COVID-19 PIZZA INDUSTRY SPECIAL REPORT

Your guide to the state of the pizza industry during a time of crisis

Compiled by Denise Greer / Photos by Phil Bossart
There has never been a time like the pizzeria industry is experiencing in 2020.

It has shown through a resiliency to adapt, shift and thrive amidst uncertainty. This moment has created a time of reflection to streamline business and institute operational strategies that will have a lasting impact.

In mid-March, the COVID-19 Pandemic prompted many state and local governments to institute stay-at-home mandates, close businesses and schools and cancel events. Restaurant teams were deemed essential workers to help feed America. Though restaurants were permitted to operate, with closed dining rooms, many had to change the way they do business.

In August, we conducted a COVID-19 Pizzeria Industry Impact Survey to track just how pizzerias across America have been impacted and how they have adapted to the persistent COVID-19 pandemic. Pizzerias make up an estimated 92,000 of the more than 650,000 restaurants in the United States.

Restaurant Industry’s Grim Reality

To better understand where the pizza industry stands, let’s first examine the restaurant industry as a whole. The pandemic continues to wreak havoc on the stability of restaurants.

The National Restaurant Association (NRA) reported that between March and July, the foodservice industry lost $165 billion in revenue and is on track to lose a total of $240 billion by the end of 2020. In August, restaurant sales were down 34 percent from the previous year. The NRA has also estimated that one in six restaurants (at least 100,000) is closed permanently or long-term. Its recent COVID-19 six-month impact survey revealed that restaurant staffing levels are only 71 percent of where they would normally be and nearly 3 million employees are still out of work.

In a September release, NRA President and CEO Tom Bené said, “For an industry built on service and hospitality, the last six months have challenged the core understanding of our business. Our survival for this comes down to the creativity and entrepreneurship of owners, operators and employees. Across the board, from independent owners to multi-unit franchise operators, restaurants are losing money every month, and they continue to struggle to serve their communities and support their employees.”

Pizza Strong

Since the shutdown in March, Pizza Today had received numerous reports of many operators experiencing significant sales growth during the pandemic. We wanted to see if this was an industry-wide occurrence. We reached out to pizzeria operators to gather a consensus of where pizzerias stand amidst a global pandemic. Roughly 650 respondents shed light on their COVID-19 experience.

Let’s dive into what has happened to pizzerias during the pandemic. There is evidence that while the pizzerias were dramatically affected by COVID-19, there are also beacons of hope. Be sure to read the first-person accounts of this uncertain time from...
There is a bright spot in the employment forecast — 72 percent of operators have indicated that they have been able to bring back their furloughed staff. We’ve received numerous reports that keeping fully staffed has become the employment challenge operators are currently trying to solve.

The Operational Shift

To operate their restaurants, owners had to think quickly and shift to a very different model in some cases. Nearly a quarter of pizzerias were already operating a Delivery and Carryout Only (DELCO) model. For those restaurants, the shift was incorporating the safety and sanitary procedures set by the Center for Disease Control and state and local governments.

Operators initiated new programs and services to either remain open or reopen. Nearly 62 percent of pizzerias went to a DELCO model. Curbside/contact-free pick-up became the go-to initiative. Before COVID-19, curbside was a rare service offered by a very small percentage of pizzerias. During the pandemic, 49 percent of pizzerias offered curbside. Over 43 percent also offered contactless delivery. More than a quarter of those surveyed took advantage of outdoor seating capacity.

**What percentage of your workforce did you furlough?**

- [ ] 6-10%
- [ ] 11-25%
- [ ] 26-50%
- [ ] 51-75%
- [ ] 10% or less
- [ ] 25%
- [ ] 24% or more than 75%
- [ ] 21%
- [ ] Somewhat important
- [ ] 9%
- [ ] Not very important
- [ ] 36%
- [ ] 7% Few
- [ ] 32% Very critical
- [ ] 35% Fairly critical
- [ ] 24% Somewhat important
- [ ] 9% Not very important

**What sort of financial investment did these measures require?**

- [ ] $7,499
- [ ] $2,500
- [ ] $10K+
- [ ] $10K-
- [ ] $9,999
- [ ] $5K
- [ ] $2,499
- [ ] $1K-
- [ ] $1K+
- [ ] $0

The Financial Blow

Though pizzeria have fared far better than the overall restaurant industry, 60 percent of pizzerias experienced a decrease in sales. But, 50 percent of those pizzerias that experienced sales growth were up by 16 percent or more over 2019 sales.

In response to COVID-19’s impact on businesses, the federal government established the $696-billion Paycheck Protection Program (PPP) as part of the Coronavirus Aid, Relief and Economic Security Act (CARES Act) on March 27. The Paycheck Protection Program is a loan designed to provide a direct incentive for small businesses to keep their workers on the payroll, according to the Small Business Administration (SBA). SBA will forgive loans if all employee retention criteria are met, and the funds are used for eligible expenses. Over 70 percent of those surveyed experienced meat shortages. Cleaning supplies and PPE were also hard to acquire. Over 40 percent of operators found issues with cheese availability and many were forced to make cheese substitutions. There were also supply chain issues with pizza boxes, paper products, some produce, yeast, among other. View the complete list on page 40.

**How long did your restaurant(s) to recoup any losses after the pandemic subsidies?**

- [ ] More than 1 year
- [ ] 1 year
- [ ] 6-9 months
- [ ] 1-2 months
- [ ] 6-12 months
- [ ] 3-5 months
- [ ] 11 months
- [ ] 10 months
- [ ] 6 months
- [ ] Less than 6 months
- [ ] 4-5 months
- [ ] 3 months or less
- [ ] Still awaiting products

**Supply Chain Disruptions**

While some were fortunate to not experience disruptions in the supply chain, 75 percent of operators said their business had some disruption in their supply chain. Eighty percent of operators surveyed reported that disruption(s) took two weeks or longer to fill. Meats were the hardest hit category and continue to have sporadic issues with availability. Over 75 percent of those surveyed experienced meat shortages. Cleaning supplies and PPE were also hard to acquire. Over 40 percent of operators found issues with cheese availability and many were forced to make cheese substitutions. There were also supply chain issues with pizza boxes, paper products, some produce, yeast, among other. View the complete list on page 40.
Menu Changes
Many operators had to make drastic changes to their menus in order to provide guests quality products in a DELCO model. Roughly 47 percent of pizzeria operators altered their menu offerings due to the pandemic. Over 70 percent of those streamlined or decreased the number of menu items offered. Though pizza-making kits were a trending topic during the pandemic, only 14 percent of pizzerias offered make-at-home-pizza kits.

Did you alter your menu offerings during the pandemic?

Leveraging Tech to Get Through the Pandemic
Technology has played a pivotal role for successful restaurant operations throughout the pandemic. For many operators, transitions to new technology, that typically take months to fully integrate, were being launched overnight. By far, online ordering has been the most pivotal technology investment that pizzeria operators have made to be more effective during the pandemic at nearly 55 percent. While online ordering has steadily increased to an industry standard, operators have invested in better execution, increased efficiency and tools to increase the ticket averages of online ordering.

A quarter of those surveyed invested in POS systems and phone systems. We also saw QR codes make a comeback this year with 23 percent of respondents deploying the technology since March. Thought to be a trend that faded years ago, restaurants discovered QR codes’ full potential as a way to provide menus with zero contact. The camera on many of today’s smartphones can scroll over a QR code and send users directly to a hot link containing a restaurant’s menu.

Others used text marketing, as well as text ordering. Some operators responded that they have painted their interiors, replaced flooring and seating. Others repaired furniture and updated the decor. Several completed full remodels of their dining area. Many changed the layout and flow of their front of house space. Some even expanded their footprint.

Equipment purchases made were focused on big kitchen items, as well as HVAC and air handling equipment. Some focused on the reconfiguring/building prep areas and rooms. A complete list of improvements will be available at pizzatoday.com.

Big Picture: Operational and Capital Improvements
With dining rooms closed across most of the country and many pizzerias shifting to concentrated operating hours, over 50 percent of operators surveyed used the time to make improvements in their business.

Deep cleaning has been the most top-of-mind investment for pizzeria operators during the pandemic. We asked operators what kind of operational or capital improvements they’ve made since March. The answered were varied. The emphasis for many operators was enhancing dining and kitchen spaces, as well as building or upgrading outdoor seating. Many focused on maintenance and repairs.

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Pizzerias have proven their resiliency in the face of months of uncertainty. The most primary concern for operators right now is keeping their staff and customers safe and keeping their businesses open.

We asked pizzerias large and small to send us their stories of weathering and even thriving during COVID-19. We created a COVID-19 Capsule at Piz- zatoday.com, where you will find the full stories in the operators’ and company leaders’ own words. In the next several pages, we want to share with you excerpts from their stories. Read their full stories, along with others at pizzatoday/covid19stories.

THE PIZZA PLACE
— SAN FRANCISCO, CA

“We are The Pizza Place on Noriega at Ocean Beach/San Francisco, CA. I am Cindy Co-owner/CM along with my husband Kevin, Co-owner/Chef and we have been in business since 2007. We seat aprox 90pp, and are a neighborhood gathering spot, so when shelter in place went into effect here in SF on 3/17, it hit us like everyone’s hard…”

“We collaborated with a local organization that is usually an outdoor education/camp (newwaterfoundation.org) for low income/troubled kids here in the city and helped provide them with a fun Friday pizza night with a few different times during the pandemic as these kids and their families are facing food insecurities. It was great to see how excited the kids were to still be able to get a treat like pizza when they normally wouldn’t be able to afford it.

We are in the midst of collaborating with our local Irish pub up the street to provide food for them to re-open outdoors and sell our food (in SF for bars to reopen outside they need to have a bonafide meal offered to guests). We adjusted our staffing and had to reduce some employee’s hours.

We’ve had a couple covid scares and have all been tested two different times. We are lucky to have a great community that has always had our backs these last 13 years and are very supportive of our business.”

— Co-owner/CM Cindy

THE PIZZA PLACE
— PHOENIX, ARIZONA

“The past 6 months have definitely been the most challenging in my 22 years of being a restaurant owner. I will never forget the day in March when I had my head down in my office debating whether or not I could handle the pressures of what we were up against. I had serious thoughts of closing down because of the uncertainty of the virus…”

“As we moved forward with business in this new, uncertain environment, the support of the employees is what kept us going. They thanked me daily for still hav- ing a job and we all felt blessed when we were deemed an essential business. It gave me more courage to stay strong and carry on as one of the leaders in the community by being able to provide food to our cus- tomers since many of the restaurants in our area had shuttered.

“I wanted to give back to my employees so we decided to schedule two benefits for our employees. The first was an Employee day which happened on Tuesday, April 21st. On this day we gave back all $100% of every sale we made for that day. It was an amazing turnout from the community to help support our employees as they have been working so hard over the past month. We ended up having sales of $72,000 for all the employees. This also did not include all the tips they received that night. I recall a few customers in the parking lot handing over a $20 or $50 extra tip in a “thank you.” It was great to see the amazing gratitude.

The second benefit we put in place was we gave each employee a $2 per hour raise for the next two months as an appreciation.

“I actually ended up extending the $2 per hour an extra month so it ended up being a three-month benefit for all employees. We were considered a “hot spot” nationally so I felt it was the right thing to do.”

— Owner Domenick Montanile

PIZZA HEAVEN
— LUZERNE, PENNSYLVANIA

“Hello! My name is Jake Schell, I am the 24-year-old sole owner of Pizza Heaven in Luzerne, Pennsylvania. We are an independent Sicilian Style shop and have been in operation for over 11 years, and I have been an employee for about eight.

I purchased the shop in January from the previous owner, Bud. The plan was for him to take his leave in March. A little after three months of ownership things were great and we were cruising into our first busy season in good shape. Then, COVID. What could I do?

Honestly it doesn’t seem like I did much in hindsight, but I know I did. I put an ad on local channels to advertise our homemade sanitizer station out front, and closed for dine in as required by the state, as well as followed all other requirements. Closing was never a consideration personally, but I have the utmost respect for any operator’s personal decisions. Collectively, our entire state agreed that we wanted to keep working.

We are in the midst of collaborating with our local Irish pub up the street to provide food for them to re-open outdoors and sell our food (in SF for bars to reopen outside they need to have a bonafide meal offered to guests). We adjusted our staffing and had to reduce some employee’s hours.

We’ve had a couple covid scares and have all been tested two different times. We are lucky to have a great community that has always had our backs these last 13 years and are very supportive of our business.”

— Co-owner/CM Cindy

JET’S PIZZA
— STERLING HEIGHTS, MICHIGAN

Don’t miss an engaging roundtable discussion with Jet’s Pizza leadership, including Jimmy Galloway, Vice President of Franchise Sales; John Jerts, President; and Jeff Galloway, Vice President of Store Operations. Watch the engaging video at pizzatoday.com/covid19stories.
Everyone’s lives came to a screeching halt aside from one aspect, Pizza Heaven.

We have never been so busy. Everything happened so quickly and suddenly that all I could focus on was ticket times and dough counts. My plans and metrics laughed at me as they flew out the window. Once the phone started ringing after the NBA cancelled their first game, it didn’t stop from open to close for three months. It seemed like every day I had to run for more product. Suddenly our weekly cooler was empty every night. But we made it work. Day in and day out anybody who wanted our food got it. We ran curbside orders in the pouring rain, dealt with the increased CC rates from keying in cards over the phone, had full kegs that were now illegal to sell. You name it, we’ve seen it in the last 6 months.

Now in September, things are shaping up to look normal again, thankfully. Most machines aren’t designed to run at maximum output ever, let alone for six months."

— Owner Jake Schell

**VERDE PIZZA**

**— BALTIMORE, MARYLAND**

“…Currently we are in September and our ability to serve guests indoors is still limited by the City and the diners’ reluctance to eat indoors. At Verde we have our menu available online, we disinfect every table and area after each use and have set up barriers and or social distance to follow the CDC guidelines, but it is a major challenge every day to stay focused as the target moves often.

Food cost are up but we have held our prices at February levels and will revisit them later this month. To further cut costs we have suspended our valet service, reduced our trash pick up schedule, reduced our cable expenses, lowered our A/C settings and increased our monitoring of labor hours. Our commitment to our staff has allowed them to work throughout this pandemic and we have continued to offer and underwrite health insurance for our team. We have provided sick leave pay to staff, if needed, and have encouraged every staff member to use this paid leave to regroup and restore themselves as needed.

I must say that Baltimore City has acted in a way conducive to helping small business survive and it has been very welcome in many ways. They have reduced fees and or returned them. We get much faster service on permits and a more empathic ear when voicing concerns.

Overall the experience this year has been unprecedented and exhausting but so far Verde can count itself as a lucky one to fight on for yet another day.”

— Owner Edward Bosco

**LITTLE PIZZA HEAVEN**

**— CARUTHERSVILLE, MISSOURI**

“My wife and I opened in September 1980, so this is 40 years in business. We are located deep in the Bootheel of Missouri right on the Mississippi River.

We have not reopened the dining room yet. I really don’t know when we will. A large part of our dine in business was parties so it would be difficult to maintain social distancing.

Overall, though business has slowed down, we are doing all right.”

— Co-Owner Mike Trainor

**PIZZA ZONE — SPRING, TEXAS**

“We are one of the lucky ones. Thank-fully, we had been in the carryout/delivery business for 17 years prior to relocating to a bigger location 3 years ago, where we opened a brand new dining room along with our carry-out/delivery services. We closed our dining room to the public on March 14th, 3 days before the directives were made to close down dining rooms in our state. Thankfully, our business increased and we started seeing record sales due to all the restaurants and bars around us that had to close.

Since our roots were already in carryout and delivery, there was no new training or nothing new to implement...just doing what we had always done best. As time went on and people became more and more scared about the virus, we implemented ‘no contact delivery’ and curbside pickup. This was a reassurance to the customers who didn’t feel comfortable in our shop to offer these services. Our governor still has an order in place that restaurants can only open with 50% capacity right now, but we still have kept our dining room closed down. We’d rather focus our efforts on the carryouts and deliveries rather than having to use an extra person to keep up with all the current regulations required to having a dining room open. Someday when we feel the time is right again, we’ll open it again. In the meantime, we’re still kicking butt with the carryout delivery business.”

— Owner Debbie Gainor

**MARION’S PIZZA**

**— DAYTON, OHIO**

“Roger Glass here, President of Marion’s Piazza, with nine locations in the greater Dayton and northern Cincinnati, Ohio areas, founded in 1965.

What a crazy year it’s been so far with all of the changes, regarding how we do business since COVID-19 hit the scene! Before the pandemic hit, 85 percent of our business was dine in (our restaurants seat approximately 500 patrons each) and about 15 percent was carryout. We never offered delivery service until last September when we signed up with DoorDash, and believe me, as things have turned out, we are glad we did...."

“To date, only six of our dining rooms have reopened due to staffing shortages. Potential employees hesitate to work due to the fear of becoming infected. But to our credit, during these challenging times, we’ve never had to lay off any employees. Even with dining rooms operating at half capacity, customers evidently are still leery of dining inside. As a result, our curbside pickup and delivery currently account for about 70 to 80 percent of our business.

I think until a vaccine is proven effective and readily available to the public nothing will return to the way it was before COVID-19. I hope that everyone makes it through this pandemic and I believe that it is fortunate we are all in the pizza business during these trying times. Admit it...who doesn’t like pizza?”

— President Roger Glass
"...Since there was an apparent bread shortage at grocery stores, and we just so happen to bake our own bread, we began selling our organic sourdough bread and hand-delivering it to basically the whole city of Kokomo. It was an experiment in which I had nothing to lose. If it worked, cool. If it flopped, it did not affect my company in anyway. It just so happened to take off. Now people could be guaranteed freshly-baked (and organic!) locally-made bread without having to leave their house. The response was great and I was so busy baking and delivering bread that I could hardly keep up.

Since I knew that grocery stores were struggling to keep up with bread demand and I knew that people liked my product, I figured I’d take a shot at trying to get it in Kroger grocery stores here on a local level. So began the journey of establishing contact and eventually getting accepted, as a new vendor in Kroger! It was an exciting accomplishment for me and my company.

We reopened our pizza shop in May after being closed for about 6 weeks. We had a better idea of how this virus was evolving and felt it was safe to reopen (with precautions). We all wear masks and have been really pushing our curbside service so customers do not have to come in (especially if they order online).

I guess we had been missed by many because we sold out of everything for days and even weeks on end. I thought “Is this the new normal?” Business since then has been very steady and we are extremely fortunate that we have a business model that allowed us to close and then reopen as if nothing ever happened. Our community has also been very supportive during these times. We really feel the love.”

— Owner Adam Neher

FAMOUS PIZZA
— BETHEL, CONNECTICUT

“…We still have our store closed for public entry even though CT allows for dine in at 50% of occupancy. The support from the community has been overwhelming with our Curbside Pickup & Contact Free Delivery and feel that this best protects the safety of our staff and decreases the likelihood of any potential infection. The feedback we have received is that our customers feel very safe with this decision and appreciate the extra measures. We have added custom signs in the parking spaces out front with our name and phone number and a parking space number to help make curbside as simple as possible. We also have a large sidewalk A frame sign that clearly outlines our procedures. We have also added (2) 4x8’ huge custom banners on the outside of our building promoting "WE ARE OPEN" & another uplifting one that says "BETHEL STRONG". We offered Make Your Own Pizza Kits that were a hit in the beginning but not as much currently.

“…The big news is that we are making changes. We had a tenant (we own the building) next door to us that never re-opened after the virus hit and decided to move to that smaller (1500sf) space and change our business model. We have been noticing a shift in recent years from the dine in business to delivery and thought this was the perfect time to make a change. In addition, the minimum wage just went up and will continue to every year so anything we can do to cut labor will help us. We are building out a new kitchen with a limited menu and are fine tuning all of our procedures. We have also added (2) 4x8’ A frame sign that clearly outlines our procedures. We made changes to our facilities, regulations handed down by the government. We made changes to our facilities, policies and procedures to better service our customers. And we are constantly over-coming this ever-changing situation, day by day.”

— President & Co-Founder Gwen Page

RON'S ORIGINAL BAR & GRILLE
— EXTON, PENNSYLVANIA


That's just what we did here at Ron's when faced with the COVID-19 pandemic. We adapted to the new rules and regulations handed down by the government. We made changes to our facilities, policies and procedures to better service our customers. And we are constantly overcoming this ever-changing situation, day by day.” Watch Ron’s video at pizzatoday.com/covid19stories.

DOUBLEDAVE'S PIZZAWORKS
— FORT WORTH, TEXAS

“…For DoubleDave's Pizzaworks to not only survive but thrive, we needed to look at many of our processes and change to stay effective.”

“…we focused on our ingredients. Supply chain issues across the US have caused many interruptions in producing key ingredients and transportation to our warehouses/restaurants. We worked with our key distributors to add additional safety stock for all our essential items (dough, meat, sauce, cheese, proteins, boxes). While most of our vendor partners did their best to keep their products moving at a regular pace, problems did occur, such as reduced plant capacity, missed purchase orders, and temporary outages. This safety stock we created has helped us soar over these challenges.”

“…2020 will be one for the record
books. DoubleDave’s is proud to have weathered the storm and come out stronger on the other side. To date, we have not lost one location.

Instead, we opened a new powerhouse in the San Antonio market. We’re proud of our employees, our franchisees, and our vendor partners for their determination, patience, and willingness to adapt.

We look forward to the day where COVID-19 will be a distant memory. Until then, we’re ready to provide our best slice to help out our communities…Peace by Piece.”

View DoubleDave’s whole Tackling the Pandemic Peace by Piece presentation at pizzatoday.com/covid19stories.

SLINGIN’ PIZZA
— LAGUNA PARK, TEXAS

“We bought extra food to sell to try and help our customers not have to go into the chaos that had become a typical grocery store trip as often. Like chicken, beef, extra veggies. When bread started to become a hard thing to get, we started turning our pizza dough into bread…It actually became so popular that we now make our sandwich bread every morning!

Then my awesome quilter Aunt Jayne started making masks! She was using my amazing Grandma Audrey left her, so she very generously donated them to us. We got the masks in right before the mask mandate came into effect in Texas. So because she blessed us with them in turn we got to bless our customers with them and when they ordered we gave them a free mask with each order. It just lit up my heart being able to give masks to people that were having trouble finding them or finding them at a huge mark up. It got to the point where I had to charge for additional masks to try and get them spread out to more families. Which honestly in turn helped us pay some bills, so this project helped out everyone!

What I’ve personally learned through this time is that while yes, putting out a good product is of course important…what people are seeking is just people to be genuine with each other again.

I’m in the process of creating “Sling’it Forward”. Basically I’m just hoping to give our customers a safe place to help each other out and fill needs.”

— Owner Audrey Jayne

BUDDY’S PIZZA
— DETROIT, MICHIGAN

“…At Buddy’s Pizza, creator of the original Detroit-style pizza, 70 percent of sales came from dine-in visits, so quickly adapting the company’s service model to adhere to the executive order while still servicing customers was vital for sustaining business.”

“…Since Buddy’s doesn’t offer native delivery, the restaurant made ordering food more accessible by offering free delivery through DoorDash.”

“Carryout-Only Grand Opening — Leading up to the Stay Home, Stay Safe Executive Order, the Buddy’s team was in the process of opening its newest location in west Lansing, Michigan, originally scheduled for mid-March. While the team planned a robust grand opening celebration, including the first 100 people through the door receiving free pizza for one year, the team immediately shifted gears planning for a carryout-only opening and implementing all new health and safety protocols at the location, which pushed back the opening date. The company immediately began training staff at the Lansing location on how to perfect new protocols to keep everyone safe. Once everyone was fully trained on the operations and procedures, a new opening date was set…”

— Vice President of Growth Katy Dean

PUNXSY PIZZA
— PUNXSUTANEY, PENNSYLVANIA

“Since the beginning of the pandemic we have gone from 15% down to 30%+ increase in sales. Sounds terrific but it’s been a rough ride. I only have 7 out of 17 of my staff left. The increase in sales & the way business falls – all in one big rush every day has left my staff stressed or just not able to keep up.

To try to cope with this I have had to adjust scheduling, inventory (different items selling) and hours of operations. Shortages in the food supply chain have affected us too, even the best manager can’t guess what suppliers will be out of next or speculate what the food cost will be. The sheer volume we are doing is keeping us in the black as food cost has soared. We raised prices once and plan doing so again…”

— Owner Scott Anthony

ROMEO’S PIZZA — MEDINA, OHIO

“How has Romeo’s Pizza weathered this time? The brand was built with a franchise first approach, product integrity/differentiation and to positively impact our environment and COVID-19 did not change us, but it has made us better.”

“The pandemic forced a change in consumer behavior and the pizza industry has been a beneficiary of this shift. We have learned to become more proactive than reactive in all phases of our business operations. We are operating as a unified team with improved communication and enhanced trust. As a team we engage in healthy conflict and are committed to our mission and vision through a culture of accountability”, said Ryan Rose, CEO.

During the pandemic, the company has opened five new locations and has laid out an aggressive expansion plan to reach 250 units within the next five years. In addition, Romeo’s Pizza has recently signed several Area Development deals that include: a 40-unit deal in Nigeria, a 30-unit deal in Northeast, Ohio and in negotiations/discovery phase within multiple states…”

MORE COVID-19 STORIES AT PIZZATODAY.COM/COVID19STORIES.