

## **Eagle Boys franchise is named as one of the fastest growing franchises in Australia**

Australia's second largest pizza maker Eagle Boys Pizza has been recognised as a *BRW* Fast Franchise for the first time, securing positions on both of the 2010 lists.

Eagle Boys claimed 38<sup>th</sup> position for store growth and 44<sup>th</sup> position for revenue growth.

The *BRW* Fast Franchises list ranks companies according to their average annual turnover growth over three years. Founded in Australia 23 years ago, Eagle Boys is the country's largest private pizza maker and the largest Australian-owned pizza brand, operating 299 stores.

Eagle Boys CEO Todd Clayton said the company had opened 108 new stores and seen sales grow 72% since it was purchased by private equity firm NBC Capital and the current management team in 2007.

“The arrival of the new management team in 2007 saw Eagle Boys completely transform its business. We embarked on a rapid expansion strategy which spurred significant store and revenue growth, along with the addition of many new franchisees to Eagle Boys,” he said.

“As a result, last year we surpassed US giant Pizza Hut as Australia's second largest pizza maker and entered the new markets of South Australia and Sydney.

“Our revitalisation of Eagle Boys has also involved the appointment of a full time Executive Chef to create a whole new range of classic and premium pizzas based on fresh ingredients and appealing flavours. This has enabled us to not only retain our loyal customers, but also attract new ones from the other major pizza chains.

“Looking ahead, we continue to focus on what our customers want and have a number of exciting plans we will roll out this year. Continued demand for our pizza also means we plan to open a record 50 new stores across Australia during the next 12 months, with half of these concentrated in Sydney and Adelaide.

“At the same time, recognition of our business success continues to grow as we receive up to 250 inquiries a month from budding entrepreneurs keen to become Eagle Boys franchisees.”

Eagle Boys Pizza is Australia's second largest pizza maker and is 100% Australian-owned. It operates 299 franchised stores throughout Queensland, New South Wales, Victoria, South Australia, Western Australia, and the Northern Territory, employing more than 4,000 staff and making more than 17 million pizzas a year.