

**Sal and Kelly Pizzirusso  
– Owners**

Rocco's Wood Fired Pizza  
4732 Penn Avenue  
Sinking Spring, PA 19608  
Berks County

**Industry:**  
Pizzeria

**Year Founded:**  
2016

**SBDC Assistance:**  
Business strategy  
Business plan  
Financial projections

**Kutztown University SBDC**  
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## Rocco's Wood Fired Pizza Opening June 2016.



*“The SBDC was a tremendous help. I know how to run a business, but I didn’t know how to prepare the documents the banks wanted to see.” – Sal*

Sal and Kelly Pizzirusso first moved to Berks County from New York in 2012. They live in Wernersville with their five children. Sal has always been an entrepreneur. At one time in New York he owned and managed a night club, and most recently he operates a title insurance company. After coming to Berks County, he and his wife missed the quality fresh pizza they were accustomed to in New York and decided to start another venture in

Sinking Spring, Rocco's Wood Fired Pizza.

Sal and Kelly put their ideas to paper and started knocking on the banks doors. They were turned down eight times. They first learned about the SBDC by doing an online search for funding and came across the SBA website. Sal began to work with the Small Business Development Center Kutztown University of Pennsylvania in August 2015. Sal states he simply refused to take no as a final answer. “The SBDC was a tremendous help. I know how to run a business, but I didn’t know how to prepare the documents the banks wanted to see. The banks just kept turning me away because I was a startup and a restaurant.”

Sal credits the Small Business Development Center with teaching him how to structure his request and business plan. Once his plan was adjusted and his financial projections ready, he returned to the first lender who said no, and was approved to begin his dream and make Rocco's Wood Fired Pizza a reality for Berks County.

Rocco's Wood Fired Pizza has a state of the art wood fired pizza oven, which was special ordered from Italy. They will work with local farmers and distributors to ensure all of their ingredients will be organic and fresh.

Rocco's Wood Fired Pizza will be to open June 2016 at 4732 Penn Ave, in the Sinking Spring Shopping Plaza. They will have six new employees for the first few months and hope to see enough growth in the first year to increase the number of employees.

Come join us and experience a taste of Italy in your back yard at Rocco's Wood Fired Pizza. You will be surrounded by the fresh aroma of Italy itself and will be welcomed just as though you were at our family table.