

# CASE STUDY—Dan Rotherham

Stop 'n Save, Western Colorado

**“People know what to expect in a Hunt Brothers pizza—consistency, great taste and value—and that’s exactly what they get.”**

In March 2008, Colorado became the latest state to welcome Hunt Brothers® Pizza. If it had been the decision of Dan Rotherham, owner of Western Colorado’s Stop 'n Save chain, we would have been there a long time ago.

“For several years at the NACS convention, I asked when Hunt Brothers was coming to Colorado. In my opinion, the program is the best available. I told my supplier that I was jumping all over Hunt Brothers as soon as it arrived in Colorado.”

While Dan’s store in Gypsum was his first Hunt Brothers Pizza Shoppe location, it certainly won’t be his last. Dan couldn’t be more pleased with the success of the Hunt Brothers program. “There was quite a buzz when we opened; Hunt Brothers was the talk of Eagle County. I knew it was going to be successful because of superior quality, both product and program.

My sales are more than triple those of my previous pizza company.

We launched with one store and plan for five additional Hunt Brothers stores to open in the near future.

It was a no-brainer.”

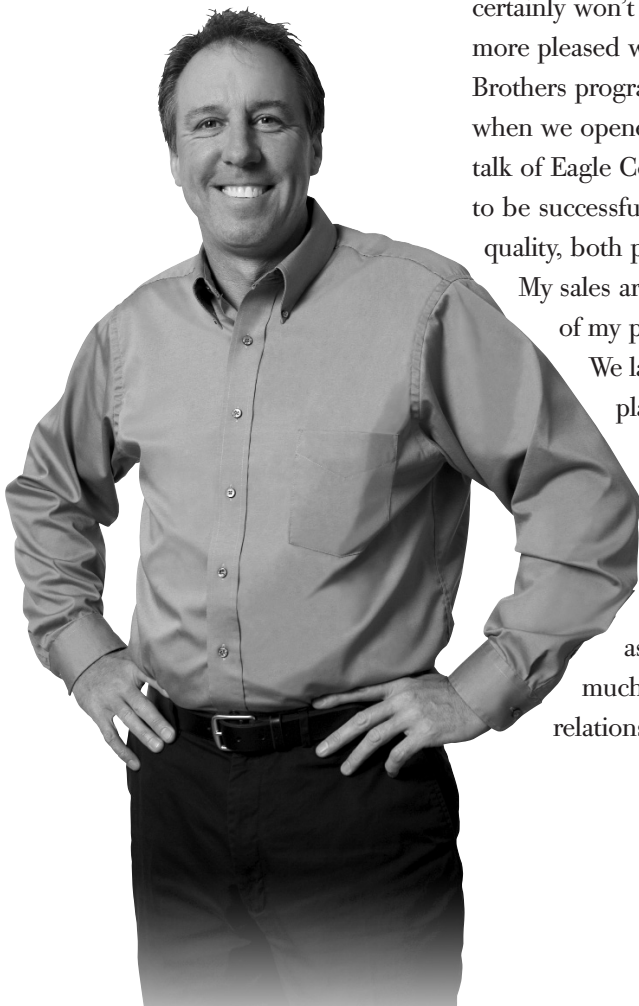
Overall store sales are up as well, and Dan attributes much of this to his new relationship with Hunt Brothers.

Commuters favor breakfast pizzas, and Stop 'n Save’s call-ahead/take-home dinner business is the strongest it has ever been. “People know what to expect in a Hunt Brothers pizza—consistency, great taste and value—and that’s exactly what they get.”

The dedicated relationship that Hunt Brothers maintains with our customers is a quality that Dan sincerely appreciates. “Hunt Brothers is very hands-on and their commitment, from top to bottom, is very impressive. They don’t do anything second rate or try to cut corners. I knew all along that Hunt Brothers was the pizza program I wanted, and I’m glad it has been so well received by my company and customers. No complaints with the profits either!”

At Hunt Brothers, we put our Guiding Principles to work daily in order to become better people and a more successful company. We proudly hold our company to these standards and are glad that you appreciate our approach, Dan. Thanks for your belief in us.

**We won’t let you down.**



*All Toppings No Extra Charge®*