

How Philly Cheese Steaks And Hoagies Became A Coast-to-Coast Phenomenon.



It was nearly 30 years ago. 1981 to be exact. Keith and Kathy Layton dreamed of opening an authentic Philly cheese steak shop in sunny California. They were certain West Coast taste buds would never forget their first experience savoring a real Philly cheese steak and would keep coming back for more. But the Laytons had a serious problem. If that first taste proved to be anything less than authentic, their opportunity to conquer the West would be lost forever.

They weren't worried about the steak. Or the cheese or the onions. California had plenty of that. The problem was the roll. Keith and Kathy knew that Philly's best cheese steaks were always served on a Hearth-Baked Amoroso's Roll. To have any chance of success, their California version would have to do the same. And 3000 miles wasn't going to get in their way.

Keith Layton threw himself right into the fire. Or rather, right into Amoroso's Bakery in Southwest Philadelphia. A meeting with Len Amoroso, the bakery President, was arranged and Keith outlined the Laytons' plans and their dilemma. Within 15 minutes the problem was solved. Rolls were bought. Cases were loaded. Amoroso's rolls were driven clear across the country. And Keith and Kathy's California dream was well on its way to becoming a reality.

The Cheese Steak Shop, Inc. was established in 1982 in Irvine, CA – the first restaurant on the West Coast to serve authentic Philly cheese steaks. The operation was a resounding success from the very first day and has thrived for more than three decades, now numbering 25 locations including one in Manila, Philippines. This spectacular growth is due in no small part to the Laytons' vision, hard work and insistence on only serving their sandwiches on authentic Amoroso's Hearth-Baked Rolls.

Keith Layton put it best: "It's all about the roll. Believe it! We went from about 25 cases of Amoroso's rolls a week to full truckloads of 1500 cases! There's lots of folks out here enjoying cheese steaks. Guess we were on to something...go figure!"

In 1988, Dennis Slack seemed to take a cue from the Laytons, but a little closer to home. When Dennis decided to open his first Slack's Hoagie Shack he chose the Philadelphia area for his first location. But not before lots of painstaking

research and even more taste tests.

"I must have visited over 100 hoagie shops and tried over 100 hoagies. Some great, some good, some ... well, let's just say they left a lot to be desired. These tastings didn't help my waistline, but they sure gave me a leg up on creating a great hoagie. I noticed that Philly's best hoagies had one thing in common: they were all made on a fresh, Hearth-Baked Amoroso's Roll. If you want to make a great sandwich you better start with a great roll. That's when I decided Amoroso's would be my first supplier. We've been working together ever since."

Today, Slack's Hoagie Shack has grown to 15 locations and is widely recognized as the Mid-Atlantic region's leading hoagie shop franchise. Their most recent expansion has led to Atlanta, GA. Combining Slack's great tradition of Philly food with an upscale sports bar theme has been a huge success in the young, upwardly mobile area near Buckhead. With so many former Philadelphians living in the

area, Slack's Bar & Grill had an instant following. Now locals have caught on and the restaurant has been a huge triumph for the company.

Dennis Slack summed things up like this: "Amoroso's taste and quality are only equaled by their service. Rain, snow, whatever the circumstances or the problems that need to be overcome, Amoroso's always does whatever it



Why Philly sandwiches are world-famous.





takes. They're up and running 24 hours a day, every day. And they deliver daily. So my rolls are always fresh. I credit a lot of the success I've had to my two-decade-long association with Amoroso's. They're great people."

Nothing says more about the quality of your restaurant or food service program than the quality of the bread you serve. That's why Amoroso's Baking Company is sure to enhance your restaurant's reputation and help attract new customers.

For well over 100 years, beginning in 1904 in Philadelphia, Amoroso's authentic Italian Hearth-Baked Bread and Rolls have been the stuff legendary Philly cheese steaks, hoagies, roast beef and roast pork sandwiches are made on. And what The Laytons started in California 30 years ago has spread across the country and around the world.

"It's all about the roll. Believe it!" -Keith Layton

Amoroso's is **"Why Philly sandwiches are world-famous."**TM

The family owned and operated company has grown through 5 major bakery expansions and now employs nearly 400 associates. The addition of state-of-the-art frozen facilities and a unique **"Thaw & Serve"** program for restaurants and food service companies have enabled customers in 50 states, as well as in Bermuda, Canada, the Dominican Republic, the Philippines, Guam and Puerto Rico, to enjoy Amoroso's products.

"Thaw & Serve" includes Amoroso's Hearth-Baked Kaiser, Club and Italian rolls, all made in strict adherence to the closely-guarded family recipe. Using only the finest ingredients, Amoroso's bread and rolls are baked from scratch 24 hours a day, 7 days a week and flash-frozen for immediate shipping. The result is a superior product with a light, crisp crunch on the outside and a soft, yet firm bite on the inside.

Now the classic Philly sandwich roll, so ubiquitous



in Philadelphia, is available anywhere in the United States or around the world. So high is the quality of Amoroso's frozen products, Philadelphia expatriates immediately recognize that unique Amoroso's taste.

With the resources and capacity to service both individual restaurants and large restaurant chains, stadiums, entertainment venues, supermarkets, grocery/convenience stores and food service programs – even design custom products tailored to specific company needs – Amoroso's is the local Philly bakery that's become an international resource.

Now the roll that made Philly sandwiches world-famous is available world-wide.

