



Franchise Council of Australia Media Release

Monday, 28 June, 2010

La Porchetta CEO to open up about death of the “Pizza King” Rocky Pantaleo and how the business managed the Crisis

How do I make clear decisions during a time of disaster? Do I want to? Is my company at risk?

These are questions that La Porchetta CEO Sara Pantaleo had to face after the sudden death of her brother Rocky Pantaleo – the larger than life founder of popular franchise chain La Porchetta – on March 26, 2010.

Sara and her team had no time to plan how to deal with such a devastating event. Media interest at all levels was intense and the community was stunned. There was also the La Porchetta family of approximately 80 franchisees across Australia and New Zealand to think of.

When crisis comes will you throw in the towel or carry on?

Sara’s journey – both for her family and the business - is still unfolding, but her ability to tackle the potential “business crisis” head-on is a valuable lesson for all business owners.

Sara will be sharing her experiences at a special Franchise Council of Australia Victorian breakfast on Wednesday, July 7th at the Point Albert Park, Melbourne.

For more information, please contact:

Alex Doran, Marketing Communications Manager

Franchise Council of Australia 1300 669 030 or email – alex.doran@franchise.org.au



The Franchise Council of Australia is the peak industry body for the \$130 Billion Australian franchise sector representing franchisors, franchisees and suppliers/advisors. www.franchise.org.au