

## FOR IMMEDIATE RELEASE

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### **Flippers Pizzeria Celebrates 25 Years in Central Florida.**

January 30, 2012 — Orlando, FL — This month, January 2012, Flippers Pizzeria, an Orlando pizza restaurant with eleven locations and a central commissary that supports growth of the pizza company, celebrates its twenty-fifth year in Central Florida.

When Flippers Pizzeria opened its first location in 1987 near Sea World, business owners had a specific goal in mind for the new pizzeria—creating delicious pizzas from the freshest ingredients possible and treating every guest with five-star customer service.

Eleven locations, a commissary, and a wholesale division later, Flippers Pizzeria’s mission remains the same since 1987, but owners say that after 25 successful years, it’s still just the beginning for the flourishing pizza maker.

“It’s been a great 25 years, and over the last four, we have really tied it all together through growth, a national rebranding, our new interior ‘look,’ and infrastructure,” said Scott Kousaie, Co-President & Founding Partner. “We continue to look for more corporate locations, and we look forward to the next franchise location opening soon at The Villages and additional locations opening in the near future.”

When consumers walk into a Flippers Pizzeria restaurant today, things don’t look the way that they did in 1987, but the friendly, neighborhood atmosphere and delicious food that made Flippers Pizzeria a success in the first place, is still thriving.

“Our stores have been enhanced over the years due to evolving customer tastes, available technologies, and new conveniences that are now available to us as restaurant owners,” said Flippers founders. “Also critical in our success is the fact that that we have been perfecting the operational structure of the business for more than 25 years; always retooling it so that over time, every process becomes more productive.”

Recently, Flippers Pizzeria went through a major rebranding. Stores were remodeled, new menu items added, new corporate stores opened, and a future expansion plan went into effect, offering franchise opportunities to qualified investors who shared a passion for making

delicious pizza.

Online ordering was developed, catering menus were improved, and plans to feature a mobile website and iPhone application were set into motion.

Flippers Pizzeria is constantly evolving. “We know that we must remain connected to our customers in order to prosper for another 25 years,” said a Flippers executive team member. “We never rest on our laurels. Our team is constantly searching for the best ingredients, modifying our recipes, and communicating with our patrons to make sure that we are always working to exceed their expectations.”

Recently, flat screen TVs and free wireless Internet access were added in restaurants. The Flippers brand also retains a strong social media and Web presence with more than 5,000 active followers who are very vocal and passionate about the Flippers brand.

“We are constantly developing and enhancing our online presence,” said Kousaie. “We communicate with our online followers on a daily basis. Currently, we’ve been promoting our newest menu items on our social media profiles; we enjoy receiving consumer feedback and getting them involved in our conversations and decisions.”

It’s clever uses of today’s technology like this that keeps Flippers Pizzeria at the top of its game.

“We are very proud to have been part of the Central Florida community for more than twenty-five years, and we look forward to celebrating our milestone 25<sup>th</sup> year in 2012,” said a Flippers representative. “We will continue to donate our time to the community through community service initiatives and by providing our customers with the very best products and services.”

Later this year, Flippers Pizzeria plans to open its twelfth location in The Villages of Central Florida.

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**ABOUT FLIPPERS PIZZERIA:** “Fresh Honest Ingredients.” From authentic brick-oven baked pizzas and pastas, to handcrafted calzones and flatbreads, Flippers Pizzeria maintains consistency in taste and freshness. Customers have the option of enjoying a delicious Flippers meal in the comfortable, family friendly environment of their restaurants or the convenience of pick-up and delivery services, as well as Orlando catering services. Flippers Pizzeria is one of the only delivery services that offer the quality of authentic brick-oven-baked pizza. Follow Flippers Pizzeria on Facebook ([facebook.com/flipperspizzeria](http://facebook.com/flipperspizzeria)) and Twitter (@flipperspizzaus).

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