

Italy, New York, Finksburg: J&P Pizza

— SHOP TALK —

Name of Business: New York J&P Pizza

Address: 903 S. Main St., Hampstead and 300 Gamber Road, Finksburg

Phone: 410-239-2515 and 410-861-8841

Name of Owner: Augusto and Frank Illiano

Type of business: A family-oriented pizza, sub and Italian restaurant

How long have you been in this business? 1983

What made you decide to go into this line of business? That's what I used to do in Italy

How many people, other than yourself, work in the business? 35

What advice would you give to someone just starting a business? Have something that has eat in, carry out and a big selection including white and regular pizza.

Who are your customers (age, gender, etc.)? 30 and older, male and female.

How has your clientele changed over the years, if at all? It's increased because the town has grown.

What was the biggest obstacle to doing business in Carroll County? I used to work in New York [City] and I love [it] here. It's so quiet people have respect and loyalty — it's the best place to raise a family.

In a typical year, how many customers do you serve? 52,000.

What is the primary difference between what you hoped your business would be and what it is in reality? Yes, because when I come in people said you won't do well here. But as soon as we open, we got a lot of support and just flew.

Describe how other business owners have helped you: By patronizing each other's businesses.

What is the best business lesson you have learned, and how did you learn it?

Word of mouth and friends are the best advertisers.



Ken Koons photo

Augusto Illiano, co-owner of New York J&P Pizza, stands in the restaurant with Italian paintings in the background.