

## BUSINESS PROFILE

## For tasty, quick pizza, call Pizza Hotline

Pizza Hotline has the right combination for success in the Brandon market: It has great prices, offers tasty, filling food and good service is a priority.

And it has an easy-to-remember phone number, 725-2222.

Pizza Hotline has been operating in Brandon since March 15, 2004, and owners Tim Kalinin and his wife Veronica say business has been good.

But it could always be better. The pizza competition in Brandon is stiff, says Kalinin, who came to Canada from Russia in 1994, but Pizza Hotline - located at Twenty-Seventh and Victoria across from the new Giant Tiger store - is more than holding its own.

"We're doing pretty good in relation to other new Pizza Hotline stores," said Tim. "We're happy with the amount of business we've had so far."

There are eight Pizza Hotline franchises in Winnipeg, one in Steinbach, one in Calgary and now one in Brandon. Kalinin and his wife trained for about 18 months at one of the Winnipeg stores before opening the Brandon location.

Kalinin was a university student in Russia when the love of his life, Veronica, moved to Canada with her parents. Tim soon followed. "I love Canada," he said.

Pizza Hotline's busy day is Friday, when most Brandonites relax after a hard week at work and order in pizza instead of cooking supper.

Sales hit close to 400 pizzas on most Fridays, said Kalinin, and the seven drivers he employs are kept busy. "We could always use more drivers," he said. "That way, we can give better service."



Tim and Veronica Kalinin are the friendly owners at Pizza Hotline

Primarily a pickup or delivery operation, Pizza Hotline opens at 11 a.m. every day, closing at 1 a.m. weekdays and 3 a.m. after Friday and Saturday nights.

This is not to say the friendly staff won't serve you a piping hot pizza if you were to personally visit the restaurant, as a number of area students do for lunch.

"If you walk in and order, we promise to have the pizza for you in no later than 10 minutes," said Veronica. "We've done them as fast as seven minutes."

"It's like fast food," said Tim with a chuckle.

Pricing and a wide variety of toppings

are two of the big attractions for Pizza Hotline. An extra-large (15-inch) pizza with two toppings is less than \$11, and subsequent pizzas of the same size are cheap, cheap, cheap. You want three two-topping pizzas? You pay only \$26.19 - less than \$7 extra for two additional pizzas.

In the same vein, you could buy one medium (10-inch) pizza with two toppings for \$11.42, and get three more for only \$21.17.

Or how about the Pizza Hotline 'Family Feast'? For only \$22.99, you receive two extra-large two-topping pizza, two orders

of garlic buttered breadsticks, plus a free 'add-on' - either dipping sauces, four more breadsticks or a two-litre bottle of Pepsi.

Besides the 'Family Feast,' Pizza Hotline offers three or four other combination meals that are sure to please. They might also include wings. "Somebody told me we're the only one doing our chicken wings with honey garlic sauce," said Veronica.

Needless to say, Pizza Hotline customers never go away hungry.

Tim and Veronica say they offer more pizza toppings than their competitors. Besides the traditional pepperoni, mushrooms, peppers, etc., Pizza Hotline offers its customers choices that include garlic, artichoke hearts, sun dried tomatoes, roasted red peppers, prosciutto and capicola (the latter are specialty imported meats).

Catering to large groups of people is also a big part of the Pizza Hotline business. The store has done up to 55 two-topping, extra large pizzas at one time (for a pizza day at a local school) and the prices are very reasonable.

Veronica asks that staff be given a couple of hours notice before a large pizza order. Pizza Hotline currently fills about 10 catering orders per week.

When the Kalinins started in Brandon 16 months ago, the store had two ovens on the go. Now, with many satisfied Brandon pizza eaters keeping the staff hopping, they have added a third oven. "It just speeds up the process," said Tim.

So what's the Pizza Hotline secret? Good food, good prices, fast, friendly service.

And what's the Pizza Hotline? that's easy - 725-2222.



**PIZZA HOTLINE**  
saucey little number

**EXTRA LARGE  
3 TOPPING  
\$8.99**  
PICK-UP ONLY!

**2ND  
EXTRA LARGE  
2 TOPPING  
\$5.99**

**3RD  
EXTRA LARGE  
2 TOPPING  
\$5.99**

**PRIMO SPECIALTY PIZZAS**

**THE GREEK**  
red onions, spinach, tomatoes, whole black olives, loaded with feta and mozzarella cheese

**MEDITERRANEAN**  
loaded with feta cheese, mozzarella, onions, fresh tomatoes and beef

**NEW YORK! NEW YORK!**  
Italian sausage, pepperoni, marinated roasted red pepper, onions and mozzarella cheese topped with cheddar cheese

**THE "BACON DOUBLE CHEESE"**  
loaded with beef, onions and mozzarella, bacon and topped with cheddar cheese

**ITALIAN CLASSIC**  
pepperoni, onions, Italian sausage, mozzarella, marinated roasted red peppers, green peppers and whole black olives

**PRIMO SUPRIMO**  
pepperoni, ham, salami, mushrooms, onions, green peppers and mozzarella

**DELUXE HAWAIIAN**  
extra ham, twice the pineapple and loaded with mozzarella cheese

**COMBINATION**  
extra green peppers, extra mushrooms, extra pepperoni and mozzarella cheese

**PRIMO MEXI**  
spicy beef, onions, jalapeno peppers, green olives and mozzarella cheese topped with cheddar cheese and fresh tomatoes

**MEATY DELIGHT**  
pepperoni, ham, salami, bacon, beef, Italian sausage and mozzarella cheese

**GARDEN VEGI**  
mushrooms, pineapple, green peppers, onion, tomatoes, whole black olives and mozzarella cheese

**PRIMO PEPPERONI**  
triple pepperoni and double mozzarella cheese

**PIZZA HOTLINE 725-22-22**