

Milano Vice Secures \$9M Series A to Expand its Digitally-Powered, Delivery-First Restaurant Model

- *The funding round is led by New York-based Coefficient Capital, with participation from True, Geschwister Oetker and Speedinvest.*
- *The company, founded by former Delivery Hero employees, is building the world's first digitally-powered, delivery-first pizza restaurant concept.*
- *Milano Vice leverages proprietary technology and ingredients to create the highest-quality experience for the modern consumer.*
- *The company partners with existing professional kitchens, leveraging their underutilised capacity to prepare elevated pizzas and deliver them to their consumers' homes.*
- *Small businesses working with Milano Vice have quadrupled their sales and profits since partnering with Germany's first virtual pizza restaurant chain.*

Berlin, Germany. 6th December 2023: Berlin-based food technology company [Milano Vice](#) has raised a \$9M Series A round to expand its innovative, new restaurant model. The funding round was led by Coefficient Capital, with participation from True, Geschwister Oetker and Speedinvest.

The company also received investments from notable food technology and delivery entrepreneurs, including Ole Strohschnieder, Co-Founder of Just Spices; David Brunier, Co-Founder of Flash Coffee; Christian Gaiser, Co-Founder of Numa and founding investor Fabian Wittleben CG Partners. The investment will scale operations and expand the business across Germany and internationally.

Milano Vice was founded in 2021 by Rudolf Donauer, CEO, and Dennis Murselovic, MD, after working together at Delivery Hero, the global food delivery company based in Berlin. Together, they set out to build Milano Vice, the world's first and only digitally-powered, delivery-first pizza restaurant concept. Since its launch in January 2022, Milano Vice has sold over 1M pizzas in Berlin, Hamburg, Frankfurt am Main and North Rhine-Westphalia. They currently partner with over 60 businesses in Germany.

Many food businesses and restaurants in Germany struggle to cover their initial investments because of underutilised kitchens, growing inflation, and rising rents and food prices. While restaurant owners have to put down large amounts up-front to build the infrastructure of their restaurants, most kitchens only utilise 40 per cent of the day (based on Milano Vice's calculations) and take many years to pay back.

Milano Vice is revolutionising the industry by redesigning the restaurant business model for the modern consumer in the digital age. The company partners with professional kitchens, leveraging their underutilised potential to prepare and deliver elevated pizzas to their consumers' homes, enabling small business owners to more than quadruple their sales. One bakery in Berlin, for example, went from generating €20K in monthly sales to €95K through the partnership with Milano Vice.

The company is building a category-defining lifestyle pizza brand for the modern consumer, Millennials and GenZ. Milano Vice already has some of the highest reviews of any chain restaurant in Germany and industry-leading repeat rates. The brand is further bolstered through local events, creator collaborations, and streetwear partnerships.

Rudolf Donauer, Co-Founder & CEO of Milano Vice, said, “We always wanted to create something that would have a positive impact on food entrepreneurs, and the work we’ve been doing with Milano Vice is in service of this vision. We are building the restaurant of the future with a pizza brand that has a best-in-class delivery system, tastes great, and also helps small food businesses and restaurants grow their income.”

The company built proprietary technology across the value chain to drive a superior partner and consumer experience. For example, the company uses artificial intelligence and computer vision technology to track the quality of freshly prepared pizzas and make sure the product is meeting the company’s high standards. Milano Vice also recently launched a new online ordering platform providing a direct-to-consumer experience for the consumer and will leverage gamification to drive loyalty.

Arpon Ray, Partner at Coefficient Capital, said, “We have been looking for innovative models in food delivery and were immediately impressed with the capital-efficient business model Rudolf and Dennis created. We think their focus on using proprietary technology will be a major differentiator, and their approach to brand building will resonate with today’s consumer.”

The company launched its first pop-up physical location in October 2023 in Berlin (Münzstraße 11, 10178 Berlin), where customers can order whole pizzas and individual slices. Milano Vice will continue to grow its brand through a multichannel strategy and expand its physical presence through small-format locations leveraging alternative real estate.

“The strong team of Milano Vice created a modern pizza brand that focuses on tasty pizza of high quality and with a culinary twist, as well as digitalizing and optimizing the daily business of many smaller restaurants and owner-led food joints. We are excited about the opportunity of bringing together happy customers and successful food entrepreneurs,” **says Sven Wiszniewski, Investment Manager at Geschwister Oetker Beteiligungen KG.**

Joe Seager-Dupuy, Director of VC at True, added, “The team at Milano Vice has built a unique and distinctive brand backed up by an innovative product and business model to become one of the top choices for pizza in Germany. This Series A is a testament to the momentum they have achieved with consumers and partners, and we are excited to see Milano Vice taken to the next level.”

For more information, go to milano-vice.de

— ENDS —

Notes to Editors

Press Contact

CEW Communications for Milano Vice

Cathy White, cathy@cewcomms.com, +44(0)7791 232834

Press Kit: Available [here](#)

About Milano Vice

Milano Vice is Germany's first virtual pizza restaurant chain. Founded in Berlin in 2022, it is an amplifier for partner restaurants, traditional bakeries, and professional chefs. Milano Vice partners can triple their sales thanks to resource optimisation through increased utilisation of kitchen and staff. The management team has many years of industry experience at Delivery Hero, McKinsey and Zalando. The company is backed by well-known investors such as Coefficient Capital (US), Geschwister Oetker (DE), True Global (UK), Speedinvest (AT), CG Partners (DE), and various business angels from related food and tech startups.

Learn more: [Website](#) | [Instagram](#)

About Coefficient Capital

Coefficient Capital is a venture capital firm that leads investments in consumer brands that bridge digital and physical channels. Launched in 2019, Coefficient Capital partners with high-growth, digitally-powered consumer brands. With experience backing the biggest names across CPG and technology, the team provides its portfolio with unique insights to support growth in both online and offline worlds. Current investments include Oatly (IPO), Nom Nom (acquired by Mars), Just Spices (acquired by Kraft Heinz), Magic Spoon, and more. For more information, visit www.coefficientcap.com

About Geschwister Oetker

With sales of almost EUR 2.5 billion and more than eight thousand employees, Geschwister Oetker Beteiligungen KG is an internationally active group of companies. Geschwister Oetker is composed of the divisions: Sparkling Wine, Wine and Spirits (Henkell Freixenet); Food (Martin Braun Gruppe); Specialty Chemicals (Budenheim); Hotel Management and Hotels (Oetker Collection); and Other Interests. Although Geschwister Oetker is a young company in the legal sense, it upholds a 130-year tradition of successful entrepreneurship. Its business practices are guided by the principle of responsibility as a family business that lives by its long-held values. For further information: www.geschwister-oetker.com

About True

True is a consumer-focused investment and innovation advisory firm that is reimagining what good business looks like. True's holistic approach to building and connecting consumer brands encapsulates everyone in the industry, from startups and growing brands, such as British cycling

brand Ribble and workplace mental health platform Unmind. From its early-stage VC fund, it focuses on Pre-Seed to Series A, investing up to £2m initially and reserving capital to re-invest in the most promising companies, including Boy Smells, By Rotation, Haeckels and Maude. True is the future-focused partner for global corporates and household brands such as Marks & Spencer, 7-Eleven, and TJX, helping to navigate uncertainty and drive growth in a net zero world. True is investing from its third private equity fund, investing £10-100m of equity in the future of the retail and consumer industry. For further information: <https://www.true.global/>