



Village Pizza Factory at the corner of Waterville and Providence Streets in Whitehouse has new owners and new, longer hours to best serve customers.



Owner Kevin Birkmayer and manager Alicia Fogt prepare for the lunchtime rush at Village Pizza Factory in Whitehouse.

MIRROR PHOTOS BY MELISSA GARRETT

# Village Pizza Factory In Whitehouse Offers A Slice Of Heaven

**BY MELISSA GARRETT**  
MIRROR REPORTER

While the new owners of the Village Pizza Factory in Whitehouse have expanded its hours and menu, they plan to keep the restaurant a one-shop operation.

Kevin Birkmayer and Bill O'Connor bought the Village Pizza Factory, located on the corner of Waterville and Providence Streets, in October.

Birkmayer said he and O'Connor grew up on the east coast of the United States where mom-and-pop shops reign, and they want to cap-

ture that same feeling in their restaurant.

"We grew up in areas where there really were no big chain stores like here," Birkmayer said. "My family tries to frequent places that are not chains."

Birkmayer and O'Connor met each other working at Rexam in Whitehouse and discussed going into business together.

"We knew we wanted to do something in pizza. We saw this for sale and it just seemed like perfect timing," Birkmayer said. "We love the Anthony Wayne community.

My family plans to stay here. We couldn't pick a better place to raise our kids."

The O'Connors have three children and the Birkmayers have two. Both men also carry other jobs besides the restaurant, so their families lead busy lives.

Manager Alicia Fogt handles the day-to-day operations of the restaurant, although Birkmayer says he visits the store every day.

Fogt said she grew up in the area, so she knows most of the customers and enjoys her job.

Birkmayer said the No. 1

focus at Village Pizza Factory is quality food and the No. 2 focus is excellent customer service.

The employees and owners meet every week to talk about any complaints or concerns, which are addressed with whatever corrective action is necessary.

"We are building a culture here of customer service being what our employees think about," Birkmayer said. "We can't always cater to everyone's tastes, but we can give extra in service. That is the key to our business."

Village Pizza Factory will

conduct two customer surveys in December and June to learn how they can improve keeping the emphasis on the customer. Birkmayer prefers to deliver specials door-to-door rather than buying glossy ads in newspapers for a personal touch. He says the restaurant will continue doing so even in the winter.

The hours of the restaurant have changed to Sunday through Thursday 11:00 a.m. to 10:00 p.m. and Friday and Saturday from 11:00 a.m. to 11:00 p.m.

While the previous owners closed the store during part of

the afternoon, Birkmayer and O'Connor want to keep the hours continuous.

Customers will have a chance to participate in the pizza of the month competition.

Each month, the employees and customers of Village Pizza Factory will have a chance to submit an idea for a new pizza. The winner will be the pizza of the month.

Fogt and Birkmayer created a white pizza with chicken and almonds for the month of December to get the idea started.

(continued on page 3)

# Village Pizza Factory Expands Menu

(continued from page 1)

If the employees create the best seller for the year, they will receive a small bonus. If a customer creates the most popular pizza of the month, he or she will receive a reward, such as free pizza for a period of time.

The menu at Village Pizza Factory includes salads, calzones, pizza pies, hot subs,

appetizers, desserts and something different called pizza bunz.

Bunz are open-faced, French bread-style pizzas with a choice of toppings, including the topping combinations offered on pizza pies.

Village Pizza Factory makes its own crust, so every pizza is freshly made from the bottom up.

Fogt said she worked at a pizza restaurant chain before starting at Village Pizza Factory three years ago, and she enjoys the hometown feel of this store.

She also said she used to get tired of eating the food at her other job, but she never gets tired of the food at Village Pizza Factory because it is so good.

Fogt said the most popular subs are the Philly and chick-en club subs and the most popular pizza is the deluxe, but her personal favorite is the barbecue chicken.

Birkmayer said he believes

it is important to have roots in the community, so he and O'Connor are becoming involved in community and local groups as much as possible.

Village Pizza Factory has supported the AW football league and the AW hockey team.

Birkmayer also plans to have a booth at Cherry Fest to sell food and involve a local group so it can raise money for the organization.

The bottom line is that Birkmayer and O'Connor love pizza and love the AW community; they hope to create relationships with their customers and make Village Pizza Factory a fun place to get homemade pizza.

For more information, contact Village Pizza Factory at (419) 877-5955.

## Car Rally For Toys

The Glass City Corvette Club will host a Toys for Tots car rally on Sunday, December 4. Registration

CHRISTMAS TREES  
FOR SALE



Have a Real Tree

Merry  
Christmas  
RHOADES

Christmas Tree Farm

11601 Neapolis-Waterville Rd.