



Dan DiZio

 *Small Business Awards 2018*

Dan DiZio is the co-founder of Philly Pretzel Factory and responsible for growing the nation's first Philly-style pretzel bakery into a successful franchise. It is due to his vision and perseverance that Philly Pretzel Factory is where it is today.

When he was 11, DiZio would ride his bike to the corner of Southampton and the Boulevard to sell his own pretzels in Philly. The young entrepreneur would sell 1,000 pretzels a day at five for \$1, leaving his home at 6 a.m. and not returning until 6 p.m. After giving a cut to the supplier, DiZio would pocket \$100. This experience not only provided the inspiration for Philly Pretzel Factory, but also helped build the drive and dedication in DiZio that would lead him to success in the future.

Those days are long behind him since DiZio teamed up with his college roommate and friend Len Lehman in 1998 to create what became the blueprint for the Philly Pretzel Factory franchise.

Today, the brand has grown from one location in the Mayfair section of Philadelphia to a 170-plus-unit franchise, and allowed Dan to be featured on the hit reality TV show *Undercover Boss*. With more than 27 stores currently in development, the brand is expanding geographically and growing from a traditional bakery model to entertainment & transportation hub model in addition to a Wal-Mart model.