

# Famous Famiglia:

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**Owner:** Al Ruso

**Website:** <http://famousfamiglia.com/>

Developing a reputable brand has been a primary focus for the business as we set out to develop the Famous Famiglia concept more than two decades ago. Our belief on the subject of branding can be summed up simply by, "You're only as good as your reputation".

Consumers and business partners alike understand the value of a leading brand. Along with a brand comes expectation with regard to product, service and the customer experience.

In the summer of 1986, Famous Famiglia opened its first pizzeria, Famous Famiglia, in the heart of New York City! In the years to follow, they opened several more pizzerias throughout New York City, winning awards with their quality and customer service standards. Hence, the Famous Famiglia brand quickly became a leader in the New York pizza market and earned the title of "New York's Favorite Pizza".

Of the many thousands of pizzerias across the United States, Famous Famiglia is one of "America's Fastest Growing Pizza Chains!"

- Award-winning international brand
- Tremendous celebrity association
- High quality proprietary products
- Industry thought leadership
- Proven and scalable support system
- Markedly high sales per unit
- Strong community support
- Authentic New York style pizza brought to you by real New Yorkers

Here is why:

- Unique and powerful brand partnerships
- Official Pizza of the NY Yankees (2003-2013)
- Official Pizza of Palms Hotel & Casino – Las Vegas
- Official Pizza of Six Flags Theme Parks
- Official Pizza of Hersheypark
- Featured in Celebrity Apprentice
- Featured on Food Network

Today, Famous Famiglia operates company owned and has franchised locations across a diverse mix of venues which include leading airports and transportation hubs, malls and shopping centers, colleges and universities, theme parks, hotels and casinos, stadiums and arenas, military bases, motorways, and in-line urban downtown locations. The Famous Famiglia brand currently operates across the United States, Canada, China, Ecuador, Mexico and the UAE.

**Potential Partners:** Buyers and distributors for supermarkets, restaurants and any other possible retail opportunities.

# Little Bird:

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**Owner:** Corey Meyer

**Website:** <https://littlebirdkitchen.com/>

Sixty-degree, damp days got you down? Add some sizzle to your day with a chili pepper chocolate. “It used to be that people would see ‘chili pepper’ and assume that meant ‘burn your face off,’” says Sara Meyer, co-owner of Long Island’s Little Bird chocolates, which specializes in jalapeño-infused treats. “But that isn’t the case,” adds Meyer. “I think more and more people realize that these chili pepper spices can add depth to any recipe.”

Corey and Sara Meyer are the owners of Little Bird. They make all sorts of strange and wonderfully curious confections in Long Island, New York.

Like many great origin stories, it all began with Chocolate Covered Orange Peels. Sara made them as a present for Corey. They came out great. So, Sara started candying everything in the house. She decided to try candied Jalapeños. Corey told her that she was nuts. Sara didn’t listen, as usual. Good thing this time. They were awesome. Sara brought the candied Jalapeños to work and her co-workers placed orders, thus Little Bird was hatched.

So sweat your way through the samples on offer from Little Bird, chocolate-covered candied jalapeños.

**Potential Partners:** Buyers and distributors for supermarkets, restaurants and any other possible retail opportunities.

# Feel Good Foods:

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**Owner:** Vanessa Phillips

**Website:** <https://feel-good-foods.com/>

Food-loving celiac Vanessa Phillips and accomplished chef Tryg Siverson are the co-founders of Feel Good Foods. They met while working at a New York City restaurant – Tryg as Executive Sous Chef and Vanessa as a server who couldn't enjoy staff meals due to her gluten-free diet. Working alongside some of the world's best chefs at N.Y. hotspots such as Nobu, Spice Market, and Jean-Georges', Tryg was up for the challenge and asked Vanessa which foods she missed most. Vanessa, longing for her favorite Asian foods, begged Tryg to create a gluten-free dumpling. Tryg worked tirelessly to prepare gluten-free versions of the foods she craved. Dish after dish, she was floored. And today Vanessa can finally eat with confidence.

Having grown up in a family of New York restaurateurs, Vanessa found herself immersed in the city's diverse culinary culture from a young age. However, a celiac disease diagnosis in her late teens meant strict adherence to a gluten-free diet thereafter, and came with the realization that her favorite cuisine – Chinese food – might have to become a thing of the past. Vanessa blended her gluten-free lifestyle with an enduring obsession with food to start Feel Good Foods, in order to bring great-tasting, all-natural, gluten-free recipes to the masses.

**Potential Partners:** Buyers and distributors for supermarkets, restaurants and any other possible retail opportunities.

# Grady's Cold Brew:

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**Managing Partner:** David Sands

**Website:** <https://www.gradyscoldbrew.com/>

Grady's started as a recipe. Ground coffee. Water. A little bit of secret sauce. Steeped overnight. At first they tried to convince people to make it for themselves, until they realized that actually, they wanted to make it for everyone instead. It was important to them that they made something that was not just delicious, but free of sugars and preservatives—not to mention convenient and portable.

So they started brewing batches in their kitchens and selling out at Smorgasburg on the weekends until they wised up and got a 600-ft commercial space. They outgrew that in a hurry and opened a 6,000 ft space in Greenpoint, and then moved on up to their new 15,000 ft space in the Bronx—where they created their own brewing and bottling system, to make sure they kept their impeccable standards the same as they grow in volume.

They have received outpouring of support locally, nationally, and internationally. They are proud of everything they've created, and can't wait to see what comes next.

**Potential Partners:** Buyers and distributors for supermarkets, restaurants and any other possible retail opportunities.

# Raw Beverages:

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**Owner:** Lea Li Kou

**Website:** <http://raw-beverages.com/>

A few years ago, Raw Beverages was started to create the ideal company, one that wasn't driven solely by profit but, rather, the overall gain of its community. Every action done at Raw Beverages seeks to maximize all stakeholder value, from supporting sustainable grape growers in upstate New York to improving the health of our customers and serving our shareholders. Hundreds of prototypes later, Raw Juice was born, and they've been grinding towards their goal ever since.

At Raw Beverages, they are serious about quality and will never compromise their values for profit. Their grapes cost 600% more than their competitors. Why? Because they use wine grapes, a tastier, richer cousin to the humble juice grape.

This dedication to quality has proved fruitful (yes pun intended)! Raw Juice won Silver at the 2016 Florida State International Wine and Grape Juice Competition!

Whether you're a potential retailer or a curious consumer, they invite you to learn more about Raw Juice!

**Potential Partners:** Buyers and distributors for supermarkets, winery's, café's and any other possible retail opportunities.

# Mullein & Sparrow

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**Owner:** Anit Hora

**Website:** <http://mulleinandsparrow.com/>

Mullein & Sparrow is a luxury, vegan beauty line crafted with care in Brooklyn. They believe that plants can be powerful and that true and authentic beauty naturally unfolds from pure formulas and high-quality, effective ingredients. They seek to nurture the mind, body, and spirit as a pathway to inner and outer beauty. That's why they start with bringing the purest and finest botanicals directly to your skin. Our small, independent company consists of creative free spirits who share a love of holistic beauty and wellness. All of their products are made with care and are vegan and cruelty-free. While they are small-batched in Brooklyn, our formulas are universal.

Born in India and raised in New York City, founder Anit Hora grew up with the principles of Ayurveda, an ancient Indian system of traditional medicine. After a career in fashion, feeling a bit disconnected and wildly curious about the world, Anit took a soul-searching journey backpacking alone throughout South America. Ironically, it was traveling foreign lands and meeting eclectic folks from all over the world that reintroduced Anit to the power of plant-based healing her parent's had raised her with all along. She returned to New York with the intention to study herbalism, aromatherapy, skincare, and yoga. She became a successful holistic esthetician and herbalist, eventually hand-distilling her apothecary line, Mullein & Sparrow.

**Potential Partners:** Buyers and distributors for beauty and cosmetic products, and any other possible retail opportunities.

# Zelda Wigs

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**Owner:** Zelda Volkov

**Website:** <http://www.zeldahair.com/#about>

At ZELDA they go through great lengths to provide you with hair that lets you express your true self. Whether you're attending a glamorous event or heading to work, whether you are a stay-at-home mom or just going for a stroll in the park, they take pride in offering you the highest quality, unprocessed European hair.

Throughout the entire wig making process, beginning with the selection of the hair all the way up to the final touches of your wig, we take meticulous care to ensure long lasting comfort and style.

Every batch of hair is carefully examined to make sure you're wearing only the best.

Their goal is to provide you with beautiful hair that allows you to still be you; naturally beautiful.

**Potential Partners:** Buyers and distributors for beauty and cosmetic products, and any other possible retail opportunities.

# Zeiba Metal:

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**Owner:** Mike Zeiba

**Website:** <http://www.ziebaknives.com/>

Michael Zeiba first moved to the United States from Poland in 2005.

His love for craftsmanship and industrial work began with helping his father with his furniture factory when he was only eleven years old. Michael taught himself industrial design and mechanics, as he worked various jobs in construction during his first five years in the United States. Now, a proud Brooklyn local, Michael is the owner of Zeiba New York and is the first and only knifemaker in Brooklyn that is part of the Brooklyn Made Chamber of Commerce.

Zeiba Knives is a unique and specialty company that focuses on steel, iron cast and stainless steel welding. Aluminum, bronze, brass and copper welding/soldering. Custom powder coating. Aluminum water spinning, water jet cut service and plasma cutting service. They offer a variety of options like architectural gates, railings, fencing or minor items like security bars, guards and furniture. Zeiba Knives helps their clients to infuse their projects with a design that has an added personality and style. Zeiba Knives also offers high end cutlery items that are exclusively made by hand from components from across New York State.

**Potential Partners:** Buyers and distributors for home goods, and any other possible retail opportunities.

# Buggy:

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**Owner:** Menachem Light

**Website:** <http://www.joinbuggy.com/>

Sam Jurkovitz began driving for Uber in December 2012. Originally from Israel, Jurkovitz had been living in Brooklyn for most of his adult life. At the end of 2011, his business of helping people clean up their debt had failed. Jurkovitz and his partners spent most of 2012 tying up the loose ends that come with entrepreneurial failure.

By summer, Jurkovitz was in real need of income. That's when he learned about Uber. He applied to become a driver and was picking up passengers in a Lincoln Town Car by the end of the year.

Because he couldn't afford to purchase the vehicle on his own, and since NYC Taxi and Limousine Commission (TLC) rules require drivers to own their cars in order to qualify for TLC plates, Jurkovitz found a company that leased vehicles with TLC plates by the week.

After driving for two months and seeing how archaic and difficult the rental company was—for example, Jurkovitz had to wait for two hours every Sunday to pay for the car in cash, the only form of payment the company accepted—he did what any good entrepreneur would do. He started his own company.

In summer 2013, Jurkovitz and his new partner Menachem Light launched Buggy, a car rental company that specializes in leasing TLC vehicles by the week.

The concept was simple: make it easy for those looking to become Uber drivers to rent an Uber-approved car. Whether the driver needed to lease until they could afford to buy; or if they just wanted to try driving without investing in a vehicle, Buggy would be there to help.

Buggys' mission: do everything they can to make the process as easy as possible for their drivers. They even went as far as setting up a fund for drivers who couldn't afford the minimal down payment needed to get into a car. Most of their renters are immigrants, and Sam and Menachem know that language barriers and unfamiliarity with tech can make the process daunting.

Buggy's customer first attitude flows down to Buggy's 15 employees, who patiently deal with each of the renters pouring into their offices in Brooklyn.

Knowing that people looking to become Uber drivers would begin flocking to the Uber offices, Sam and Menachem set up outside the Uber offices to find their customers; they posted flyers on Uber's vehicle marketplace board, listing their number for any drivers looking to rent a fully approved TLC car. Their promise of hassle free rentals proved successful as they began growing their fleet with each new driver.

Today Buggy has a fleet of almost 400 vehicles. They've grown steadily with Uber and other ridesharing apps, providing jobs for many immigrants, and creating jobs locally in Brooklyn at their corporate offices.

**Potential Partners:** GETT, VIA and any transportation experts and/or investors that would finance Buggy.

# Fleet Coverage Consulting:

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**Owner:** Gil Cygler

**Website:**

After owning a car rental company for nearly twenty years, Gil Cygler sold his company to Enterprise Rental Car Company, and launched Fleet Coverage Consultants. Fleet provides financing for the livery cars. Israel has companies such as Get and Via which are active in this space as well as Mobil Eye which are appropriate. Those are the type of clients that Fleet would like to meet. Fleet also provides insurance and claim handling. So, apps and technology companies like Mobil Eye are crucial and would be a great potential partner. Fleet would like to be an agent for these companies or use their technology and financing from Israel to expand our product as Uber and ride sharing is poised to expand in upstate New York and around the general Tri-State New York area.

**Potential Partners:** GETT, VIA, Mobile Eye and any transportation experts and/or investors that would finance Fleet.