

Local sandwich shop recognized for growth

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By FRED POLLARD

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ALTON - Quiznos in Alton has been recognized as the River Bend Growth Association Business of the Month for August.

"I think it's the combination of unique salads and sandwiches, the quality of our toasting, and the fact that we deliver that sets us apart from others," owner Brian Peticolas said. "I think one thing that draws people in is that we toast every sandwich, every time. It spends a full minute in the toaster, giving the sandwich a slow, even toast, melted cheese and warm meat."

The sub sandwich shop, 317-J Homer Adams Parkway, was purchased by Peticolas and reopened in March 2010.

"I just happened to drive by one day and saw the for-lease sign in the window," he said. "I knew the guy who was leasing it, so I contacted him and got some preliminary information. After I got my wife's permission, it was full speed ahead."

Although this was his first outing as a restaurant owner, Peticolas said he was raised around the business and knew he had the experience to make it work.

"My dad was an international controller for Wendy's, and was also a controller for A&W restaurants," he said. "I was raised around the restaurant business, and my dad and I used to talk a lot about the business and how to make things better."

"I have taken the lessons I learned from him and tried to put them to good use."

Before taking over the Alton Quiznos, Peticolas previously had worked as a district executive for the Boy Scouts as well as a 13-year tenure as coach at Principia College.

As the dust settled and the sub-creating crew developed its routine, the shop began to look at what its customers wanted, including new menu items and even the restaurant's effect on the environment.

"We are working with our leasing agent to implement a recycling program for all mall stores to reduce the amount of paper and cardboard sent to local landfills," Peticolas said. "We (also) are replacing all lighting in the store with energy-efficient light bulbs."

Among the exciting new items Quiznos offers, the Harvest Market Salads are a healthy choice at 500 calories or less.

"We have updated our salad line," he said. "We have two salads that have been improved, and our Mediterranean Chicken, Harvest Chicken and Caprese Chicken are all-new."

Through the end of September, Peticolas also is offering 25 percent off catering orders over \$25.

"We also have easy online ordering for pickup or delivery in the Alton/Godfrey area," he said.

For more information, call (618) 463-9122 or visit the website at www.quiznos.com.