

## Company History

### Beginnings

The Boston Pizza concept began in Edmonton, Alberta in 1964 when Greek immigrant Gus Agioritis opened his Boston Pizza and Spaghetti House. Agioritis' strategy to grow the Boston Pizza chain focused on franchising and by 1970 there were 17 locations throughout Western Canada including 15 that were franchised. One of the first franchisees was an RCMP officer named Jim Treliving who was attracted to the growing popularity of Boston Pizza. In 1968, Jim opened his first Boston Pizza franchise in Penticton, British Columbia where he met George Melville, a chartered accountant who managed the local Peat Marwick office. Melville acted as Treliving's business consultant for four years before becoming his business partner in 1973. Over the next 10 years, the two men built a chain of 16 restaurants throughout B.C. This gave them the hands-on experience that would prove invaluable in their future role as the franchisor of Boston Pizza International Inc.

### The Treliving and Melville era

In 1983, Treliving and Melville purchased Boston Pizza International Inc. (BPI) and its chain of 44 restaurants from then owner Ron Coyle, who bought the company from Agioritis in 1978. The pair immediately divested 15 of their restaurants to individual franchisees, converted one restaurant into a corporate training restaurant, and set about establishing systems and operating standards designed to enhance the already successful franchise.

In 1986, Boston Pizza debuted on the world stage as the official pizza supplier for Expo '86 in Vancouver. This exposure created significant interest in the franchise and created substantial growth opportunities.

### Taking the brand east

Based on the remarkable success of Boston Pizza in Western Canada, Treliving and Melville made a commitment to grow the brand across Canada. In 1997, they opened a regional office in Mississauga, Ontario to support expansion into Ontario and Atlantic Canada. Treliving moved to Ontario to oversee operations, hired President and COO Mark Pacinda and set up a senior foodservice management team. The chain's first Ontario location opened in Ottawa in September 1998. Today, there are more than 82 restaurants in Ontario with 18 in Atlantic Canada.

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### ***Company History (continued)***

Meanwhile, Melville remained in Richmond, B.C. to manage the continued growth of Boston Pizza's operations in Western Canada, which is home to two-thirds of the chain's restaurants.

As the company continued to grow in Eastern Canada, Boston Pizza set its sights on La Belle Province and in April 2004 Boston Pizza opened a regional office in Laval, Quebec. Boston Pizza hired a team of experienced Quebecois professionals to manage the Quebec expansion. Boston Pizza opened its first restaurant in Laval in July 2005 and today the chain has over 20 locations province-wide.

### **Moving into the U.S. and beyond**

Treliving and Melville's vision has now expanded to growing the brand beyond Canada to the U.S. and abroad. In 2000, Treliving moved to Dallas, Texas to spearhead the American expansion. He manages the corporate office for Boston's The Gourmet Pizza, which now has more than 50 locations in the U.S. and one in Mexico.

### **Today**

Boston Pizza is now Canada's No. 1 casual dining brand with more than 325 restaurants from coast to coast. The company has conquered the small town and suburban Canada landscape, and is now embarking upon its next phase of expansion – targeting prime urban locations across Canada. Boston Pizza is actively looking to open new locations in non-traditional sites such as hotels, sports arenas and strip malls.

After 40 years in the industry, partners Jim Treliving and George Melville still love the restaurant business. Together, they have cultivated an extremely successful restaurant chain and have the vision, ambition and drive to ensure its continued growth.