

ADDITIONAL READING

Mama's Pizza



A SPECIAL MESSAGE FROM THE PRESIDENT

March 9, 1998

Dear employees:

As we begin a new year, I want you all to realize how important you have been and will be in making Mama's Pizza a fantastic restaurant. This year will be our best one ever if we all work together. To help you do your best, remember the following:

You've got a big responsibility — letting our customers know that Mama's pizza has the friendliest and most courteous employees in town. This means that you've got to be courteous even when the customer is not. Don't forget, you're not just delivering pizza.

You've also got to show the customer that you care about pizza. If you care about something, it shows in the way you look. That means your clothes should be clean. If you don't care if you're dirty, then you probably won't care about the customers or their pizza. Please don't take any shortcuts here because even a small stain will make the company look bad.

If we all work together, we will see big results this year. I want us to be the best in the country. With you as employees, I know we will be.

Sincerely,

Maria "Mama" di Giorno

Maria di Giorno
President, Mama's Pizza