



Investing in the American Dream

The story of Manny & Olga's Pizza is a story of the American Dream done right. The end result is a franchise program focused on the basic ingredients of success: creating a concept with wide appeal. Maintaining an Old World insistence on quality, refusing to cut corners. Creating a superior product, offering it at a fair price and delivering it with speedy, friendly service. And providing managers and franchise owners with the tools, guidance and inspiration to foster customer relationships that build sales and long-term growth.

Quality from the outset

Bobby Athanasakis is the driving force behind the Manny & Olga's franchise program. His father, Manny, brought the family to the United States from Greece in 1971 in pursuit of opportunity. Bobby grew up in the family restaurant business, and in 1976 opened the first Manny & Olga's Pizza restaurant in Silver Spring, MD. Other stores followed, and soon Manny & Olga's Pizza had developed a reputation for delicious pizza and Italian specialties, served quickly at an affordable price. When the national chains were cutting quality, Manny & Olga's Pizza refused to follow. Their customers repaid them with loyalty and repeat business.

A cut above the competition

The Manny & Olga's Pizza franchise is a pizza delivery and pick-up concept with a unique twist: Tasty food. Manny & Olga's Pizza features a variety of gourmet pizzas made with fresh dough and high quality ingredients. Deluxe pizzas range from the traditional Greek-style "White" to the sig-

nature "Olga's Favorite," which includes ground beef, fresh tomatoes, onions, green peppers, feta cheese, green and black olives and extra cheese. pizza. Gourmet subs include Steak and Cheese, Eggplant Parmesan, Turkey Breast, Ham & Cheese, Fish, Vegetarian, New Jersey Style Sausage, Philly Steak & Cheese and many more. Calzone specialties range from Philly Steak, with Ribeye Steak, Green Pepper, Mushrooms & Onions, to the Hawaiian, featuring Pineapple, Ham, Mozzarella Cheese & Original Sauce. Manny & Olga's also offers Italian and Greek specialties such as Chicken Parmesan with Spaghetti, Chicken Souvlaki on Pita Bread, Gyros Platters with French Fries & Salad, and Chicken Shish Kebab over Rice. On the lighter side, Manny & Olga's provides a full array of fresh salads.

Satisfying tastes old & new

With this varied gourmet menu, Manny & Olga's Pizza is perfectly positioned to meet the growing demand for high-quality take-out and delivered foods. And while trends come and go, one constant is the demand for pizza: Americans eat more than 3 billion pizzas each year, with over 1 billion of them delivered.

Worth discovering

Contact Manny & Olga's Pizza today. It's well worth your time to investigate this quality franchise program developed by people who have devoted their lives to learning the challenges, opportunities, and fun of running their own business.

— Sean Kelly, IdeaFarm



Quickview

Franchise contact Bobby Athanasakis

Franchise phone (866) 320-OLGA (6542)

Franchise email franchise@mannyandolgas.com

Home office Silver Spring, MD

Year founded 1983

Type of business Pizza, wings, subs, salads, gyros

Current locations Tenleytown DC, Washington DC, Bethesda MD, Rockville MD

Expansion rate 4–8 yearly

Priority markets DC, VA, MD, DE, PA

Franchisee desired Multi-unit or owner-operator

Investment required \$120,000 – 225,000

Special features Proprietary training and business practices acquired from founder

Royalty fees 5% of gross weekly sales, covers use of trademark & support services

Get more information

on the Manny & Olga's franchise opportunity at www.mannyandolgas.com

Sean Kelly is president of IdeaFarm® (www.IdeaFarm.net), a leading brand development and marketing firm, and is the founder of FranchiseMarketing.com. Email him at info@IdeaFarm.net. For free franchise marketing information, visit www.FranchiseMarketing.com.

