

business brief

20 Years of the Right **STUFF**

Giuseppi's Pizza celebrates milestone with expansion

Ray Charles wrote "Georgia on My Mind" and now Georgia is on the minds of three partners who established Giuseppi's Pizza. The three longtime friends are Steve Carb, Jim Loniero and Tony Arcuri. After 20 years of fantastic food and service to the local community, Hilton Head Island's (and South Carolina's) prize-winning #1 pizza restaurant will be welcomed in Akworth, Georgia this month and in Charleston, South Carolina, in the spring of 2005. The company's success is based on friendship, partnership, loyalty, the finest ingredients, community service, family, fans and darn good pizza. This year marks the 20th anniversary of Giuseppi's Pizza as a successful restaurant and its current venture into the franchise market.

In 1984, when Hwy 278 was a two-lane road, the three friends and partners opened up the first Giuseppi's Pizza in Shelter Cove Plaza and Hilton Head welcomed another small restaurant to its shores. Headed by Steve Carb, the three friends from Pittsburgh, Pennsylvania slugged out long hours of hard work and sold the highest quality pizza they could. Carb gained experience in the pizza restaurant business while working in high school. He remembered, "I always knew that I would open a pizza place."



PHOTO COURTESY GIUSEPPI'S

(L-r) Steve Carb, Tony Arcuri and Jim Loniero.

True to Carb's vision, Giuseppi's has been successful on Hilton Head for the past two decades. The partnership has upheld the maxim of freshest specialized ingredients, and attributes part of its success to a philosophy of "take the time to do it right and to use the best." The ingredients used for making Giuseppi's popular items are imported from all over the country: the rolls used for the sandwiches are from Philadelphia; tomatoes are from California, cheese from Wisconsin, sausage from Chicago, pepperoni from Ohio, and the tourists drawn into the restaurant are from all over!

The business and the partnership have grown and flourished within the local community, which continues to support the love of a good thing even in an Atkins-crazed society. Nothing completes a birthday, slumber, or any other party like a slice of great pizza. People young and old love the comfort of the carbs!

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