

Franchisee Profile – Ted Morton
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Sizzling Platter, LLC owns and operates several other casual and full service restaurant brands, but CEO Ted Morton says, “We regard Little Caesars as our biggest vehicle for growth.”

Ted Morton and Sizzling Platter, LLC have been in the food service business since 1975, owning 35 restaurants before adding Little Caesars to the portfolio. Today, the group owns 126 restaurants, 92 of which are Little Caesars.

Ted says that Little Caesars’ operating model and the assistance provided by the corporate staff are two reasons they’re impressed by the brand.

“It’s not a complex operation, but it’s unique,” he said. “Little Caesars has had 50 years to work through the flaws and perfect the way they make pizza. Even if a competitor tried to replicate the HOT-N-READY® process, they wouldn’t be able to compete with Little Caesars’ years of experience in working out the details.”

Ted has also relied on the experience of the corporate staff to guide him. “I know I don’t know everything, and there have been numerous times that a corporate colleague’s advice has benefited our business,” he said. “Many people at Little Caesars have been there a long time and have decades of accumulated wisdom. Nothing can compare to that kind of experience.”

As an example, Ted credits his stores’ Crazy Bread® sales to Dave Gray and his team. When the group opened its first Little Caesars restaurant, Crazy Bread sales accounted for less than 20% of sales. Dave educated Ted about the importance of Crazy Bread sales, and now their sales are almost 40%.

Similarly, guidance from the corporate staff helped Sizzling Caesars increase their HOT-N-READY® 3 Meat Treat® pizzas from less than 1% to almost 10% -- which also adds \$3 to every transaction.

“As veterans in the business, Dave and his team were able to recognize where we had an opportunity. It’s made a huge difference in our sales,” Ted said.

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