



PRESS RELEASE

November 8th, 2021

FOR IMMEDIATE RELEASE

Media Contact: Kelsey Fox

Phone: 920-743-3113 xt 204

Email: kelsey@doorcountybusiness.com

DOOR COUNTY ECONOMIC DEVELOPMENT CORPORATION CONNECTS LOCAL RESTAURANT OWNER WITH STUDENTS TO LEARN WHAT IT'S LIKE TO RUN A RESTAURANT BUSINESS IN 2021

Sturgeon Bay, WI - With the labor shortage and pandemic impacting customers and supply chain issues, Sonny's Pizzeria Sturgeon Bay took a moment to help students understand the challenges in running a restaurant in 2021. On Monday, students in the Business Principles Class at Southern Door heard from Jason Estes, Owner, and James Finney, General Manager.

'Thankfully we had reliable supply chains and good local relationships that kept us well stocked. We had to raise prices slightly, due to pandemic issues, but overall we were able to meet demand and keep prices affordable', said Estes. 'With COVID people couldn't go out to eat, and we were fortunate in that we were already set up for pizza delivery, so we were able to quickly fill the need for full menu deliveries.'

'By far one of the biggest challenges in running a restaurant nowadays are labor issues', added Finney. 'We have over 50 employees on staff at any given time, but with people calling in sick, or simply not wanting to work, we have to be ready to roll up our sleeves and do the work ourselves.'

Estes added that it is important for the owner and manager to understand all the jobs involved, so they frequently are on the line making pizzas, waiting tables or cleaning restrooms. 'Its hard work, but if you really want to run a restaurant, you have to understand everything involved and be ready to do the work yourselves.'

Estes and Finney also talked to the students about starting a business, some of their challenges, how important it is to give back to the community and the need to not give up on a dream. The presentation was offered by the Door County Economic Development Corporation and Maree Baumann, teacher of the Business Principles Class at the High School.

###

The Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation in Door County.