

Pizza Schmizza and Restaurant Manager™ — POSitively Rewarding

In the early 1990's, a young André Jehan travelled to New York and discovered pizza by the slice. Returning home, he saw an opportunity to create a fun business for himself while satisfying his craving for authentic, New York style pizza. His father, when approached for a loan, was less than impressed with the idea and replied scornfully, "Pizza, schmizza — go get a real job!"

Neither the loan nor the "real job" materialized, but with some help from *her* father, André and his wife, Carla, founded Pizza Schmizza in 1993. Money was so tight that the first store opened without any stools at the counters; advertisements implied that standing while eating simulated the crowded,

hectic feel of a New York pizza joint.

There are now 31 Pizza Schmizza outlets in Oregon and southern Washington, with more in the works, an amazing expansion given the region's long-standing economic woes.

The low carb trend doesn't seem to be a problem for them, either. The Schmizza menu includes an incredible variety of gourmet pizzas, from the old standards, like cheese and pepperoni, to the exotic. For example, alligator is on the menu every Thursday. ("Louisiana farm-raised alligator marinated in buttermilk, lemon and garlic, broiled with roasted red peppers atop a bed of noodles.") 25 varieties of pizza are on the menu fairly permanently, with another 50 or so that rotate. Franchise operators are encouraged add their own combinations to the mix, and, of course, customers are welcome to create their own. Offerings are divided equally into three categories — meat, chicken, and veggie — and a month's worth of daily specials in each are published on the Schmizza website.

Everything on the menu, from salads and pasta to the pizza dough itself, is made fresh from scratch at each store. The lunch trade tends to be by the slice and eaten in; the dinner hour sees more whole pies ordered, mostly to go.

The stores' décor is as quirky as the menu. Each is uniquely and eclectically furnished with "antiques," oddities and just plain old stuff hanging from the ceilings and mounted on the walls. And they all have a sufficient supply of stools and booths!

This fun and youthful atmosphere extends to Schmizza Headquarters, where André "The Big Cheese" Jehan was joined by investor Doug "The Dough Man" Wetter in 2000. (They met at a kids' soccer match, which seems totally in character for this operation.)

Early on in Pizza Schmizza's development, Jehan selected the Restaurant Manager™ POS system to link all the outlets to Schmizza HQ. After looking at more than 20 systems, he chose Restaurant Manager because the dealer, POSitive Technologies, was local, and had a reputation for superior service.

Ten years later, Pizza Schmizza is still very pleased with their choice. The counter help find the system easy to learn, and are comfortable with it in a matter of minutes. Every transaction is transmitted to Schmizza HQ, where data is analyzed and used to support management decisions — menus, product mix, costing, and more.

Pizza Schmizza has also implemented the Restaurant Manager's POSitive Rewards system, a synchronization tool that watches the Restaurant Manager master database for certain account transactions, then updates all of the individual stores. It can be used to generate customer rebates, charitable donations, and other marketing promotions, and to track store sales demographics.

At Pizza Schmizza, the POSitive Rewards system provides a means of selling gift cards and "scrip" cards that can be redeemed at any store. (The "scrip" cards are essentially gift cards sold at a discount to local schools as fundraising opportunities.)

The POSitive Rewards system also supports Schmizza's "Share the Dough" program. When customers pay for their purchases, they present a card identifying a charitable group they support. The POSitive Rewards system tracks the purchases, and Pizza Schmizza then donates a percentage of sales to the designated charities.

So what about the service and technical support? Has POSitive Technologies measured up to their expectations? Says Rick Glenn, Schmizza's Director of Franchise Operations, "We have received unparalleled service from Jim Gerow, Dan, Eric and the rest of the team at POSitive Technologies. We're in an environment where POS systems are really very similar and it's the service that makes a difference." *CT*

For more information on the Restaurant Manager POS System, call your local reseller today. In Oregon, call POSitive Technologies, Inc., at (877) 404-6565.

To learn more about Pizza Schmizza, visit www.schmizza.com or call (503) 640-2328.