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The food's as good
as the fun.™

Peter Piper Selects New CEO

Joseph Luongo Jr. picked to lead Phoenix-based company

PHOENIX – Peter Piper, Inc., the Southwest’s leading family pizza and entertainment restaurant chain, announces the selection of the company’s new Chief Executive Officer, Joseph Luongo Jr.

Peter Piper, Inc., which started in 1973 with a single restaurant in Glendale, Ariz., has grown into one of the top 20 pizza restaurant chains in the nation, totaling 139 locations between the U.S. and Mexico. Peter Piper offers made-from-scratch pizza, appetizers and desserts and a weekday, all-you-can-eat pizza and salad lunch buffet. The company’s slogan, “the food’s as good as the fun,” shows the commitment to making the dining experience a pleasurable one. Each store offers a selection of video and arcade games that can be enjoyed by adults and children.

Luongo most recently served as senior vice president of the international division at FedEx Kinko’s. He was responsible for all operations outside the United States, including corporate and franchised locations in 10 countries. Under his leadership, the international division saw a 50 percent margin improvement while opening 21 new locations. Luongo held several other positions with FedEx Kinko’s, including vice president of operations and regional vice president of the northeast region.

Luongo also has extensive food service experience. He grew up in New York City, working at restaurants at the Bronx Zoo, and put himself through college running food service for Rye Playland in Rye, New York. After college, he joined the Air Force and was a C-130 Navigator, promoted to Captain during his term. He left the military in 1991 and joined Pizza Hut, where he held numerous positions from district manager to operations director in charge of 75 locations in the greater New York area. From 1998 to 2000, he served as a director for Starbucks Corporation, overseeing operations in the Northeast.

“I am extremely excited to be a part of the Peter Piper team. I began my career in the restaurant business, and I am happy to be back,” said Luongo. “I’m looking forward to the challenges that lie ahead and getting to know the needs of our customers and our team to make our brand a successful one. And I plan on making a bunch of pizzas.”

Luongo received his Bachelor of Business Administration in Finance from Iona College in New York and has a master’s degree in Operations Management from the University of Arkansas. In 2007, he completed the Advanced Management Program offered by Harvard University. Luongo is married with three children. His hobbies include traveling with his family, motorcycles, and physical fitness.

About Peter Piper, Inc.

Peter Piper, Inc., is based in Phoenix, Arizona, and is owned by ACON Investments LLC. The company and its franchisees operate 139 restaurants in Arizona, California, Nevada, Texas, New Mexico and the Republic of Mexico. The restaurant locations offer an abundance of dining and entertainment options. For more information visit www.peterpiper.com.

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