



## **LAROSA'S FAMILY PIZZERIA COMING TO KNOXVILLE** *Franchise Agreement Signed With Investor Group*

KNOXVILLE, TN –May [DATE], 2014- LaRosa's Family Pizzeria, famous for its authentic family recipes and wide selection of Italian menu offerings at affordable prices, has inked a franchise agreement with a local investor group to open its first Tennessee pizzeria in Knoxville's Cedar Bluff area.

The Cincinnati-based company, celebrating its 60<sup>th</sup> anniversary milestone this year, has tapped Boudinot South, LLC as its latest franchise owner. Named after the street the original LaRosa's is located in Cincinnati, the group is led by Knoxville businessman Matt McAndrews. The group includes a number of McAndrews' friends, several with restaurant franchise experience, who share a passion for LaRosa's.

"We were all reminiscing about the pizzerias we used to hang out in when we were kids. For my friend, John (longtime Knoxville restaurateur and Cincinnati native John Boike), it was LaRosa's," said McAndrews. "He convinced us to check out LaRosa's and we all just sort of fell in love. We decided Knoxville needs a family pizza place like that, and here we are!" McAndrews said.

LaRosa's diverse menu of over 40 selections is available in the dining room, as well as for pick-up or delivery. Along with its famous pizza (still made from a beloved LaRosa aunt's recipe), the menu includes calzones, hoagys, pasta, appetizers, salads, desserts and special kids meals. A selection of beer and wine is also available.

LaRosa's is an honest-to-goodness all-American success story. Starting with just \$1,200, founder Buddy LaRosa and a group of friends opened the first pizzeria on the west side of Cincinnati in 1954. Six decades later, LaRosa's has a dedicated customer following with 64 pizzerias in Cincinnati and Dayton, Ohio; Northern Kentucky and Southeastern Indiana. The company recently announced it would also expand to Columbus, Ohio.

Michael LaRosa, CEO of LaRosa's, Inc. said "We couldn't be more excited about our partnership with Matt and his group, and hope that the Cedar Bluff pizzeria will be the first of many LaRosa's in Tennessee".

Further details regarding LaRosa's Cedar Bluff, food sampling events and the restaurant opening date will be announced later this Spring.

### **About LaRosa's**

Founded in 1954 on Cincinnati's west side by Buddy LaRosa, LaRosa's is celebrating its 60<sup>th</sup> anniversary milestone this year. It is a \$138 million restaurant company with 64 pizzerias serving neighborhoods throughout Greater Cincinnati, Northern Kentucky, Southeastern Indiana and the Miami Valley. To learn more about LaRosa's, go to <http://www.larosas.com>

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