

Papa Bello Announces Expansion Into Colorado With Sale of Area Rep Agreement and Store Opening

2008-07-17

Papa Bello Enterprises (Pink Sheets: PAPA) announced today that the company has expanded its franchise business into Colorado with the sale of an area rep agreement to Joseph Troncalli, an entrepreneur from Larkspur, CO.

Under the terms of the agreement Mr. Troncalli has exclusive development rights for the entire state of Colorado. Mr. Troncalli's inaugural franchise will open on Friday, July 18th at the Metzler Plaza, in Castle Rock, Colorado. This location will be the first Papa Bello restaurant outside of a Wal-Mart. Mr. Troncalli plans to open several additional franchises in the coming years.

Mr. Troncalli grew up in Florida with a background in construction. He has built a multi-million dollar business and has now set his sights on the Papa Bello Franchise as his next successful venture. Additionally, Mr. Troncalli expects to become very involved in the community through his scholarship foundation. Mr. Troncalli expects to commit 1% of the gross sales of his franchise to a scholarship fund that will be directly allocated to successful area students.

Joseph Troncalli states, "We are ecstatic about the opportunity that Papa Bello has given us. We researched several restaurant concepts and found Papa Bello to be the best out there. I've never seen a more organized company in my 25 years of business. We feel blessed to have been introduced to them."

Chase Canfield, CEO of Papa Bello states, "We are pleased to have Joe and his team as a part of our growing company. His strong family values and interest in the community will make his business efforts a valuable asset to the residents of Colorado."

Pam Fazio, COO of Papa Bello states, "Joe will be supplying all the pizza and service to loving residents within his community with the most authentic style pizza Colorado has available. I, along with the entire team at Papa Bello, am very proud to have Joe as one of our partners and we are looking forward to his rapid growth."

Founded in 2005, Papa Bello Enterprises is a Las Vegas, NV based corporation that owns, operates, and franchises Italian style eateries in the United States. The company currently has 13 stores in operation and has a master lease agreement with Wal-Mart.

This article comes from Hotel News Resource

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