



PETER

P I Z Z E R I A

PROPERTY REQUIREMENTS



OUR STORY

Peter is a group of independently run Italian pizzerias, founded in 2013. We currently have 3 sites: Loughborough, Leicester and Nottingham. Loughborough was our founding site and we consider this our blueprint for future sites.

Our pizza is authentic, traditional, Neapolitan pizza. It's our hero. We make every pizza with the same care, love and attention that Raffaele Esposito would have shown back in the 19th century when making the now famous Queen Margherita.

Our dough is made fresh on site every day using the finest Le 5 Stagioni '00' flour (which originated in 1831!) and left to ferment for over 24 hours. All of our ingredients are either sourced from Italy, or locally to our Pizzerias.

But we aren't just known for our pizza. Our restaurant decor is fun, modern and quirky, with eye catching artwork, exposed brick work and upcycled furniture - somewhere you won't forget in a hurry.



WHAT WE DO

- Proper pizza, no gimmicks.
- We're a bit cheeky - our tone is bold, playful, and unfiltered.
- More than just a restaurant: we don't just serve pizza; we create moments, Peter is as much about community and vibe as it is about food.
- Inclusive by nature: students, families, mates on a night out - everyone feels at home at Peter.



PEOPLE BEHIND PETER



Jim Phillips – Director of Operations

Jim is an experienced hospitality leader with over 15 years' experience running large-scale, multi-site operations across the UK.

Before joining Peter, he held senior leadership roles at PizzaExpress, culminating in leading the operational excellence strategy across a 360-restaurant estate and 8,000 team members.

With experience spanning corporate scale and entrepreneurial growth, Jim brings expertise in operational strategy, profitability, brand development and people leadership. He is now leading the implementation of the group's ambitious national growth strategy.



Raffaele Russo – Founder & Creative Director

Raffaele is a visionary entrepreneur with extensive experience in creating and scaling innovative dining concepts that combine design, culture, and exceptional guest experience.

As the founder and creative force behind our brands, Raffaele has overseen every element of concept development, from brand identity and interior design to menu innovation and customer engagement. His background spans years of hands-on experience, enabling him to blend operational insight with a strong creative vision.

Passionate about storytelling through spaces and experiences, Raffaele brings expertise in brand strategy, concept creation, and design-led innovation. His work ensures that our venues not only deliver outstanding food and service but also stand out as distinctive lifestyle destinations.



David Hallam – Managing Director

David is a seasoned hospitality entrepreneur with 25+ years of ownership and operating experience across fine dining restaurants, brasseries, bakeries, and pizzerias. He also owns a national event catering and design company and has consulted to national cinema chains and hotel groups on operations and F&B strategy.

Together with Raff and Jim, David has grown the Peter Pizzeria brand and sister brand, Public to eight sites currently and is executing an ambitious plan for many more.



A fantastic spot right in the heart of Leicester city centre! The atmosphere is fun and vibrant, making it a great place to hang out with friends or enjoy a casual meal. Fresh ingredients and that authentic, satisfying taste.

This (not so) hidden gem, is possibly the best pizza I have had in a very long time. The Bruschetta to start was refreshing and just the right size. The wild boar and chilli honey had so much flavour and was well balanced between heat and actually being able to taste the "boar". I had the Lemonmisu as a desert, which was the perfect palate cleanser. Huge thanks to Enzo and the team

I had the pizza with pistachios and truffle on it and it was so good I was in shock and ordered a second one. Also everyone was super friendly and helpful - they offered us complimentary olives because the pizza was slightly delayed, which was cute. The ninja turtle who delivered our bill was also immaculate at his job. 10/10 would recommend.

The place offers a brilliant atmosphere that guarantees lots of fun

Exceptional experience

The food, service and professional, approachable staff were amazing!

What truly makes the experience special is the effort and hospitality from the entire team. They consistently go above and beyond, and it's always a pleasure to visit.

You can tell there have been sooo many memories created here just by the way they have maintained and decorated the place.

The pizza was amazing and tasty. The service was fantastic. I went during the afternoon so it was quiet but I observed it being lively every weekend and evening. Overall it's a good place to either visit to have an afternoon pizza or go for a lively dinner. Definitely recommend.

Every time I've been it's been a wonderful time. The food is consistently excellent, and the staff are helpful while still giving a relaxed atmosphere. Overall the place has a lot of heart to it, which is really refreshing to see.

After the first bite I knew that pizza had been ruined for me. I can now only eat Peter Pizza nothing else comes close.

Possibly the best thing about Leicester!! I'm in love

I think we may have found the BEST pizza in Nottingham.

WHAT PEOPLE THINK



Great place!
Pizza was excellent!
Fun atmosphere!

Things you need in your life: a trip to Peter and their pizza in your belly.

They managed to squeeze us in with our well behaved dog on a Saturday night. Food came super quick - we ordered a different pizza each & shared between the 3 of us. They made a fuss of our dog & he even got a pot of ham slices to enjoy on the house whilst we ate our pizzas. The ninja turtle bill was a fun touch. Top marks all round for a fun evening.

Our server was super lovely and the frozen aperol was delicious. We will definitely be coming back.

The traditional stone-baked pizzas are absolutely outstanding - perfectly crisp and full of flavour. The espresso martinis were a delightful pairing: rich and indulgent without being overly sweet.

The decor is another highlight, featuring incredibly creative touches. Every corner tells a story! Overall the venue is a true gem. Highly recommend for anyone seeking great food and unique atmosphere! Five stars!

CURRENT SITES



LOUGHBOROUGH



LEICESTER



NOTTINGHAM





KEY STATISTICS

- Trading for **12 years**
- Currently have **3 sites**
- **15%** like for like sales growth
- Two year like for like sales growth of **45%**
- **19.4k** audience on Instagram
- CRM database: **7100+**





NEIGHBOURHOOD PIZZERIA

**COMMUNITY AT THE CORE: WE'RE
POSITIONING PETER FOR GROWTH IN
SUBURBAN AND TOWN CENTRE
LOCATIONS WITH A STRONG
COMMUNITY FOCUS.**



PROPERTY REQUIREMENTS

Size:

- Total Area: 2,500 sqft (main restaurant space).
- Ancillary Space: Additional 1,000 sqft for storage, teams facilities, and staff rooms.

Location:

- Town centre and vibrant urban villages with easy access.
- Suitable for ground-floor units or standalone buildings that can accommodate a restaurant layout with open kitchen and pizza oven.

Cities & Towns of Interest:

- Example Locations: Beeston, Solihull, Stamford, Leamington Spa, Stratford-Upon-Avon, Moseley, Clarendon Park, West Bridgford
- Properties with character and charm, such as exposed brickwork, high ceilings, or historical details that can be adapted to our preferred interior style
- Close proximity to shopping districts, leisure districts, cultural hubs, universities, or business centres to attract a diverse customer base
- Areas with strong daytime and evening foot traffic, catering to both local residents and visitors
- Convenient access to parking or public transportation

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