

**Brian Conneran**  
**North Dakota and Minnesota**



Having opened 12 stores since becoming a Little Caesars franchisee in 1998, Brian Conneran has an appetite for business growth. With a plan to eventually have 20 stores throughout Minnesota and North Dakota, Brian's entrepreneurial spirit along with his dedication to providing customers with quality products continue to be the driving forces behind his growth with Little Caesars.

Brian is no stranger to the franchise industry having franchised with six different brands in several industries. His initial interest in a pizza concept led him to Little Caesars, where he found a business opportunity with strong growth potential.

"When I began researching franchises, Little Caesars stood out among the others because of their simple business model, strong brand recognition and opportunity for growth," said Brian. "In my experience in franchising with other companies, the training and support Little Caesars offers its franchisees is exceptional. After selling my interests with another quick-serve franchisor, I am completely focused on growing with Little Caesars."

Little Caesars supports its franchisees with the tools of a proven system, including ongoing training, architectural services to help with design and construction, preferred lenders to assist with financing, the ongoing research and development of new products, and continuing, effective marketing programs and support.

In business for nearly 50 years, Little Caesars has become an industry leader by offering quality products and outstanding value to customers. Little Caesars uses the freshest ingredients including fresh, dough made in stores, never-frozen cheese, and sauce made with vine-ripened tomatoes.

"I have an enthusiasm for the products I serve to my customers and I know that they are getting a high quality product with unmatched convenience at a great value," added Brian.

Brian shares Little Caesars' philosophy of giving back to the community and volunteers his time organizing and co-sponsoring the annual Little Caesars North American Showcase Hockey Tournament in East Grand Forks, Minnesota. The tournament features top AAA hockey teams from across the continent and awards the most outstanding player in the tournament with the Michael Ilitch Award, named after the founder of Little Caesars. This year's tournament was attended by former Detroit Red Wing, Gordie Howe who dropped the ceremonial first puck of the tournament.

"I am proud to be part of a franchising organization that encourages franchisees to get involved and make a difference," said Brian. "Hockey is a true passion of mine and I can't think of a better way to give back to the community and recognize talented young athletes in a positive way."

Little Caesars has been a proud sponsor of AAA hockey since 1968. Little Caesars AAA Hockey Club teams have achieved outstanding success on the ice while staying true to the organization's goal of developing well-rounded individuals. Currently, 27 alumni of the Little Caesars AAA Hockey Club are playing, or have played, in the National Hockey League.

In addition to Brian's philanthropic work he is also a member of the Little Caesars President's Council, a group of Little Caesars franchisees who meet quarterly with company executives to discuss business initiatives and submit constructive feedback on operations.

Brian plans to continue his growth with Little Caesars by opening a combined total of three Little Caesars stores in Minnesota and North Dakota in 2008.

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