

Roman's Pizza named 2016 Brand Builder of the Year

Roman's Pizza has received the Brand Builder of the Year Award at the Franchise Association of South Africa's (FASA) Awards for Excellence in Franchising. This award recognises a brand by its popularity with the public through effective marketing and advertising campaigns.



“The accolade is testament to the brand’s consistent focus on delivering a top quality experience at every touch point of our business,” said Bonnie Cooper, CMO of Roman’s Pizza. “Having FASA acknowledge us with this extraordinary award is humbling, but well deserved by all the franchisees who make this business a winner at every turn.”

Emphasis on excellence

This emphasis on excellence is what allows Roman’s Pizza to remain a popular and profitable brand, with some of the busiest pizzerias in the country. According to CEO John Nicolakakis, “Roman’s Pizza is an excellent opportunity for a passionate prospective business owner. We select our franchisees and sites very carefully as they become part of the Roman’s Pizza family. It is an energetic, driven and focussed brand that, at heart, is about delivering tasty food at a good price to South African families. Franchisees need to buy into this vision and work towards it wholeheartedly, and this award confirms that, over and over again.”

With stores opening across the country on an almost weekly basis and a strategy that includes rolling out the brand across the African continent, the Roman’s Pizza success story is set to continue being award-winning and pizza lovers only option when it comes to great variety, fresh produce. It is a value-for-money brand.

For franchise opportunities contact info@romanspizza.co.za or go to www.romanspizza.co.za/franchising for more information.