

Flippers Pizzeria Continues to Thrive After 25 Years

/EINPresswire.com/ The Orlando pizzeria has grown throughout the years into a highly successful pizza franchise

Careful, consistent growth is the key to a business' longevity. That's something that [Flippers Pizzeria](#) seems to have figured out. In a matter of 25 years, the [Orlando pizza restaurant](#) has grown to 14 very successful locations and tops annual sales of more than \$20 million. Vital to the pizzeria's success is an experienced management team, centrally located bakery, and a crew of devoted employees who share the company's mission of "Pizza. Passion. Perfection."



Customers at Flippers Pizzeria's Old Town Location in Kissimmee, Florida

The road to Flippers Pizzeria's success was paved decades ago by its founders, Scott Kousaie and Todd Dennis. Since opening the first [Orlando pizza](#) location in 1987, Kousaie and Dennis have kept the brand's focus on quality. It was the cornerstone for everything the restaurant stood for, and it continues to be the foundation for the restaurant's future.

Whether it's hand-selected ingredients, fresh dough made daily with extra virgin olive oil baked in our 600-degree brick ovens, or the continuing evolution of the restaurant's comfortable interiors (now with free WiFi and flat screen TVs), the pizzeria is constantly evolving according to the modern consumer's tastes and demands. It's one of the many reasons that Flippers Pizzeria is so popular and is poised for tremendous growth into the next decade.

"We will remain connected to our customers and look forward to serving the community for another 25 years," said Dennis. "Over the past few decades we been committed to continually perfecting the operation of our business in order to be more productive, in addition to routinely searching for new, quality ingredients, modifying our recipes, and communicating with our patrons to ensure that we are always exceeding their expectations."

"It comes down to passion for pizza," said Kousaie. "You can taste the quality in our food—it's a combination of our respect for fine pizza making and our commitment to using the best ingredients from the most respected vendors in the world to provide a premium concept."

At the very root of this success is building the right team, say both Kousaie and Dennis. “We want to thank them publicly for everything they do for Flippers Pizzeria, and we are very excited to have them on this journey as we open the next chapter of Flippers Pizzeria’s brand story,” said the partners.

Most recently, in the past five years of the pizzeria’s growth, there have been tremendous changes; the largest of which was a new brand redesign by Chute Gerdeman, an award-winning strategic brand and design firm located in Columbus, Ohio. An entire new experience was created for the Flippers brand, from the inside out by the agency. Store layouts were changed, and brand elements were established to position Flippers Pizzeria as a major player in the restaurant industry. “We took our great food and our unique culture, then wrapped them together into an attractive package that has the look and the feel of a national brand,” said Kousaie.

Critical to the support of its 13 locations, Flippers Pizzeria operates a centrally located bakery in Central Florida. The facility is where all premium products are stored and prepped, then delivered fresh to each location. “From quality ingredients to providing seamless distribution to all locations so everyone can focus on store production is essential,” said founder Brett Dennis. “To be able to send an order off for 250 items is vital to Flippers store operations.”

To many people, Flippers is more than delicious pizza, flatbreads, pastas, salads, and sandwiches—the pizzeria is an important part of their community. Over the years, Flippers has contributed time, food, and sponsorship donations to area schools and non-profits. And during that time, the company has developed technology that goes the extra mile to answer each community’s need for assistance, whether it’s sponsoring a local football team, hosting spirit nights, or simply making it easier to get fresh pizza delivered to a school group or event. The recent addition of an online ordering system, including a brand new free iPhone app, emphasizes the company’s promise to the ultimate in customer convenience.

The future continues to look bright for Flippers. The pizzeria has plans for growth at the corporate level and has a 16-store franchise deal in place for expansion in the Tampa market over the next eight years. Kousaie notes that employee training is an important factor in the company’s future growth: “Without the right employees and brand representatives for Flippers, our growth is irrelevant... We have tirelessly built employee training guides and routinely hold employee meet-ups to ensure that our brand values are continually upheld by our team members.”

He adds: “We’re excited to deliver 25 years of experience and will make sure that we grow smartly so that the brand is protected.”

The partners want to thank their devoted customers and especially all the team members that represent the Flippers Pizzeria brand. The Florida pizza franchise is beginning its 26th year in

Central Florida and offers Florida pizza franchise opportunities to qualified investors. More than ten new menu items, like the new Arugula & Prosciutto Pizza, were just released this year, as well as a brand new mobile application, now available for free in the Apple iTunes Store. Thank you!

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 offering the quality of authentic brick-oven-baked pizza. Online ordering is available, as well as a new application that's now available in the Apple iTunes store. Follow Flippers Pizzeria on Facebook, Twitter, Pinterest, and YouTube.

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