF PRIMAL CUTS.

VEGETABLE LAB: HANDLING, WASHING AND PROCESSING OF CLASSIC SIDE DISHES AND FRESH PRODUCE.

BREADED & FINGER FOOD LAB: PRODUCTION AND STANDARDIZATION OF SNACKS, APPETIZERS AND BREADED ITEMS.

RUB & SAUCE LAB: RECIPE DEVELOPMENT AND MIXING OF PROPRIETARY SPICE BLENDS AND CRAFT BARBECUE SAUCES.



TRAINING, VIDEO ACADEMY & B2C E-COMMERCE CHANNEL

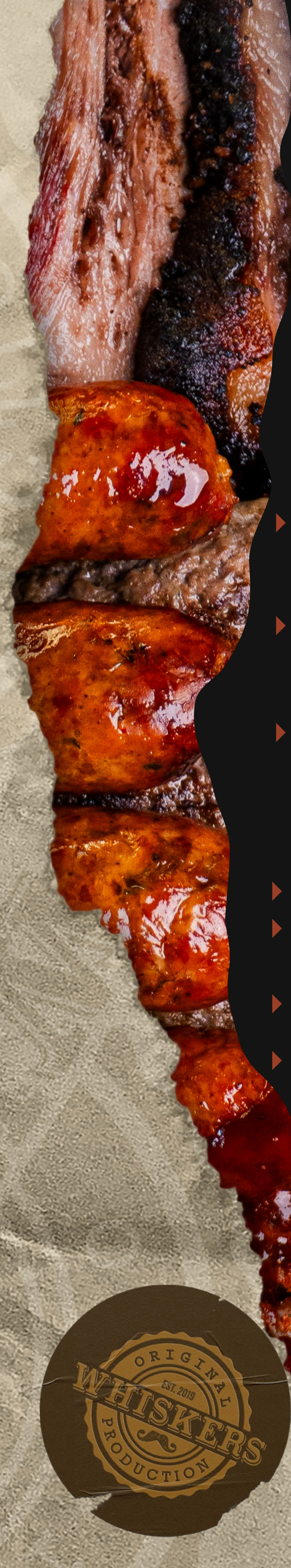


*Training
Video Academy*

THE MEAT LAB HOUSES A MULTIFUNCTIONAL TEST KITCHEN AND TRAINING ROOM:

- ▶ **KITCHEN STAFF TRAINING:** STRICT PROTOCOLS FOR REHEATING AND THERMAL REGENERATION AT EACH LOCATION, ESSENTIAL TO PRESERVE MOISTURE AND THE BARK (THE SPICED, CARAMELIZED CRUST).
- ▶ **FRONT-OF-HOUSE STAFF TRAINING:** TRAINING IN HOSPITALITY, TABLESIDE STORYTELLING OF EACH DISH AND EXCELLENCE OF SERVICE IN THE GENTLEMAN'S CLUB STYLE.
- ▶ **STUDIO KITCHEN & VIDEO PRODUCTION:** A SET DEDICATED TO RECORDING PROFESSIONAL VIDEO TUTORIALS FOR INTERNAL TRAINING AND TO SUPPORT END CUSTOMERS.
- ▶ **B2C E-COMMERCE (LAUNCHING 2026):** NATIONWIDE SALE AND TEMPERATURE-CONTROLLED SHIPPING OF READY-TO-REHEAT SIGNATURE DISHES. WITH DEDICATED QR CODES AND VIDEO TUTORIALS, CUSTOMERS CAN PLATE AND SAVOR THE MEAT AT HOME TO THE SAME STANDARDS AS IN THE RESTAURANT.





INGREDIENT SOURCING & CULINARY STANDARDS

THE KITCHEN APPLIES METICULOUS LOW-TEMPERATURE SMOKING TECHNIQUES, WITH CONTINUOUS COOKING TIMES OF 12 TO 24 HOURS, PRECEDED BY DAYS OF BRINING AND MARINATING:

- ▶ **MEATS:** SELECTED GRAIN-FED AMERICAN ANGUS BREEDS, ALONGSIDE HIGHLY MARBLED ANGUS OF PROVEN INTERNATIONAL ORIGIN.
- ▶ **SMOKING WOOD SELECTION:** COMBUSTION OF PREMIUM WOODS CALIBRATED TO EACH INDIVIDUAL CUT, INCLUDING AMERICAN HICKORY AND APPLE WOOD.
- ▶ **USA SPECIALTIES:** TEXAS BRISKET, NEW YORK-STYLE BEEF PASTRAMI, SHORT BEEF RIBS, GLAZED PORK RIBS, CARAMELIZED BURNT ENDS, BALTIMORE PIT BEEF AND AMERICAN-STYLE ROAST BEEF.

HOUSE SIGNATURE PREPARATIONS:

- ▶ **TURKEY PASTRAMI AND BRISKET.**
- ▶ **HANDCRAFTED FRANKFURTERS AND AMERICAN SAUSAGES (CHILI & CHEDDAR) OR SEASONED WITH TRADITIONAL ITALIAN PORK-BUTCHERING SPICES.**
- ▶ **SMOKED PORK SHANK AND ARTISANAL COOKED HAM SMOKED OVER PREMIUM WOODS.**
- ▶ **ITALIAN PORCHETTA WITH GLASS-LIKE GLAZED SKIN (CRISP CRACKLING).**



Porchetta
Cub

THE MULTI- *The Team* DISCIPLINARY TEAM

OUR ORGANIZATION COMBINES FOOD TECHNICIANS WITH GROWTH AND BRANDING PROFESSIONALS:

- ▶ **MEAT SPECIALISTS:** EXPERTS IN SELECTING CUTS AND IN CARCASS QUALITY CONTROL.
- ▶ **MASTER PITMASTERS:** PROFESSIONALS IN MANAGING SMOKE, HEAT CURVES AND SURFACE CHEMICAL REACTIONS.
- ▶ **WOOD TECHNICIANS:** AGROFORESTRY CONSULTANTS SPECIALIZING IN THE ORGANOLEPTIC PROPERTIES OF WOOD SMOKE.
- ▶ **MARKETING & COMMUNICATION SPECIALISTS:** A DEPARTMENT DEDICATED TO VISUAL IDENTITY, PACKAGING AND COMMERCIAL EXPANSION STRATEGIES.





NETWORK GROWTH PLAN

2026 / 2027

PHASE	PERIOD	STRATEGIC GOAL
PHASE 1	Q1-Q3 2026	WHISKERS MEAT LAB UP AND RUNNING; B2C E-COMMERCE LAUNCH; NAPLES FLAGSHIP STORE.
PHASE 2	Q4 2026 – Q2 2027	DIRECT OPENINGS IN ROME AND MILAN.
PHASE 3	FROM Q3 2027	ROLL-OUT ACROSS THE MAIN ITALIAN CITIES VIA DIRECT MANAGEMENT AND SELECTED PARTNERSHIPS.

PAVI S.R.L. – REGISTERED & OPERATING HQ: CASERTA (CE)
WHISKERS SMOKEHOUSE & MEAT LAB DIVISION

