

Lucror

Presents



BICE



“BiCE” a true gift from Beatrice Ruggeri to the global audience

In 1926, **Beatrice Ruggeri**, “Bice” opened her first restaurant in Milano, Italy. Today Bice has the global presence incountries with four distinctive concepts with high focus on originality and quality

- ❖ BiCE Ristorante
- ❖ BiCE Cucina
- ❖ BiCE Mare
- ❖ BiCE Café



Bice Ristorante

Step inside the warm décor of this authentic and elegant, yet relaxed, Italian restaurant where world-class chefs bring together the finest ingredients, and top quality produce, to create an unrivalled dining experience. Each and every honoured guest will be pampered by BiCE's talented and professional staff and will relish their once-in-a-lifetime dining experience. Among the world's finest Italian restaurants, BiCE Ristorante makes her home in cities such as Milano, Dubai, Buenos Aires and Palm Beach.



Bice Ristorante

Fine Dining Environment

Average Check \$80 / Person (Including Standard Alcohol)

Large Bar Area

1st world Real Estate Demographics—10 Mile Trade Area

Surrounding Population 1,000,000+

Surrounding Average Household Income \$100,000+

3-mile Daytime Population 50,000+

3-mile College Education 45% +

3-mile Residential Population 150,000+

Age Range Is 35-65 With A Target Age of 45+

Real Estate Requirements

3,500 - 5,000 SQF With Patio

Downtown Business/Tourism (Hotels, Movie Theatres, Major Retail Anchors)

High End Retail / Convention or Hotels Within Walking Distance

Easily configured for hotels and developing countries

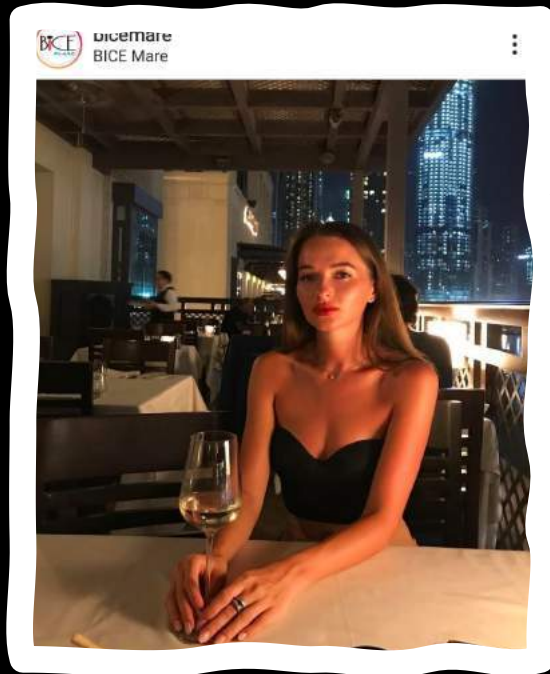


bicepalm
Bice Ristorante Palm Beach



Bice Mare

Bring together the freshest of seafood and classic, Italian dining and you'll experience BiCE Mare. A restaurant with uncompromising vision and distinction – Mare boasts an elegant ocean feel of crisp whites and rich blue tones. Mare is an impeccable experience that boasts an evocative, elegant atmosphere for patrons seeking full-service, Italian seafood cuisine created and served without compromise.



Bice Mare

Fine Dining Environment

Average Check \$80-100 / Person (Not Including Alcohol)

Large Bar Area

1st world Real Estate Demographics—10 Mile Trade Area

Surrounding Population 1,000,000+

Surrounding Average Household Income \$100,000+

3-mile Daytime Population 50,000+

3-mile College Education 45% +

3-mile Residential Population 150,000+

Age Range Is 35-65 With A Target Age of 45+

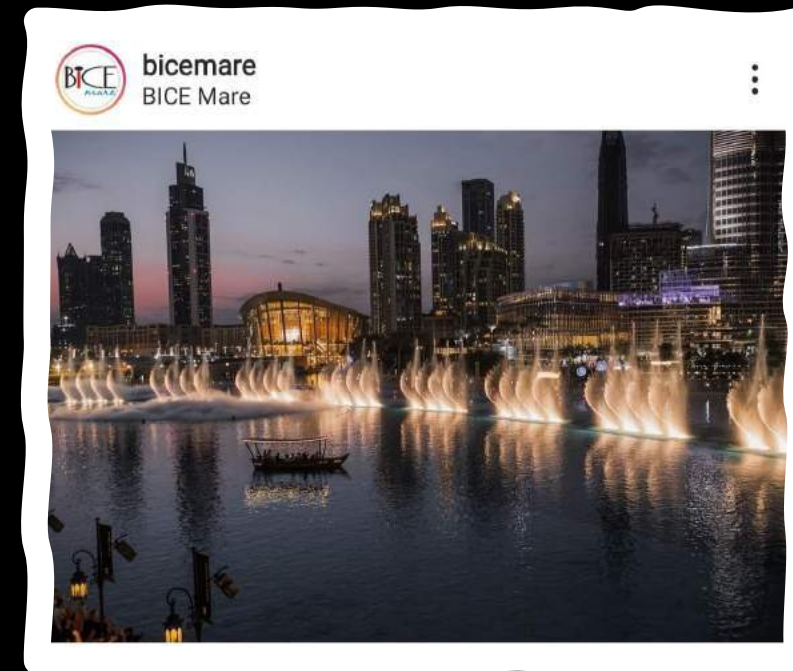
Real Estate Requirements

3,500 - 5,000 SQF With Patio

Downtown Business/Tourism (Hotels, Movie Theatres, Major Retail Anchors)

High End Retail / Convention or Hotels Within Walking Distance

Easily configured for hotels and developing countries



BICE Cucina

Striking the perfect balance of high-end dining and chic casual, BiCE Cucina is the best of Italian cuisine in a contemporary setting. With locations around the world, this concept quickly becomes a locals' favourite and a destination for those in-search of the spot that the locals call home.



BICE Cucina

Casual Dining Environment

Average Check \$45/per Person (Standard Alcohol)

Small Relaxed Bar

1st world Real Estate Demographics—7 Mile Trade Area

Surrounding Population 500,000+

Surrounding Average Household Income \$75,000+

3-mile Daytime Population 35,000+

3-mile College Education 35% +

3-mile Residential Population 150,000+

Age Range Is 21-45 With A Target Age of 30+

Real Estate Requirements

3,500 - 5,000 SQF With Patio

Downtown Business/Tourism (Hotels,

Movie Theatres, Major Retail Anchors)

High End Retail / Convention or Hotels

Within Walking Distance

Easily configured for hotels and
developing countries



Bice Cafe - Innovative Yet Casual

The BiCE Group has created an innovative and quality-driven, **all-day counter service** operation serving breakfast, brunch, lunch or dinner,

Real Estate Requirements

800/1,000 SQF footprint

Small investment \$ 150,000/\$200,000 per unit

Active Lifestyle Centre (Hotels, Movie Theatre, Major Retail Anchors) Easily configured for hotels and developing countries

Quick Service Restaurant Environment

Average Check \$15/20 per Person (Not Including Alcohol)

1st world Real Estate Demographics—7 Mile Trade Area

Population 500,000+

Average Household Income \$60,000+

Age Range Is 15-45 With A Target Age of 25+
3-mile Daytime Population 35,000+



Best Delicacy

LINGUINE SEAFOOD - Mixed Seafood – Lightly Spiced Tomato Sauce

RIGATONI CON MELANZANE, POMODORI E RICOTTA - Rigatoni with eggplant, tomatoes and salted ricotta

FUSILLI ALL PESTO CON FAGIOLINI E PATATE - Fusilli with pesto sauce, string beans, potatoes

VEAL MILANESE - Breaded Veal – Arugula Salad – Cherry Tomato – Balsamic Vinegar Dressing

OSSOBUCO CON RISOTTO - Veal ossobuco braised with saffron risotto on the side - gremolata

PENNE ALL'ARRABBIATA - Penne with spicy tomato sauce

ORECCHIETTE CON CIME DI RAPA, POMODORI SECCHI, SALSICCIA, AGLIO E OLIO - Orecchiette with broccoli rabe, sun dried tomatoes, spicy sausage, olive oil and garlic

FETTUCCHINE CON FUNGHI PORCINI, GAMBERONI, RUCOLA E POMODORINI - Fettuccine with porcini mushrooms, shrimp, arugula and cherry tomatoes

CAVATELI AL POMODORO E BASILICO - Cavatelli pasta with tomatoes and basil

PAPPARDELLE AL TELEFONO - Large pasta ribbons with mozzarella, basil and tomato cream sauce

RAVIOLI DELLA MASSAIA CON SALSA DI FUNGHI - Veal and spinach ravioli with wild mushroom sauce



Best Delicacy



Best Delicacy



BiCE Milan - Our home city, where it all began

BiCE around the World

In 1926, **Beatrice Ruggeri**, “**Bice**” opened her first restaurant in Milano, Italy. Now it is operated independently by the 3rd and 4th generations of the Italian family; Beatrice and Roberta Ruggeri with their families.

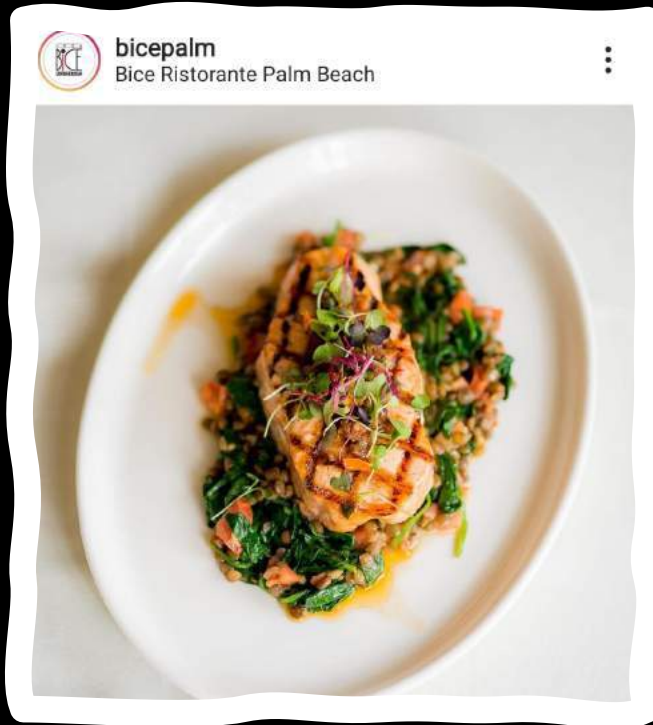


Classic northern Italian cuisine featuring homemade pasta, veal ossobuco, veal chop Milanese, and tiramisu.



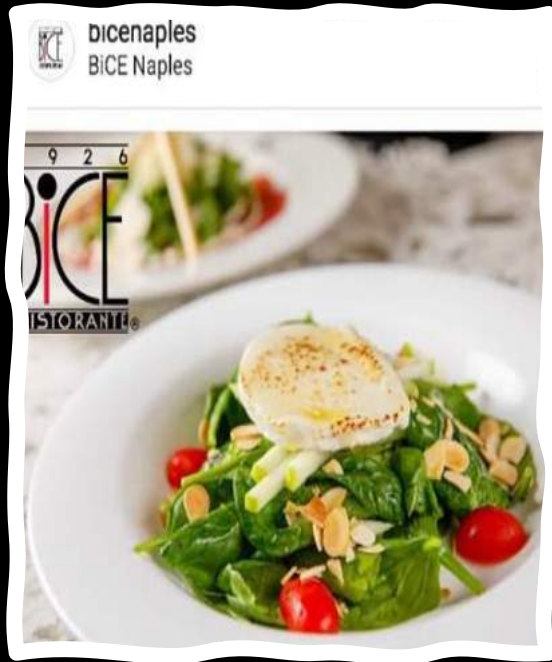
BiCE Palm Beach

In the historic Addison Misner Villa adjacent to one of the most famous shopping venues in the world is Bice Palm Beach. The restaurant attracts many vacationing New York, Chicago and Washington Bice patrons plus a host of international vacationers and business travellers. Bice Palm Beach has earned its reputation as the top Italian restaurant in Palm Beach.



BiCE Naples!

Opened in the early 2000's, this little gem on the west coast of Florida has become a meeting point for the baby boomers. Now a Naples classic, located on 5th Avenue, this BiCE Naples offers Milanaise style cuisine, with a few new dishes to meet the desires of the younger crowd. Come dine on our beautiful front patio, or great side terrace, which provides our guests with that al fresco dining experience everyone wants to have in Florida during the winter/spring seasons.



BiCE Cucina - New York 1

Bice is among the busiest and most renowned Northern Italian restaurants in the United States. The NY location had just established itself. BiCE Cucina location #2 has been built out and is opened in July.



BiCE Cucina - New York – SOHO grand opening

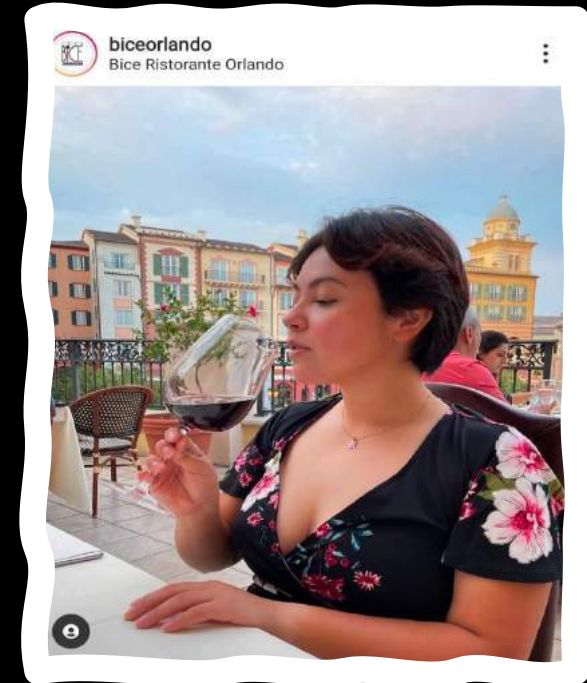
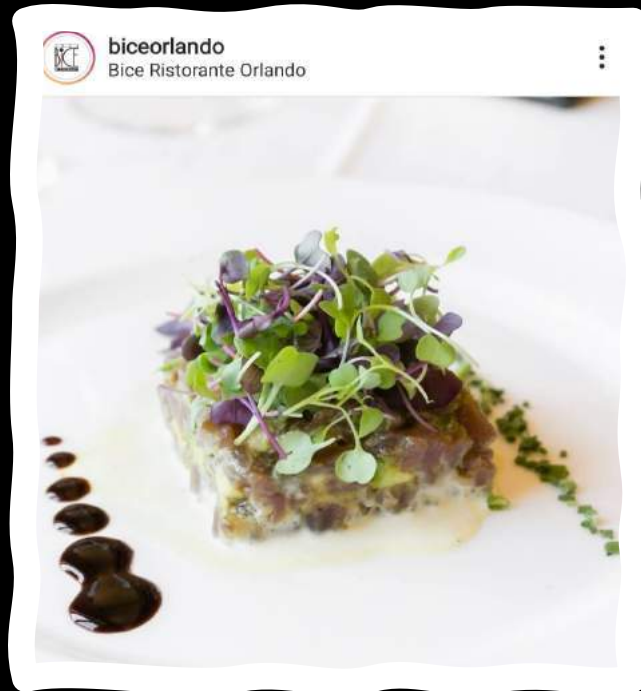


BiCE Cucina - New York – SOHO Design



BiCE Orlando

Opened in the early 2000s, Bice Orlando is situated inside the spectacular Portofino Resort of Universal Studios Orlando. Sitting on a private lake, visitors can dine “on the waterfront” from its two terraces. From the second terrace one has a view of Portofino Piazza, where the Hotel has replicated the atmosphere of the real Portofino village in Italy.



BiCE Ristorante Dubai

In Hilton Jumeirah offers a wide choice of stylish bars and restaurants.

Savor authentic Italian cuisine in an elegant atmosphere. Start your evening with an Aperitivo at the stylish bar and move into the adjacent dining area for a succulent meal and live music. Finish the evening at the beautiful contemporary open-air terrace overlooking the garden and sea.

 bice_dubai
BiCE Ristorante



 bice_dubai
Hilton, Jumeirah Beach Residence

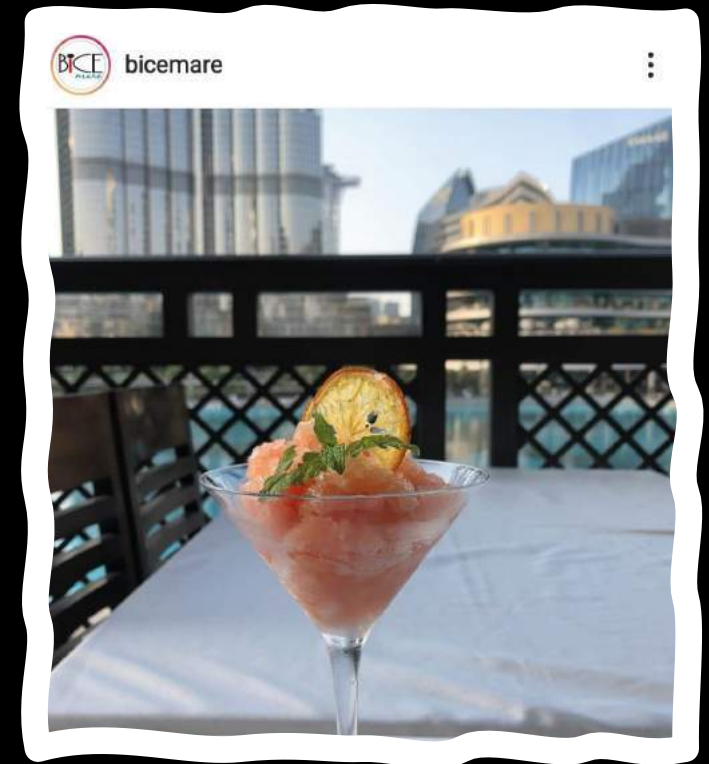


 bice_dubai



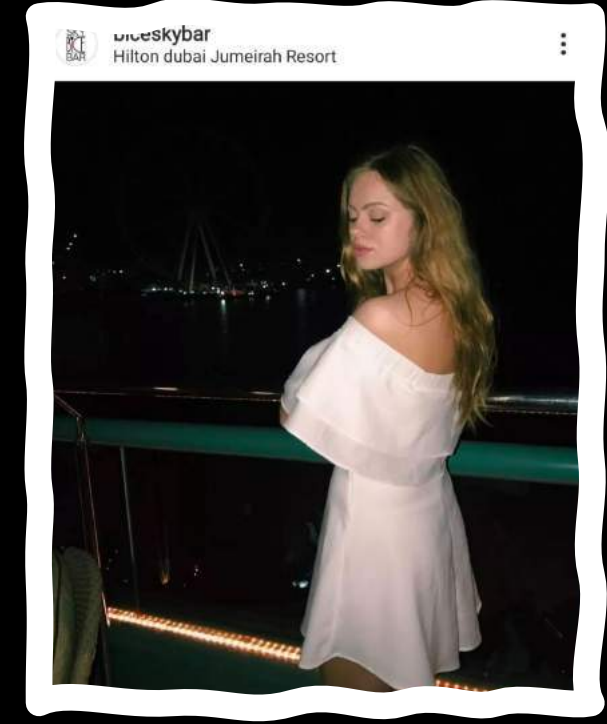
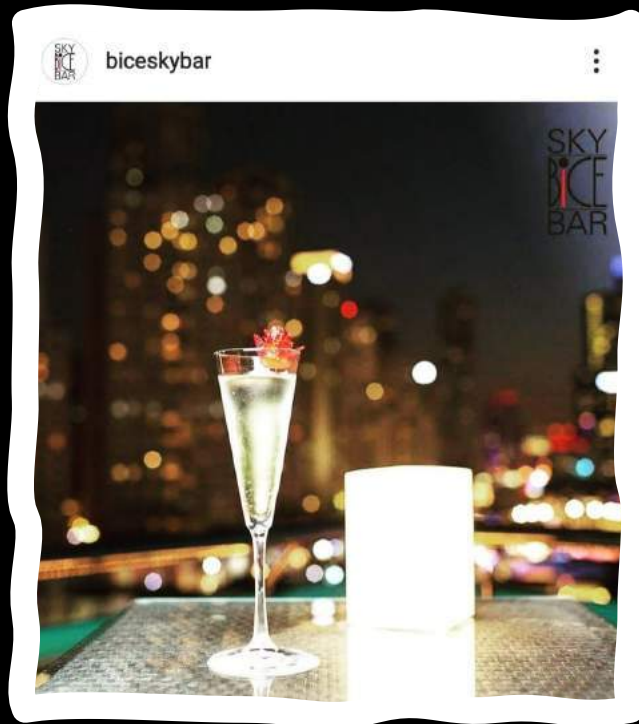
BiCE Mare Dubai

In Dubai's Burj Khalifa, BICE Mare is one of the most popular restaurants in Dubai. Serving Italian & seafood inspired cuisine. Spacious terrace offers a breathtaking view at the iconic Burj Khalifa & grand Dubai Mall fountain.



BiCE Sky Bar Dubai

Bice Sky Bar, on the 10th floor of the **Hilton Jumeirah**, offers **spectacular views over The Palm and the Arabian Gulf**. Sip a cocktail at the balcony as the sun sets over the Dubai waterfront or enjoy an Italian dinner at the chic dining area to the tones of live entertainment.



BiCE Ristorante, Shanghai

Opened in 2018, in partnership with GIHG the hospitality Group. This restaurant is rebuilding after the Covid.



BiCE Ristorante Doha -

Ready to open in August 2021

In the 5 stars Pullman Hotel, this restaurant is ready to open and to take advantage of the growth in the region. With Football World Cup in 2022.

Awards and recognition

In 2003, Roberto Ruggeri was selected as one of the "Outstanding Italians in the World",

Best of Dining Guide Reader's Choice Award 2010 – Best Italian Restaurant
– BiCE Ristorante Orlando

My City Eats and Entertainment Restaurant Awards 2010
– Best Resort Dining – BiCE Ristorante Orlando

“Ospitalita Italiana” by the Italian Chamber of Commerce
– BiCE Ristorante Argentina

My City Eats and Entertainment Restaurant Awards 2009
– Best Resort Dining – BiCE Ristorante Orlando



Awards and recognition

What's On Awards 2009 – Chefs' Choice – BiCE Ristorante UAE

What's On Awards 2008 – Special Panellist Award for Excellence in Italian Cuisine & Service

Hotelier Middle East Awards 2008 – Restaurant Manager of the Year 2008, BiCE Ristorante UAE

Orlando Style Magazine Readers' Choice Award 2007 – Best Italian Restaurant – BiCE Ristorante Orlando

What's On Awards 2003-2006 – Winner of General Manager's Recommendation Award – BiCE Ristorante UAE

Grumpy Gourmet Awards 2001-2003 – Winner of Best Italian Cuisine Award – BiCE Ristorante UAE



Celebrity Visitors

BiCE Restaurants are high-end Italian restaurants, and we do keep privacy at the highest end for our customers. In the past 30 years of International activities, all VIP of the world came to one of our locations. Politicians, Actors, Singers, Business Tycoons etc.



Social media



Bice has extensive presence in the social media.



Details Design

BiCE has extensive experience in designing restaurants for the global market. The kitchen design is a crucial and vital part of creating an integrated flow throughout the restaurant. Our corporate chefs have the experience and knowledge in order to efficiently optimize the space required. Also includes uniform design in consideration to the location, hotel and the local market

The design process is both fast and cost effective. BiCE brand is established with local norms and regulations are built-in to ensure a comfortable experience for diners.



Bice legacy – for 100 years continued to pass for generations and now the 4th generation are getting ready to take this forward



Bice Legacy - Beatrice Ruggeri “BiCE”

In 1926, **Beatrice Ruggeri**, “**Bice**” to her friends, opened her first restaurant in Milano, Italy. The oldest of 10 children, Bice helped her parents raise her siblings in Tuscany. Known for her extraordinary cooking skills, hospitality and kindness, Bice was later encouraged to open a cucina to the public in Milano. In 1926, they opened the family’s first restaurant, Da Gino e BiCE, with Bice in the kitchen. Just as she hoped, customers reported that the culinary experience was the same to dining at the home of a friend.

Some 50 years later, as Milan emerged as a European fashion and banking centre in the 1970s, BiCE Milano was embraced by a new international clientele that included the continent’s reigning designers. In a city where understated elegance is the operative, word spread of the restaurant’s stylish interiors, the Tuscan origins of the recipes and of Bice’s unwavering commitment to satisfying clients.



Bice Legacy

In the 1980s, Bice was recognized a special title “Cavaliere del lavoro” by the Prime Minister of Italy, a remarkable accomplishment for a woman during this era. Known for her egalitarian approach to her guests, she embraced everyone allowing for an exquisite dining experience.

Now, after nearly 100 years in the restaurant business, Bice's passion has been passed on to three generations. The original BiCE Milano is managed and operated and owned by her son Remo's daughters, Roberta and Beatrice Ruggeri, while global growth and operations are being handled by Bice's grandson Raffaele Ruggeri, the CEO of the group, with the support of his father Roberto, founder of the International expansion, and his sister Rossella.



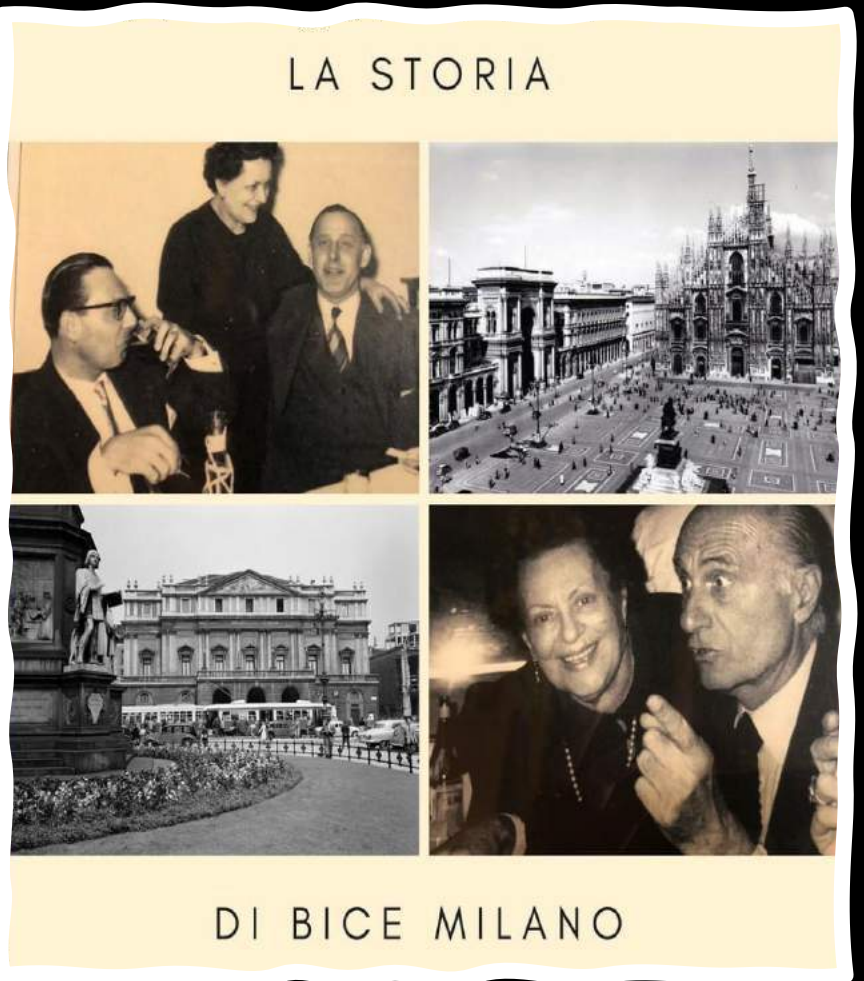
Bice Legacy

In 1978, Remo and Roberto opened a second BiCE in Porto Cervo, on the island of Sardinia, where international socialites, politicians, celebrities and other affluent world travellers gathered to play and where it was not unusual to find royal families dining alongside the Kennedys on the same night.

While Bice was encouraged to open a restaurant in New York in the 1970s, it was not until 1987 that her son, Roberto Ruggeri, opened the first BiCE Ristorante in the U.S. on 54th St. in Manhattan. It was an overnight success, bringing a new type of authentic Italian cuisine to the city, as well as award winning restaurant designer Adam Tihany's urbane design, which incorporated elements of the original BiCE Milano interior.

BiCE Group's continued focus is on furthering its reputation as the premier Italian restaurant company in the world through planned expansions in strategic locations and countries. The group remains committed to their original mission:

"Restaurants With Passion, Delivering Timeless Dining Since 1926".



Roberto Ruggeri – Founder & Chairman

In 2003, Roberto Ruggeri was selected as one of the "Outstanding Italians in the World" by the Italian Minister of Residents Abroad, alongside actress Sophia Loren, Princess Elettra Marconi and Ferrari Formula One driver Rubens Barrichello, he was being honored as one of the Italians who brought to the world, the joy and beauty of "Made in Italy." He was following in large footsteps his mother, Beatrice "Bice" Ruggeri, who was the matriarch who started the family's restaurant business in 1926 in Milan.

Roberto grew up in his mother's restaurant, involved in all aspects of the operation. In 1987 Roberto opened BiCE Ristorante in New York City on E. 54th St. Incorporating a skilful mix of traditional Tuscan cuisine and newer trends in dining, BiCE New York opened to great success, becoming the cornerstone of BiCE's world wide operations..

After the New York Times referred to the Italian dining craze in New York as "pre BiCE and after BiCE era," the sky was the limit for the BiCE Group and Roberto started to expand the business, opening restaurants in Chicago, Los Angeles, Buenos Aires and Paris and many other location around the world



Raffaele Ruggeri – CEO

Born in Tuscany in 1972 and raised in Milan, Raffaele Ruggeri spent most of his Sundays with his father and grandmother at the family's restaurant in

Milan, where, under his grandmother's supervision, he learned the fine art of hospitality. "I would go to work with my father in the morning and bring customers water and bread, serving next to my grandmother, and my uncle. It was so exciting for me to be there; I knew this was what I wanted to do from a very young age."

In 1988, after the Ruggeri family moved to Los Angeles, it became apparent that Raffaele had inherited his family's natural skills for organization and leadership and discovered his desire to learn every trade of the restaurant business. He was involved with opening nearly 30 restaurants. With this experience he now oversee conceptualization, sourcing locations, design, layout, creation of team and development.



Rossella Ruggeri - COO

Rossella Ruggeri grew up in Italy, inheriting the Italian culture of the hospitality business from her father, Roberto. At the age of 10 she moved with the family to Los Angeles and at the age of 16, started working as a hostess in West Hollywood's Café Med.

When Rossella was 18, the young bride moved with her husband to New York City to work as a waitress in the family restaurant. Later, she worked as a bar manager in London before settling in Eugene, Oregon to while raising her children.

Recently, Rossella has been able to join her brother Raffaele, traveling with him to Dubai and China to oversee the family restaurants there, and now works with her brother and father in the day-to-day BiCE Group business.



License terms, Training, Visit & New products

The license includes the use of the Trade Mark, usually with an **Agreement of 5 years plus 5**. The Development fees, Restaurant fees, Royalties and Advertisement fees will be part of the franchise development. An opening team is sent to train, mainly include; Chef, Sous Chef and Maitre D'. Quarterly visits from our Managerial Team to check the operation (as needed) but at least 2 visits per year. Further menu will be upgraded Quarterly.



Lucror Disclaimer: The information, content, pictures, details etc presented in this information memorandum are the property of BiCE group (USA, Italy, International & Australasia). Lucror has no responsibility WHATSOEVER on the content of this information memorandum and it is presented totally on behalf of BiCE group.



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