

Franchisee Profile – Bill Strohkirch
Posted 6/14/10

Nine years ago, Bill Strohkirch purchased a Little Caesars restaurant to add to his existing A&W business in mid-Michigan. Today, he owns 6 Little Caesars and would like to add more. His desire to grow with Little Caesars, he says, can be attributed to the enthusiasm that surrounds the Little Caesars brand.

“Throughout the process of buying my first location, and continuing today, everyone I have worked with at the corporate office feels passion about the company. Their enthusiasm shows in their attitudes and actions,” Strohkirch said. “I think it’s one of the ways that Little Caesars, as a family-owned company, sets itself apart from other brands. The people feel more connected, and it’s a culture I want to be part of.”

As an example of this culture, Bill recalls the time a fire destroyed one of his Little Caesars restaurants. He was eager to build a new store – very quickly, to minimize losing his customers to the nearby competition. He contacted Blue Line to place an order for new equipment, and he was pleased with the speed and efficiency with which they fulfilled the order.

“Within days, I received my complete order. Blue Line understood my predicament and did everything possible to satisfy my need for an urgent delivery and helped curtail any negative impact to my business,” Strohkirch said, adding, “I don’t think any other company would have been able to do this. It’s because of the unique relationship between Little Caesars and Blue Line that this happened.”

Having worked in the grocery industry for 30 years, Bill became a Little Caesars franchisee in his “semi-retirement” years but doesn’t plan on slowing down.

“If someone asked me, ‘Would you do it all over again?’, I wouldn’t hesitate to say, ‘Absolutely, yes’,” he said.