

CASE STUDY – Dale Turner

Director of Operations, Fast Track Stores

“People appreciate the convenience of one-stop shopping, grabbing a quality pizza on the way home with milk, bread and other groceries.”



When Dale Turner was asked why he chose to carry Hunt Brothers® Pizza in his North Central Florida Fast Track stores, he sounded a common refrain—convenience and consistency. “The program is easy to administer and the pizza is easy to produce.”

Hunt Brothers takes great pride in the ease of operation our pizza programs allow. We want our retailers to be as profitable as possible and work hard to devise custom programs to fit their individual needs. It is also in this spirit that we keep start-up costs at a minimum and offer financing options. Hunt Brothers only succeeds when our clients do.

Convenience and consistency isn’t confined solely to the pizza. Dale has been most impressed by the dedication Hunt Brothers exhibits in supporting its retailers.

Distributor Stan Bragdon is always willing to go the extra mile during his weekly visits—from cleaning ovens to on-location marketing assistance and promotions. Dale feels that the relationship is more of a partnership than simply one of a vendor and customer.

“Hunt Brothers has been pretty progressive in working with us to grow the business. Each year, sales have steadily increased due to Hunt Brothers’ different promotional programs,” said Dale.

The partnership has been a success. Dale’s business profitability has improved by adding Hunt Brothers Pizza to his stores, giving customers a reason to come inside to shop—even after paying at the pump. Hunt Brothers is dedicated to providing our clients the marketing materials necessary to drive traffic into their stores so sales and profits extend beyond our products.

“Sales have increased in other categories as well. Each of my stores has been able to consistently maintain positive gross margins, and I didn’t have to add a lot of labor. People appreciate the convenience of one-stop shopping, grabbing a quality pizza on the way home with milk, bread and other groceries.”

At Hunt Brothers, we are proud that our clients feel more like partners because that is exactly how we feel. Hunt Brothers Pizza Partners...now that has a nice ring. **Thanks for the idea, Dale!**



All Toppings No Extra Charge®