

2014

Distinguished
Speaker

MITCH ROTOLO

Founder and CEO
Rotolo's Pizzeria



Founder and CEO, Mitch Rotolo, has been the head of Rotolo's Pizzeria and our affiliates since we were incorporated in January 2006.

At 16 years old I got my first real job at a pizzeria and not to say this was not my first job experience. I was no stranger to work. As far back as I can remember I was mowing lawns and painting fences. As a kid this prepared me for the work I was about to embark upon. Eager to get out on my own I took a career risk at the age of 23. I opened my first pizzeria, *(In the back of a friends bar)*. By 1996 I developed recipes and systems to open my first real restaurant and Rotolo's was born. Located at the south gates of Louisiana State University is where it all started, and like our dough - the popularity started to rise. A few short years later I opened my 2nd restaurant in the suburbs of Baton Rouge. After many weekends and long nights of hard work I had built a business that had the power to continue to expand.

By 2013 we had grown what was a simple college town pizzeria into a regional brand and furthered developed into a successful Franchise model that's currently operating in 4 states. Rotolo's has gross sales exceeding 20 million dollars, and a work force of 900+ team members. The success of Rotolo's as a brand has fostered an expansion of other businesses including real estate and retail products.

Rotolo's truly is a family owned and operated business. My oldest son, Mitch Jr., has also grown up in the business and now manages multiple restaurants and has proudly taken a lead role in the next generation of our company. Family goes beyond the company name. As a result of our family oriented cultured, we have many long term employees, some over 10 years.

Rotolo's Pizzeria restaurants offer a fantastic quality of food. Everything in our stores is fresh. We chop our own vegetables and every location makes their dough, in-house, fresh daily. Our salad dressings, marinara, pizza sauce, and more are handcrafted from our family recipes. What we serve is hot and made-to-order, and I think people really appreciate that.

