



An industry leader and growing fast

If you thought dialing 222-2222 was easy, now you can order your pizza and see it too at www.pizzahotline.ca.

Pizza Hotline owner Gennaro Cianflone is always cooking up new concepts in the food service industry and once again he's out of the gate first in Winnipeg with on-line pizza delivery.

"It's the wave of the future," says Ron Chan, Director of Franchise Development, Pizza Hotline. "I think more and more people are leaning towards ordering on line.

"It will also get us a little closer to our customers because we'll learn about what they want. That's what we're trying to do, offer what they're asking for."

Pizza Hotline is the winner of the Consumers' Choice Award for pizza delivery but it's not near done with ideas yet.

Pizza Hotline has 11 locations, eight in Winnipeg. There are also locations in Steinbach, Brandon and Calgary. A new Winkler location is targeted to open before Christmas. It is also the food you'll find at Café 22 on Corydon Ave. in Winnipeg and at another location in Calgary.

"Café 22 has a nice relaxing lounge area and we run our pick up and delivery service from the back," Mr. Chan says. "It's a fun place."

The Winkler store will carry the Pizza Hotline name but be a hybrid-cross with Café 22.

"It will have a similar cozy feeling as Café 22 but with a slightly different menu," Mr. Chan says. "We'll be offering panini, which is a grilled sandwich with a mouth watering selection of top notch meats, cheese and vegetables such as roasted red peppers and eggplant. Also, what we call The Big Slice. It's not a slice of pizza, it's a custom made pizza in the slice shape."

Mr. Cianflone grew the company almost from scratch when he bought it 20 years ago. He was an Ernst and Young Entrepreneur of the Year nominee and gives tirelessly to several Winnipeg charities including the Children's Hospital and CancerCare. Chan is a food service industry veteran and an entrepreneur himself. The energy is contagious.

"When you're passionate about what you do, it's not a job," Mr. Chan says. "There's not a single day where I wake up and don't want to go to work. I've always said when that happens, it's time for a change."

Mr. Cianflone, Mr. Chan and their team have big plans for the company.

"We hope to get up to 100 Western Canada franchises over the next five years," Mr. Chan says. "We're striving to be the lowest investment



Pizza Hotline Director of Franchise Development Ron Chan says the company is aiming to have as many as 100 locations in Western Canada within five years.

requirement in the industry. We strictly play the value game. We think we offer the best pizza for the price."

If the past is any prediction of the future, Pizza Hotline is looking very good. .

"We've got one store in Portage West that's only 600 square feet and sales coming out of there are unbelievable," Mr. Chan says. "They almost have to take in stock every day. It's a good problem to have."