

The Minaret

FROM DOUGH TO DIALOGUE: TRAVIS KAISER SERVES UP PIZZA AND PITHY INSIGHTS AT SPEAKER EVENT

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TRAVIS'S ENTREPRENEURIAL TIPS AND ADVICE ABOUT OPENING A PIZZA SHOP



Travis Kaiser

Travis Kaiser came in to speak in front of the business fraternity, Delta Sigma Pi at the University of Tampa. Santoro's Pizzeria is a Tampa Bay favorite, bringing a taste of the Jersey Shore right to Florida. Travis Kaiser is a New Jersey native himself. Kaiser, a University of Tampa alumnus, grew up working in pizzerias and dreamt of owning his own. The pizzeria's name itself holds a special meaning - it's named

after Kaiser's son. Santoro's is known for its authentic New Jersey-style pizza. During this event, Travis told the story of how he got to where he is and how hard it can be to be an entrepreneur. Kaiser believes in

"doing it the right way," and that dedication has earned him a loyal following. Beyond just the delicious pizza, though, Kaiser emphasizes hospitality as a key ingredient to Santoro's success. This focus on creating

a welcoming atmosphere makes Santoro's a popular spot for both the pizza and the friendly service.

The Reality of an Entrepreneur

During the event Travis discussed several realities of being an entrepreneur. "The food industry may seem glamorous on the surface, but being a food entrepreneur is no walk in the park". He mentioned the struggles he has faced such as: financial strain, keeping up with trends, high competition, regulation maze, long hours and hard work. He gave tons of advice that "Despite these challenges, the food industry can be incredibly rewarding. If you have a passion for food, a strong work ethic, and a well-defined business plan, you can increase your chances of success in this dynamic field."

Passion for Pizza

"As the owner of Santoros Pizza, my passion for pizza runs deep within me, ingrained from childhood memories and culinary experiences. Pizza isn't just a dish; it's an art form, a symbol of comfort and community. From the sizzle of fresh dough hitting the oven to the aroma of bubbling cheese and savory toppings, each aspect of crafting the perfect pie fills me with joy and

satisfaction. I take pride in sourcing the finest ingredients, perfecting our recipes, and ensuring every slice delivers an unforgettable taste sensation.

For me, pizza isn't just a business—it's a lifelong dedication to sharing love and flavor with every customer who walks through our doors."



Dedicated Team

Finally Travis dedicated that you'll need a crew passionate about creating and serving amazing pizza. Travis talked about how amazing his cashiers. He takes pride in hiring really great cashiers that great customers and improve customers days. He showed us the Santoros tiktok which has gone viral and a hige following base. Their tiktok is their main form of marketing and gaining customers in the Tampa bay area. Obviously hiring skilled pizzaiolos (pizza chefs) is key, but he mentioned that he thinks the customer-facing staff is crucial to success. Building a strong team is vital for smooth operations.

Santoros
PIZZA