

## Little Caesars Pizza Targets St. Louis for Major Growth

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Internationally Recognized Carry-Out Pizza Chain to Award Franchise Opportunities to Local Entrepreneurs

Industry leader Little Caesars is growing its pizza chain in St. Louis. "From its thriving metropolitan area to the city's growing manufacturing and retail sectors, St. Louis is a great place for entrepreneurs to bring the best in carry-out pizza," said David Scrivano, president, Little Caesar Enterprises, Inc.

During the next 10 years, Little Caesars plans to open upwards of 60 locations throughout the St. Louis-area and employ approximately 1,500 local residents. Currently, there are 19 Little Caesars locations in the market including locations in both Madison and St. Clair counties.

"St. Louis families love Little Caesars' fresh HOT-N-READY(R) pizza and really appreciate the convenience and value we offer," said Dale Beck, Little Caesars franchisee in the St. Louis-area. "Little Caesars' growth in St. Louis will allow more consumers to experience our great tasting products. We use the finest ingredients, including dough made fresh in our stores, fresh, never-frozen cheese, and sauce made with vine-ripened tomatoes."

Before becoming a Little Caesars franchisee, Beck worked as an assembly line worker at Ford Motor Company's St. Louis Plant. When Ford offered to buy out some workers at the plant in 2006, Beck looked for an opportunity to be his own boss in a different industry and join a company with a proven system, strong brand recognition and growth potential.

"With the outstanding support Little Caesars offers its franchisees, I was able to transition to the second phase of my professional career from autoworker to small business owner with one of the most recognized names in the pizza industry," said Beck. "I have one Little Caesars store in Florissant, Missouri and I'm excited to grow my business with Little Caesars by opening two to three locations in the St. Louis-area over the next five years."

Development throughout St. Louis is part of Little Caesars' strategic growth plan to create a strong market presence in prime residential, family- oriented U.S. locations. Little Caesars has experienced seven consecutive years of significant sales increases and is working to continue this trend by providing a convenient, high quality product with great value for a low cost.

"Little Caesars is excited to be a part of the business growth in St. Louis and provide investment and job opportunities to local entrepreneurs," added Scrivano. "We look forward to expanding our offering of a large, fresh pepperoni pizza that's ready when St. Louis consumers are, with no waiting or need to call ahead."

"I've been lending to Little Caesars franchisees, as well as franchisees with other brands for 15 years, and the Little Caesars opportunity is the best I've seen," said Gary Vetter, president, Crossroads Financial, LLC. "Little Caesars offers the opportunity for franchisees to be entrepreneurs, and to own their own business and make decisions that impact the bottom line and their future. After observing this as a lender to Little Caesars franchisees, I became a Little Caesars franchisee myself in 2006."

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