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## **Innovation Group to Represent Papa John's**

By [GGB Staff](#) *Wed, Aug 31, 2011*



Innovation Food & Beverage, an affiliate of the Innovation Group of Companies, announced that it will be representing domestic operations for the Non-Traditional Division of Papa John's International as the pizza chain seeks to grow its footprint in the casino and entertainment resort market.

"As casinos look to diversify their food and beverage options and cater to changing consumer demands, Papa John's can provide a turn-key solution," said Michael Soll, executive vice president of the Innovation Group. "The Papa John's franchise model allows casinos to control both the bottom line and customer experience while providing high-quality food product to its customers. Papa John's is a proven leader in its market segment, and will bring an added dimension and demand driver to select casinos and entertainment resorts."

Joe Smith, vice president of non-traditional development for Papa John's, added, "Papa John's has been looking for strong growth markets, and casinos present a very interesting opportunity for the company, particularly due to our franchise model. To have the ability to utilize the expertise, network and reach of the Innovation Group of Companies we believe will be invaluable to help us achieve our goals. The timing of the Innovation agreement with Papa John's is strategic, as it helps position Papa John's to compete in the growing quick-service and grab-and-go segments of casino food and beverage programs.

"Consumer demands are changing, and there is a strong emphasis on the price-to-value relationship," said David Rittvo, director of Innovation Food & Beverage. "For consumers, we believe Papa John's quality offerings provide a strong balance between these two ideals. From the operator's perspective, a Papa John's franchise can drive new revenue sources to the food and beverage department of a casino and/or resort, while helping increase an efficient bottom line."

By [GGB Staff](#)



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