



Russo's New York Ready Offering Franchise Opportunity Internationally

Houston-based Russo's New York and Russo's New York Coal Fired Italian Kitchen has plans to continue to take a bigger piece of the pie, and we're not just talking pizza.

Houston, TX ([PRWEB](#)) May 12, 2010 -- The Russo's Coal Fired Pizzeria on Northwest Freeway and Highway 6 in Houston, TX opened in 1992 as a test kitchen. It became so popular, the franchise expanded to 26 other venues located in and around the Houston Area.

In 2007, Russo's rolled out their second restaurant franchise concept called Russo's Coal Fired Italian Kitchen featuring pizza, pasta, salads, and unique menu items such as Risotto Black Truffle pasta. Russo's Coal Fired Italian Kitchen's also offers a Sunday Brunch and Heart Healthy Menu. In June of 2009 Launched in 1978, the company has awarded over 32 franchises, with franchise stores, the Richardson location opened as the chain's first restaurant in the North Texas area.

Included in the new stores to be opened by year end, is a new prototype concept for the Russo's New York Coal Fired Italian Kitchen chain. Changing from an inline format, to a free-standing restaurant, the first unit is planned in McAllen, TX located on Expressway 83 and Taylor Road. "I'm excited about owning the first free-standing Russo's franchise," said David Martinez, McAllen Franchise Owner. "This will enable Russo's to grow exponentially and what I predict to be the way of the future for Russo's."

Everything about Russo's resembles a cozy New York Italian eatery whether you are at Russo's New York or a Russo's New York Coal Fired Italian Kitchen. The people there are friendly, the pizza is made in an opened brick-oven, the food is hearty and delicious, and demand is on the rise. Like in the Germantown, Tennessee store, franchise owner Brett Steiner, has plans to add an additional 500 square feet with an indoor wine bar to accommodate current demand. Sales at this location have almost doubled despite the economy.

With more than 30 years of proven operational expertise, Russo's provides a franchise concept perfect for the fast casual Italian pizzeria restaurant owner. The new Russo's New York Coal Fired Italian Kitchen is a perfect model for high income areas, offering gourmet fresh entrees at a moderate price. As President, Anthony Russo says "It's the only chain in the market place that prepares every item fresh, in every location, using all natural ingredients imported from Italy." To date in 2010, six new Russo's COAL FIRE Italian Kitchen units have been sold in new markets.

As part of the franchise agreement, Russo's provides a complete pre-opening and ongoing training and support program to include site selection and assistance with lease negotiations, design, development and construction, and support every step of the way.

Who wouldn't want a Russo's franchise, even if it's just for the secret family recipes?

Expect a Russo's New York or a Russo's New York Coal Fired Italian Kitchen to be in your area soon.

About Russo's New York Pizzeria

Anthony Russo's family started Russos' in 1978 after moving from New York to Texas as a fine dining establishment that used recipes passed down through generations from the Russo family.

By using his culinary experience, Anthony serves high quality fresh Italian food while providing a quick and



casual dining experience. He still lives by his Dad's saying that "If you can't make it fresh, don't serve it!"

Today Russo's has over 28 U.S. based locations. Russo's offers a full service Italian menu for dining in, carry out or delivery with catering, and specializes in 100% Authentic New York style pizza baked in a coal-fired oven.

As the franchise continues to grow, Anthony has always stayed grounded to his roots, that freshness and quality are his standards for success. To learn more about Russo's New York Pizzeria, or franchise opportunities, please visit our website for more information at www.nypizzeria.com.

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