

# CASE STUDY – Shelly Newton

Sooner Superette, Hinton, OK

**“Hunt Brothers’ focus on values goes a long way in Western Oklahoma; my customers really appreciate their Guiding Principles.”**



Shelly Newton, a former ten-year customer of a Hunt Brothers® Pizza competitor, was growing uncomfortable because she was not getting much cooperation from her supplier. With all the other duties required to run a convenience store, she needed help on the marketing front and wasn't getting much assistance.

At a convenience store tradeshow, Shelly was attracted by the ease of operation and benefits of the Hunt Brothers program, so she requested a presentation. After her previous experience, Shelly truly appreciated the marketing support that Hunt Brothers offers. “I was impressed with the many marketing ideas and the fact that they were going to give me help in advertising.”

Convinced that she wouldn't be left out on her own, it was time for her customers to have their say. “I had Hunt Brothers come to my store to let my customers decide. In a blind taste test, my customers chose Hunt Brothers Pizza 5 to 1. This was quite a surprise to me because I thought I had really good pizza.”

There are many factors besides superior taste that set Hunt Brothers Pizza apart from the competition. Shelly Newton believes it's about value and values. “This program has paid for itself over and over again. With all the marketing help I receive, Hunt Brothers acts more like a partner than a vendor.

But, their support doesn't end with advertising. One time when I ran out of pizza, all I had to do was pick up the phone. In ninety minutes, the district manager was at my store with the delivery. I appreciate that Hunt Brothers takes good care of me.”

“My customers can relate to the story of the Hunt Brothers' family and company, which I have included in a flyer and ads in our small-town newspaper. Hunt Brothers' focus on values goes a long way in Western Oklahoma; my customers really appreciate their Guiding Principles.”

Since 1962, Hunt Brothers Pizza has been led by the vision to be a blessing to all and to provide the opportunity to buy a great tasting pizza at a fair price. We will always strive to be a company with integrity that shows respect for our people.

**Thanks for your belief in us, Shelly.**



*All Toppings No Extra Charge®*