

PIQUA DAILY CALL

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Little Caesars returns to city with new eatery on Water St.

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Staff Writer

PIQUA - "This could be the beginning of a beautiful friendship," to quote a favorite character from a favorite film. The Piqua Little Caesars, 646 W. Water St., opened for business Tuesday and it is located right next to the Family Video store.

Jim Batsakes, franchisee, of Ann Arbor, Mich., was on site to assist and welcome customers to the colorfully decorated and shiny new store and to oversee the newly hired staff in their initial endeavors. On opening day, there was an air of enthusiasm and eagerness emanating from young workers in the kitchen.

The new business has hired a staff of 40 full- and part-time employees. Many of the staff members were located through the help of Edison Community College, the Upper Valley JVS and area high school job promotions.

Batsakes, who recently relocated to the Piqua area, will be working along side his new staff from 11 a.m. to 10 p.m., seven days a week (11 a.m. to 11 p.m. Fridays and Saturdays).

"I chose Little Caesars as a franchise operator because they make it very easy to operate a store and provide every available resource for support," Batsakes said.

Piqua was a natural choice for location because a Little Caesars once operated here for a while. "Little Caesars is receiving a warm welcome from many who remembered the earlier store and their favorite Crazy Bread," Batsakes said.

The new Little Caesars is a carry-out only operation, but it specializes in fast service by offering its "Hot -n-Ready" meal deals. A customer can be in and out of the restaurant and on his or her way home with a hot pepperoni pizza possibly in less than five minutes - no matter what time of day. They use fresh ingredients, including dough made fresh in stores; fresh, never-frozen cheese; and sauce made with vine-ripened tomatoes.

Some of the menu items Batsakes will feature in his store include "Hot-n-Ready" pizza, Crazy Bread, Caesar Wings and Caesar Dips.

"I chose Little Caesars because it offers consumers outstanding value - a high quality, convenient product for a great price. The value Little Caesars provides is something families can really appreciate at a time when they are looking to stretch their dollar," shared Batsakes.



The store is customer-friendly, offering ongoing coupon offers and direct mailing promotions. Youngsters will be rewarded with balloons, toys, cookies, coloring books and other treats when they accompany parents to the business.

Also, the Little Caesars operator is looking forward to giving back to the community through the many avenues created by the Chamber of Commerce and the school districts.

"I am eager to get involved and support efforts that are important to the community," Batsakes said.

Speaking fondly of their neighbor, Family Videos, Batsakes stated they were fortunate to have nice neighbors who were both considerate and helpful in getting the Little Caesars facility up and operating.

"Little Caesars is growing across the country and is well-known for its great value, quick service, and tremendous appeal to families," said David Gray, national vice president, franchise services, Little Caesar Enterprises Inc. "We look forward to serving the residents of Piqua with delicious Little Caesars pizza and other great tasting products in their community."

In one of the largest U.S. quick serve restaurant research studies in 2007, Little Caesars was named the best value for the money of all quick serve restaurant chains Sandelman & Associates' Quick-Track research study tracks key consumer behavioral and attitudinal measures for all major fast-food chains. Surveys were conducted among more than 84,000 quick service restaurant customers in 70 major markets across the United States. Little Caesars also was named highest rated pizza chain for "Convenience of Locations" and "Speed of Service."