

Salvatore SoccerSam Fantauzzo

Founder, CEO & Franchisor of Salvatore's Pizza

Salvatore's Pizza was started by Salvatore SoccerSam Fantauzzo as a young first generation Italian American entrepreneur in his Home Economics class at Eastridge High School. The 17 year old opened his first location at 1985 East Main Street on July 5, 1978, across the street from Fred's Meat Market - which was Sam's first job and what inspired him to love the food industry.

The first few years of business struggled, and Sam survived paying bills with change from his Pac Man machine. Salvatore's grew thanks to radio advertising with Andrew Langston from WDKX and Brother Wease. Salvatore's was one of the first pizzerias in the area to buy radio ads, TV commercials, and offer full menu delivery. From 1983-2002 Salvatore's offered school pizzas through Monroe County, and in 1999 SoccerSam opened America's first Soccer Themed Italian Restaurant called SoccerSam's Pizza Pasta Cafe, which he sold in 2004 to focus on Salvatore's franchising. In 1998, Salvatore's was also one of the first pizzerias to start pushing a website in marketing campaigns, eventually introducing computer POS and online ordering. SALVATORES-DOT-COM! In 2010, Sam re-opened the historic Rochester landmark location Donuts Delite, and in 2014 brought back Arthur Treacher's Fish & Chips to Rochester.

Salvatore's Pizza will now celebrate 47 years of business in Rochester this July! Salvatore's has already opened 2 new locations just this year alone in Churchville and Batavia, with a third new location in Bushnell's Basin set to open this July. This will bring Salvatore's Pizza to 32 Full Menu locations including Donuts Delite and several pizza Pubs & Saloons. Pizza outlets can also be found at Taste of Rochester in the Airport and Innovative Field.

Through years of sacrifice from SoccerSam, as well unwavering support from family, friends, franchisees, local vendors, and thousands of employees over the years, Salvatore's has grown into a fully franchised pizzeria chain offering dine-in, take-out & delivery offering franchised locations in New York, Florida and the Carolinas. Each Salvatore's location is individually owned and operated by a different local family, making each location a true family-owned local business. Most Salvatore's owners started off as pizza box folders and now own their own business! SoccerSam has always placed an important emphasis on creating job & career opportunities within our community.

Other important community initiatives to SoccerSam and Salvatore's Pizza include partnerships with the Breast Cancer Coalition of Rochester and Camp Good Days and Special Times. Salvatore's Pink Box Campaigns features year round pink pizza boxes to raise awareness for the Breast Cancer Coalition of Rochester. Salvatore's generously donates to both organizations yearly, as well as many other local nonprofits, hospitals, schools, youth clubs and sports organizations, and individual locations participate in local events in their areas.

SoccerSam still runs the day-to-day franchising, corporate and marketing office. His daily dedication and creative marketing campaigns and catchy slogans have driven Salvatore's to be one of the top pizza chains in the country. It's hard to miss the physical presence of his success driving through the



Greater Rochester Area, as you pass the 30+ restaurants bearing his name, or flip through the local TV channels and radio stations all shouting salvatores-dot-com. His main focus this past year has been growing the brand and opening 3 new locations. He has a hand in the entire kitchen and dining layout and design, and focuses on every detail needed to hand over a turnkey location to our franchisees. Sam's key staff includes his son, President of Restaurant Operations Silvio Fantauzzo, and Salvatore's President of Business Operations, Kayla Kent-Moreira, along with a group of loyal support staff. Thank you, "Dream Team!"

Over the years, Sam has been awarded many recognitions and honors in Rochester, with some of the standouts including: Eastridge Highschool Hall of Fame, Frontier Field Walk of Fame, Camp Good Days Ring of Honor & Honorary Captain, Italian Civic League Outstanding Citizen, Rochester's Business Leader of the Year, Rochester Women Online Magazine Cover Man, Breast Cancer Coalition's Honorary Captain, and Rochester Business Journal's Icon Honors Award.

Hobbies: When his attention wasn't on his growing pizza empire, it was focused on his Soccer Hobby. Sam helped put Soccer on the map in Rochester back in 1994 with a local soccer TV show and radio shows "The SoccerSam Show" and "Kick This!" covering section V stars, including the local Abby Wambach. He helped the Rochester Rhinos from 1996-2009 and Soccer Town USA. Sam assisted in bringing our Women's National Team to Rochester to play the Ravens. SoccerSam single-handedly brought Indoor Pro Soccer to Rochester in 2011 with the rebirth of the Rochester Lancers, and then in 2017 with the Outdoor Rochester Lancers and Lady Lancers. SoccerSam has supported local youth and adult soccer since 1978 and continues to today. Sam was also a Pro Wrestler "Dr. Love" from 1979-1983. These days Sam has traded in his interview microphone for a bucket of popcorn, attending all local and national indoor & outdoor soccer games that he can, this time as a fan -- especially never missing a game for his current addiction, Inter Miami.

Personal: SoccerSam is a dedicated family man and devoted Papa. Sam married his highschool sweetheart, Linda in 1980. Together they reside in Webster, NY and share 3 children, Salvatore, Roxanna and Silvio. Sam and Linda are proudly blessed with 10 grandkids and 6 bonus grandkids. Sam credits his 47 years of success to his amazing wife, Linda.

Salvatore's full company history can be found at salvatores.com