

CASE STUDY – Dennis Peters

Friendship Foods, Northern Ohio

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Friendship Foods, a regional convenience store chain located in Northern Ohio, has built a solid reputation on outstanding service. When the company opened its first store in 1988, a cup of coffee cost just 25 cents. As a tribute to that something extra that sets Friendship Foods apart from the competition, a cup of joe still costs the same as it did 20 years ago.

The key to the longevity and success of Friendship Foods is one that is shared by Hunt Brothers® Pizza—integrity. “I don’t think you can get a better pizza in a convenience store,” said Dennis Peters, director of retail operations at Friendship Foods, which currently has a relationship with Hunt Brothers in eight of its locations. “Hunt Brothers goes the extra mile to maintain the integrity of the product and the program, and I think that’s first and foremost. I don’t have to worry about another Hunt Brothers client not handling the product properly, and that’s so important.”

Hunt Brothers has also helped drive more customers into Friendship Foods stores, leading to increased sales of collateral items. “Hunt Brothers Pizza gives our customers a more well-rounded experience, making our stores more of a destination. We now offer a Hunk A Pizza® with a fresh salad and a fountain drink or bottle of water. Even in markets with a high pizza place to customer ratio, Hunt Brothers does very well because customers can get a great tasting Hunk A Pizza and a beverage on the go without buying a whole pizza. Hunt Brothers fits right into the busy lifestyles of our customers.”

Success in today’s changing business landscape requires thinking beyond a traditional approach. That’s why Hunt Brothers is dedicated to helping our customers in their promotional efforts. “During silent openings at our locations, Hunt Brothers representatives are on-site providing samples and making sure the product meets the company’s quality standards. We also get a list of area businesses and deliver sample pizzas to them. After our last opening, we had people calling that afternoon to place orders.”

Dennis has also paired Hunt Brothers Pizza with another food service program at Friendship Foods’ newer locations. The program was chosen because it had similar characteristics to Hunt Brothers—quality products and user-friendly operation. “The combination has made our stores a bigger player in the food industry, and we’re now catering office parties.”

We appreciate Dennis’ efforts to think outside of the box for the benefit of Friendship Foods and Hunt Brothers Pizza. It is an honor to work with Dennis, a partner who also believes that integrity should be the foundation of any successful business.



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