

Annual Franchisee Conference, key ingredient in Col' Cacchio Pizzeria success

Col'Cacchio Pizzeria, announced on 11 June 2009, that their Willowbridge and Franschhoek stores have been recognised as the 'Store of the Year' and 'Most Improved Store' respectively their Annual Franchisee Conference.



L-R (back): Kinga Baranowska, Greg Mommensen, Michael Terespolsky, Dries Lloyd
L-R (front): David Foster, Roslyn Mommensen, Jessica Bos, Elizabeth Rossouw

According to the company, the annual conference is an essential event on the Col'Cacchio Pizzeria calendar as it brings together over 30 owners from the 16 stores across South Africa. The conference provides an opportunity to share knowledge and insights into the restaurant world as well as recognise top performing stores.

These franchise awards recognise two restaurants which have succeeded in the past trading year. The stores are judged on their overall turnover, food cost, monthly store reports and quarterly store audits, spend per head, mystery diner feedback, percentage growth in turnover year on year, dealings with head office, store compliance with franchise agreement, customer count, effort from store, in-store marketing and effective customer complaint resolution, if any.

Founding director of Col'Cacchio Pizzeria Holdings, Michael Terespolsky added: "Both Willowbridge and Franschhoek are worthy winners this year, having seen a huge growth in business; runners-up Bryanston a Canal Walk have shown equally good results in their respective categories and we look forward to them developing even further. Despite a challenging economic situation, it's reassuring to see that our customers are still enjoying eating at Col'Cacchio Pizzeria, clearly appreciating value for money combined with excellent taste."

Owners Jessica Bos, David Foster, Elizabeth Rossouw and Dries Lloyd have clearly identified a winning formula as the franchise owners of both the recognised stores. 'Store of the Year' winner, Willowbridge has been trading since December 2005 and winner of the 'Most Improved Store' award, Franschhoek, since December 2003.