

## BUSINESS

# Gelsosomo's Pizzeria franchising its business

By Jim Masters

Will the Gelsosomo name someday be known coast-to-coast?

It will if Tom Gelsosomo can continue franchising his successful pizza business.

Gelsosomo's Pizzeria, which opened on Route 6 in Portage in 1979, currently has two franchises, one in Chesterton and another which recently opened inside Inman's Recreation Center in Valparaiso. Gelsosomo, 45, of Hobart, says he has about seven more entrepreneurs expressing interest in owning a Gelsosomo's franchise.

He'll take it one franchise at a time, preferring to stay very hands-on during the process, the same philosophy he maintains at his Portage pizzeria. He realizes that without continued quality and consistency, his business won't continue to grow.

"I want to take everybody by the hand



*Gelsosomo's Pizzeria at 5023 Route 6, Portage, is expanding through franchising. To find out more about becoming a franchise owner, call Tom Gelsosomo at 763-1545.*

and do it right," said Gelsosomo. "I want to stay involved from top to bottom. It's (the franchises) is like having your own business, except I won't own it."

Gelsosomo said he's willing to work closely with each franchise owner to maintain the quality and service he stakes his reputation on.

"I tell them up front they'll have to put some hours in. They'll have to take the good with the bad," said Gelsosomo.

The cost of a Gelsosomo's franchise is a one-time fee of \$25,000 for the use of the name, recipes and expertise and six percent royalties forever.

So, why franchise? Obviously, people love Gelsosomo's food, but it's more.

"I want something for my family," said Gelsosomo.

For franchise information, call Gelsosomo's Pizzeria at 763-1545.