

**Wayne and Robin Harrison
New Orleans, Louisiana**



With more than 35-years of combined experience as Little Caesars employees, Wayne and Robin Harrison made the strategic decision to transition from corporate life to franchisee ownership. The move allowed them to benefit from operating a brand recognized for its high quality, convenience and value.

“We saw first hand how Little Caesars provides franchisees with the necessary training and ongoing support needed to launch and maintain the business’ simple model,” said Wayne. “From site selection to

marketing support, it was only natural for us to take our experience helping other entrepreneurs establish the brand in markets across the United States and use it to become Little Caesars franchisees ourselves.”

Recognizing the opportunity to open new locations in New Orleans, the Harrison’s left Detroit, committing to open several of the well known pizza restaurants throughout the area. Just three weeks before the official grand opening of their first location, the Harrisons, like so many other area business owners and residents, faced the unexpected impact of hurricane Katrina.

“We were facing a significant setback, as were all businesses in the area,” said Robin. “We were fortunate to be able to temporarily return to corporate positions while we determined what our next steps would be. But all along, we knew that we wanted to be part of the New Orleans community, and we recognized an opportunity to make a difference.”

The Harrison’s, along with Little Caesars corporate office, brought the Little Caesars Love Kitchen to New Orleans to feed fresh, hot pizza meals to thousands of individuals throughout the area. The Little Caesars Love Kitchen, a pizza kitchen on wheels, served more than 100,000 pizza meals in four months to victims of Hurricanes Katrina and Rita. “We were happy to be able to help during an extremely difficult time, and, despite the hardship, that experience strengthened our connection to New Orleans,” said Wayne.

In November, 2005, just three short months after the hurricane destroyed much of New Orleans, the Harrisons celebrated the grand opening of their first Little Caesars location.

“The grand opening of our first store was a very special day for us and our crew,” said Robin. “It represented the hard work and collaboration of a lot of people, and we’ll never forget how proud we were to open our doors. We love being part of the New Orleans community and are excited about growing our business here.”

Since the grand opening, the Harrison’s have opened three locations in New Orleans. The couple plans to open five to seven locations during the next five years.