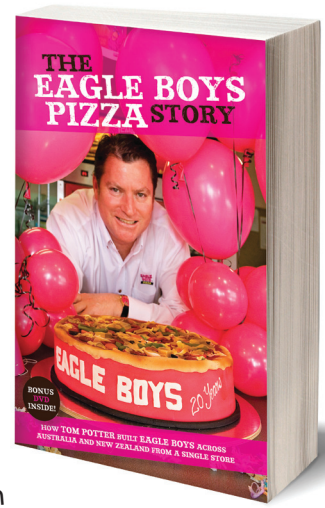


# THE EAGLE BOYS PIZZA STORY

The Eagle Boys tale is one of a passion for product and people, of creativity and reaching levels of success readers may have never dreamt were possible. It's also a tale of figuring out how to have a hell of a lot of fun along the way. Tom's first pizza shop in Albury was to become the basis for Australia and New Zealand's largest privately owned pizza company – Eagle Boys. Through radical change, innovation and at times unusual business and marketing tactics, Tom created one of Australia's strongest home-grown retail and franchise successes.



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