

Mazzio's Offers Franchise Opportunities

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By Duane Blankenship

Mazzio's LLC, operator of Mazzio's Italian Eatery, is actively seeking franchisees for the Tulsa metropolitan market. The company is seeking multi-unit operators and investors with franchised restaurant experience. Mazzio's currently has 172 locations in 10 states, of which 105 are franchise-owned.

Mazzio's was introduced in 1979 featuring pizza, pasta, salad and sandwiches. The company originally began in 1961 and was known as Ken's Pizza. Since the introduction of Tulsa-based Mazzio's Italian Eatery, the company has solidly established its brand in 10 states, where Mazzio's offers customers fast service, convenience, variety, value and quality.



Mark Long, senior director of operations and franchisee services for Mazzio's, with John Sharp, managing partner of the Mazzio's Italian Eatery at 145th & Kenosha in Broken Arrow.

Mazzio's restaurants are open daily for lunch and dinner and are perfect for dine-in, carryout, delivery or catering. Mark Long, senior director, operations and franchisee services for Mazzio's, says. We have specifically identified several gap areas in Tulsa and Oklahoma City. Although these markets have traditionally been company-owned stores, we have made a strategic decision to open them up to franchising opportunities. By opening up new development opportunities in key markets that know our brand well, we can leverage our history of selling award-winning pizzas and fill voids in prime market areas needing new Mazzio's. With the right multi-unit franchisees added to our system, Mazzio's is positioned for sustained long-term success.

In 2002, Mazzio's updated its 23-year-old brand to feature a more modern look by introducing bold colors and a tower on building exteriors. "The results of our reimagining efforts have been very positive and will serve the Mazzio's brand well into the 21st century, said Long.

The new Mazzio's image includes a modular building prototype for freestanding locations. Their advantage is that buildings can be customized and easily expanded for any location based on market demands, while at the same time, reducing the cost of entry. According to Long, less expensive in-line (strip center) locations are also becoming a significant vehicle for unit growth.

Please visit Mazzio's website, www.mazzios.com, where you will find a list of frequently asked questions about franchising. According to National Eating Trends, pizza and pasta categories have been two of the fastest growing food service segments over the last 10 years. The average American eats pizza or pasta two to three times a month. Just over a third of the U.S. population eats pizza or pasta once a week.

Restaurant experience is preferred if you are interested in a Mazzio's franchise, but there are exceptions. There's no limit to the number of franchise locations you may acquire. One franchisee operates 23 restaurants. The initial franchise fee on your first Mazzio's location is currently \$30,000, payable when the franchise agreement is signed. When you visit online, you'll find details outlining additional fees that are paid by Mazzio's franchisees and how they are designed to benefit your franchise. You'll also be advised of the process in selecting a promising location and how Mazzio's advertising works for you.

In an industry known for the revolving door at top management levels, the experience, continuity and depth of the Mazzio's management team constitutes one of its biggest strategic assets. The team has worked together for many years, leading the company to become a dominant force in the food service industry.

Mazzio's is looking for franchisees in the Tulsa market who understand that success in the restaurant business is driven by creating a superior guest experience, and the way to profits is by maximizing the guest experience. To be considered, go to the Mazzio's website, click on Franchising Opportunities, and complete the inquiry form. Someone from the Mazzio's franchise development team will get in touch with you soon after receiving your application.

For more information, contact

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