



OUR TEAM, THE INGREDIENTS BEHIND 50 YEARS OF SUCCESS.

THE PIZZA KING
MARIO'S
just the way you like it



Mario's The Pizza King Celebrates Fifty Years on the Throne

Fifty years ago, a young man called Richard Harford returned to Trinidad from studying and working in Canada. He was bursting with ideas and enthusiasm for life, determined to make a difference within his community while also attaining the destiny that he sensed would be his.

Partnering with his friend, Roger Gibbon, he snapped up space in a small ice cream shop at Valpark Shopping Plaza that was going out of business. The two men invested \$4,000 each into a deli-style restaurant that sold roti, sandwiches and drinks. It was an instant hit, but little did they know there was so much more to come.

Why not try pizza?

Within months they were persuaded to introduce pizza to the menu by three friends—Colin D'Arcy, Vernon Charles and Trevor Acanne—who had also just returned from Canada, bringing with them, of all things, a pizza oven.

It took very little convincing to get the two R's to see things their way; after all, their experiences as students had taught them that pizza was a staple in every college dorm, on every family's table, at every party and picnic. Pizza was low budget yet delicious ... and everyone loved it.

The first ever pizza parlour in Trinidad was born.

A local powerhouse rises from humble beginnings

The early years were characterized by determination and hard work, with

Richard Harford rising early to buy fresh ingredients, working hands-on throughout the day to ensure that the high standards he had set for his products were adhered to, and then closing off the day with the routine tasks of balancing the books and planning for the day to come.

Over time, Harford's partners offered him the opportunity to buy their shares, until the Harford family became the sole shareholders in a business that had begun to expand rapidly. Over time, sons Roger, Ryan and Randal began to take greater responsibility for managing the restaurant chain, bringing an infusion of new blood and fresh ideas.

Giving the public what they want

One of the things that Mario's is most proud of is the local flavour that characterizes its menu. For example, about 95% of Mario's pizzas are made with cheddar cheese, by far a local favourite compared to other imported cheeses such as mozzarella and parmesan.

Trinis know what they want, and as a local, home-grown brand, Mario's strives to give it to them. Though traditional toppings such as ham, bacon and pepperoni are always the most popular, where else would you find local favourites such as saltfish and smoked herring on pizza?

Innovation lights the way

What started with a single store has become a nationally recognized brand that stands for good taste, high value and excellent service. With milestone after

milestone, Mario's has continued to be innovative and proactive, taking their cue from consumer trends and demands in the USA, while reading the mood of the nation, and giving their loyal customer base something they can identify with and love.

They have constantly refined and revised their menu, removing offerings that haven't won favour and replacing them with fresh new dishes to stimulate the palate and fire up the imagination.

Mario's has constantly evolved, not only in terms of its menu, but also in its service and amenities. As early as the 1990s, Mario's was one of the first companies to offer home delivery, quickly switching from cars to motorcycles to avoid traffic delays.

Mario's also began offering coupons by email, building a database that allowed them to send shoutouts to subscribers on their birthdays, and to offer coupons on those occasions as well.

Keeping customers plugged in

The rise of social media has quite literally electrified the company's customer engagement drive. With an active presence on Facebook, Twitter and Instagram, Mario's can now share information on deals and specials at the click of a button, while welcoming the deeper relationships and valuable feedback that these forms of media can offer.

It's also a great way to share updates on social and charitable initiatives, such as the company's partnership with Sure Foundation TT, which offers free

seedlings to the public in support of establishing greater food security in our nation.

Enter the influencer: local celebrities have been happy to come on board to champion the brand, claiming the interest of media-savvy Mario's customers, especially among the young.

Weathering tough times

Like all other organisations, the company's mettle was tested during the recent COVID-19 pandemic, which saw its day-to-day business being deeply affected by restrictions, from complete shutdown to limitations placed on hours, dining in, and capacity to serve.

Mario's understood the impact that the pandemic had upon its staff, and did everything possible to reduce it, offering financial and administrative remedies which, at the very least, allowed them to continue to care for their families.

As restrictions began to lift, Mario's began to recognize the role that the internet could play in keeping the restaurant thriving while bringing its offerings to a public hungry for the high-quality, great tasting pizza and other dishes they had grown to treasure. In the year and a half since internet orders were first introduced, the medium has come to account for as much as a quarter of Mario's business. It's an innovation born of necessity, but certainly one that is here to stay.

With fifty years behind them, The Pizza King has everything to look forward to—including another fifty years on the throne.

From enjoying pizza on Cipriani Boulevard in 1972 to being a supplier to Mario's for over 20 years, **W. Wei Lung Chung Ltd.** is honoured to be part of **Mario's Pizzeria's** 50 year history.

Congratulations!





The Pizza King Says ‘Thank You’

As we celebrate fifty years of offering the people of this nation great pizza, exactly how they like it, we recognise that our successes would not have been possible without the support of many others. As such, we want to say Thank You, hoping that these two little words will in some small way convey our gratitude.

The Mario’s team is always first

We begin, of course, with our very own, the thousands of members of staff who, over the decades, have willingly offered their support, loyalty, and labour. Our employees continue to embrace and embody the company’s ideals. They are willing to learn, to follow procedures and standards. They show up ready and on time, and welcome being a part of the team, understanding that each one of us needs to do our job for another to be successful at theirs. We thank them for making our name synonymous with a delicious, quality product, delivered in a timely manner by friendly faces.

Moving ever upwards

In the volatile and unpredictable environment of the quick service food industry, we are proud to acknowledge staff who continue on their journey with us over ten, fifteen, twenty ... as many as thirty-five years.

We have senior staff who have worked their way up through the ranks, experienced the job hands-on at many levels, and who truly call themselves Mario’s to the bone. We thank them for staying steadfast and true.

We understand that service is a two-way street, and commit ourselves to them just as they commit to us. It’s important to us that our employees enjoy the benefits of our success and growth. We are proud that, in providing stable employment, we have helped our team members to house themselves and their families, feed and educate their children, and provide better lives for the generations that follow.

We take an active interest in our employees’ well-being through programmes that foster personal growth and wellness, and offer appropriate training to ensure not only their self-development, but also widen their path to skills enhancement and capacity building.

We recognize and acknowledge service in many ways, from the popular long-service and employee awards

programmes to more ad hoc means such as the new “Ah Ketch You” programme, in which any employee can be recognized and rewarded for small acts of kindness, superlative service, or simply demonstrating the Mario’s spirit. Once they get “Ketch” they are rewarded with a small token on the spot; it’s a great way to let them know we see and appreciate the way they care.

Keeping personal ties

Even today, our founder, Richard Harford, continues to maintain close personal ties with staff at all levels, insisting on visiting branches almost daily to meet and chat, keeping lines of communication clear and reminding them that he is present, connected, and willing to lend an ear. Why? Because we know that the best companies thrive on personal connection, and understand that everyone needs to feel heard, trusted and appreciated.

Suppliers, landlords, financiers and others in our network deserve recognition

Though our staff, the people who have made Mario’s great over the years, collectively form the foundation upon which our company has been built, we can’t forget the others who also need to be recognized.

We have built longstanding relationships with our suppliers, those who understand the level of quality we demand, and are willing to adhere to our exacting standards. We have learned to trust them, and they have not disappointed us. We thank them for their support, and anticipate that these relationships will continue to be fruitful and satisfying.

The pandemic has also brought to light the understanding and

willingness of our landlords, who house many of our locations, to compromise. During the weeks and months of lockdown and other restrictions, they have been open to renegotiation, offering us reductions in rents and other fees, granting waivers that allowed us to weather the financial upheaval within the industry, that other organizations have not survived.




The same can be said of our bankers and financiers, who offered moratoriums on repayments, renegotiations of terms, overdraft facilities and other concessions that will allow us to regain our financial footing as our nation recovers.

Our customers have always been there for us

Finally, we want to acknowledge the love, support, and trust of our customers, the people of this nation who embrace us as part of their local heritage. From the depths of our hearts, therefore, we express our gratitude to the tens of thousands of Trinis who have made us who we are.


Mario’s, the Pizza King, has indeed been blessed abundantly through the loyalty of our staff, our suppliers, landlords, bankers, customers and so many more. You have warmed our hearts, and we will be forever grateful.

A Taste For Success For The Past

We congratulate Mario’s Pizza on their golden anniversary. Their innovation and dedication to product and service excellence over the last five decades has been the bar by which other companies have gauged their own progress. May the next 50 years bring even greater achievements.

The taste you love. The name you trust.





H A P P Y

50TH

A N N I V E R S A R Y

TO THE PIZZA KING!

**Congratulations Mario's On Being The
First Pizzeria In Trinidad & Tobago!**

*We celebrate this amazing milestone by
recognizing this local jewel.*

**Every slice of Mario's Pizza is served with a
Soft 'n' Pretty napkin for the perfect clean up
after some cheesy goodness!**



FUN HACK

FOR YOUR NEXT PIZZA LIME,
USE NAPKINS TO HOLD YOUR PIZZA
SLICE TO KEEP YOUR HANDS CLEAN.

THE BEST PART

No Dishes To Wash Afterwards!



TRINIDAD
TISSUES
LIMITED



Soft 'n'
Pretty



Let's Hear it for Fifty More Years!

In the past fifty years, Mario's has grown from a small food business at a single location to a household name here in Trinidad and Tobago. As we look back, we celebrate our successes and learn from our mistakes, but we are even more excited when we look to the future and wonder what lies in store for us.

Bringing the goodness home

We remain a leading fast food chain in the country in terms of sales volume and number of stores, and intend to leverage that advantage as we continue to expand. Our 21 restaurants are concentrated in the northern part of Trinidad, and uppermost in our minds is the prospect of expanding farther south, to areas like San Fernando, Princes Town and Point Fortin, where we can offer our tasty and cost-effective selections to an even greater number of our fellow citizens.

Tobago, too, will be an ideal site for expansion, so that we can share the wholesome home-grown flavour and goodness with the sister isle. As for our Caribbean neighbours, we are proud to already have a Mario's franchise in Guyana, and it's certain that in years to come, our brand will be welcomed in other islands up the chain, because we are all Caribbean people, and Mario's meets us where our taste buds lie.

The potential for growth is almost unlimited, as there are so many other places where the Mario's name can be represented!

Riding the digital wave

In the years to come, we intend to ride the wave of technology, taking advantage of the new digital media that has revolutionised the way we live, shop, eat, play, and keep in touch. We have already gained a strong footing within the local fast service market through avenues such as email, Facebook, Twitter, and Instagram, and intend to keep using these multiple streams to keep in touch with our loyal customer base.

Our Facebook following continues to be one of the largest in T&T, and it's a true joy not only to be able to let our customers know immediately about our latest specials and news, but also to converse with them, in real time, so that we can accept their accolades and address their concerns.

We were also early adopters of Instagram, and this platform holds all the promise to continue to grow and build relationships.

TikTok is the newest kid on the digital block, and, as always, Mario's has been ready to experiment with yet another avenue that will lead us to deeper and more meaningful contact with our customers, all the while having great fun and enjoying the company of popular local influencers.

Launched mere months ago, our new Mario's app has taken off. The free app is easy to download, and allows local customers to order their favourite pizzas with just a few taps on their phone. They can keep track of their orders, so reordering exactly what they want, when they want it, is a snap. It's an amazing feeling to hold the power to order, pay, and provide feedback in the palm of your hand! We are certain that if we continue in this trend, we will keep on gaining traction and deepen relationships with the Mario's tribe.

Constantly tweaking our menu

Unlike foreign franchises, which are bound by the dictates of parent companies, Mario's has complete liberty to try bold new ideas and experiment with Caribbean flavours, specials and side dishes, as some of our more imaginative offerings, such as jerk chicken pizza, will testify.

While our beloved cheddar will always be the mainstay of our pizzas, we are free to try a variety of cheeses, such as mozzarella. We're quick to respond to seasonal and cultural demands, and perhaps that's another reason Mario's continues to be a favourite here at home.

Ready for whatever comes

For fifty years, the public have stood by us, enjoying what we have to offer, welcoming our newest offerings and standing firm by our long-term favourites. We've come a long way, through times that were tough and times that were exhilarating.

Just as our founder, Richard Harford, stayed true to his vision and stepped into the future with optimism, we do the same, providing a new generation with the same great opportunity to enjoy pizza their way, with flavours that remind them of home.

So stay tuned; it's going to be another fantastic fifty years!

Golden Tribute

THE PIZZA KING
MARIO'S
just the way you like it



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▲ Mrs. Rennet Lewis (deceased)



▲ Mr. Ralph Davis (deceased)



▲ Mrs. Rosette Harford (deceased)
Mrs. Catherine Diaz (deceased) ▶



▲ Mr. Joseph Clarke



▲ Mr Oswald Small (deceased)
Ms. Rosemarie Narcis ▶



Congratulations

TO **MARIO'S** ON THEIR 50TH ANNIVERSARY.
LOOKING FORWARD TO MAKING PIZZA TOGETHER
FOR MANY MORE YEARS TO COME.



Congratulations to Mario's Pizza on their 50th Anniversary best wishes and continued success from the staff and management of

TOPPERS
Great taste, great times!



7 Fascinating Pizza Facts

Pizza! Pizza! Pizza! What's not to love? While we can't get too much of the yummy goodness that is pizza, let's treat our minds with mind-blowing facts and stats about our favourite fast food.

- 1 Love that pepperoni!**
Pepperoni is the most popular pizza topping by far. More than a third of all pizzas ordered in the western world are covered with pepperoni. And why not? Is there anything more delicious?
- 2 To pineapple or not to pineapple; that is the question.**
Team Jacob or Team Edward? Team Iron Man or Team Cap? These are some of the greatest rivalries of all time, and Team Pineapple vs No Pineapple is right up there. Ever since pineapple first graced a pizza in the early 1960s, the innocent



Making Meals and Memories Together For 50 Years

looking fruit has become one of the most hotly contested and polarizing ingredients of all time. But it doesn't matter. Love Hawaiian pizza? Indulge. Hate it? There are so many other ingredients that will make your heart sing!

- 3 Pi matters**
Did you think that two 6" pizzas offer the same delicious goodness as one 12" pizza? Think again! When it comes to pizza size, send your mind back to math class, when you learned the tried and true formula, $A=\pi r^2$, meaning that the area of your pizza is equal to 3.14 times its radius, squared. While the area of your 6" pizza is a little more than 28 square inches, and two of them will come in at 56 square inches, your 12" pizza adds up to a whopping (and mouth-watering) 113 square inches! That's double the bang for your buck. The secret? Bigger is better.
- 4 Do you dare taste these?**
Pepperoni may be everyone's go-to topping, but there are many daring folks out there who stop at nothing when it comes with experimenting with strange and innovative toppings. Here are a few examples from around the world: macaroni and cheese, Thai red curry, peanut butter and jelly, calamari in ink, kangaroo meat, banana curry plus baked beans and eggs. Willing to try any? Drop us a line and let us know how it went. Maybe one day we'll add it to our menu!
- 5 The invention of cheese**
Okay, nobody really knows exactly when and where cheese was invented, but we're pretty sure it dates back to around 8000 BC, when animals such as sheep and goats were first domesticated. Humans discovered that the enzymes present in the stomachs of some of these animals caused milk to form curds, and curds soon transformed into ... lovely, lovely cheese. Since then, more than 1,800 types of cheese have been developed, covering such a staggering range of tastes, textures and intensities that every palate can be satisfied. But between you and us (and the rest of T&T), we still love our cheddar, don't we?
- 6 The most expensive pizza ingredients in the world**
At Mario's, we strive to make one of the nation's favourite quick service meals affordable to all. But there are chefs out there who have become legendary for their imagination, when it comes to exorbitant pizza ingredients. Here are a few of the most expensive ingredients being used in pizzas: Caviar, 24-karat gold leaf, rare truffles, foie gras, lobster, cognac or champagne and pomegranate. Sounds delicious—but at those prices, maybe we'll wait on our 100th Anniversary!
- 7 Five billion pizzas are a lot of pizzas!**
This final fact is our very favourite: Around the world, approximately five billion pizzas are eaten every year! Shocking? Not to us. We know that pizza is and will always be a favourite, both here and abroad, and we at Mario's pledge to continue serving it up for our loyal fans ... slice after slice after slice, just the way you like it



◀ From the left we have Aleahkayla Lobai, Ria Ramnarinesingh, Mr. Harford, Angela McBurnie and Crystal Waldron

Calypto legend **Lord Kitchener** cutting the ribbon for the opening of the first Mario's on Cipriani Boulevard ▶



Throwback




The Management and Staff of HADCO Limited extend heartfelt congratulations to the original "slice" man, Mr. Harford, and Mario's Pizza on their monumental 50th Anniversary. HADCO has been a proud member of the prestigious Mario's family for the past seven (7) years, supplying the ingredients that make Mario's pizza undeniably delicious. We look forward to a continued mutually beneficial partnership.




“ We have been able to stand on our own and compete against international brands. We have the largest number of stores to serve our faithful customers and the largest share of the Pizza market in T&T. ”

Richard Harford,
Chairman Mario's Pizzeria



Nestlé Professional along with Coffee Express would like to congratulate The Pizza King **Mario's** on their 50th anniversary, we wish you many more years of successful business.

HAPPY **50th** Anniversary!



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THE PIZZA KING
MARIO'S
just the way you like it

50 YEARS
just the way you like it



▲ Shakkel Yunis, Joanne Roberts, Roger Harford, Allison Khan, Crystal Waldron, Lynn Martin, Emma Charles, Mr. Harford, Pammelon Raphael and Antonio Moore

A Slice of Celebration

Congratulations to our Family at
THE PIZZA KING
MARIO'S
on celebrating your
5TH
ANNIVERSARY

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“ Every month Mario's Pizzeria serves over 150,000 customers. ”

Richard Harford,
Chairman Mario's Pizzeria

Millar Insurance Brokers Ltd

To the management and staff of Mario's Pizzeria Limited. Wishing you many more years of unrivalled success

Congratulations on this special occasion.
Happy 50th Anniversary.

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craigmillar@millarinsurance.com



◀ Kadiesha Alexis, Michael Kassie, Mr. Harford and D'andra Nanda



▶ Mr. Harford, Tracey Ann Bagoog and James Gajadhar

vemco

Sauce of Inspiration

50 years ago Richard Harford was the first to launch a pizza brand in Trinidad. People probably told him that it wouldn't work. It's a good thing that he persevered. Mario's is truly one of Trinidad and Tobago's treasured brands, that has been built from scratch. Their decision to serve Trinis pizza with the cheddar cheese they love, is at the heart of what makes them special and unique. At Vemco, we've been part of the Mario's story for decades. To us, they are a source of Inspiration. **Onward to 50 more!**

Fan Base 2022

	210,682
Facebook page fans	
	53,820
Instagram followers	
	6,520
Twitter followers	
	9,851
Tiktok followers	
	281,299
Total audience	

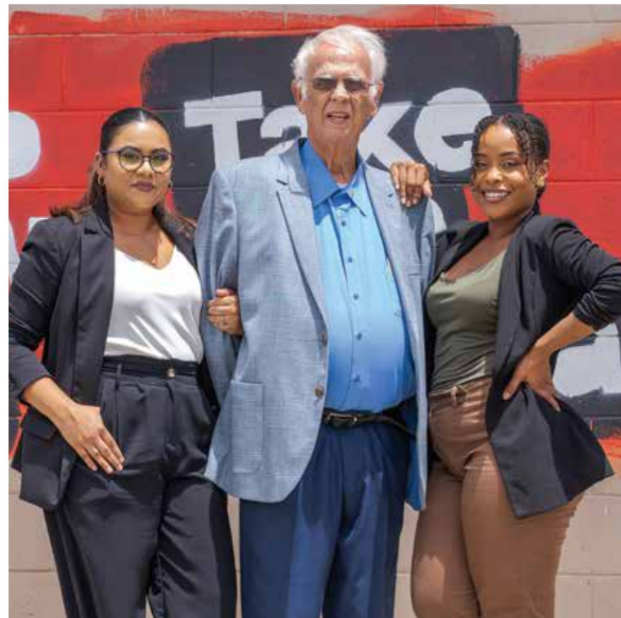
THE PIZZA KING MARIO'S
just the way you like it

Source: RivalIQ



▲ Mr. Richard Harford along with Warehouse Manager Ricardo Garcia and his fellow warehouse staff

Kristy Pardasie, Mr Harford and Shiniqua-Alaina ▶



▲ Mr. Richard Harford and Brian Groden

ARTIE'S MEATS

The relationship between Artie's and Mario's started over two decades ago, when Richard Harford asked Artie De Freitas to partner with him as a supplier. Richard knew Artie manufactured quality burger patties. He approached Artie with the idea of making a specific burger for Mario's to sell alongside his delightful, one-of-a-kind pizzas.

Mario's Pizza was already a winner with their customers. His intention was to bring variety to the Mario's menu, while maintaining the same fine quality for which they were known. He knew Artie's Patties would be the right fit.

After approaching Artie with a recipe to make a delicious tasting patty for Mario's, the two men realized that they had several things in common. They both had a passion for food, strong work ethics and took pride in the quality products they provided to their customers.

They were both men of integrity and as their business relationship grew, their friendship also developed. Their deep respect of each other was obvious as two men in similar fields of work, who were determined to succeed. Their love of estate life also became apparent, birthdays were shared, and the trust was strong. When Harford first approached Artie in the 80's, it was to supply the best beef patty. Soon after, Artie's also supplied Mario's with seasoned beef pizza toppings and soya patties.

Today, Artie's continues to supply Mario's with weekly deliveries of quality products. What started off as an idea and a plan, grew into a successful business and a mutual friendship between two outstanding entrepreneurs.

Congrats to Richard and the Mario's team!

A de Freitas Marketing Limited
Home of Artie's Patties
1 (868) 637-9555/7264



“ I grew up in the business from as young as I could remember, I have been involved in some way or other, following behind my Dad to visit stores, going with him to the market to buy vegetables on weekends. ”

Roger Harford,
CEO, Mario's Pizzeria



Serving YOU since '72

THE PIZZA KING **MARIO'S** just the way you like it



▲ Carlos Fermin, Marsha Pilgrim, Mr. Harford, Judy Cabralis, Shonette Lewis and Rawle Edwards



▲ Roxanne Henry, Cyntra Mitchell, Mr. Hartford, Natasha Christopher and Geeta Sooknanan

Mr. Harford celebrating his 78th birthday this year with Mr James Gajadhar (extreme left) and Kernel Grant (center) ▼



WE ARE PROUD TO BE A PART OF YOUR JOURNEY. WE ARE COMMITTED TO ENSURING THAT WE KEEP MARIO'S SANITIZED WITH ONLY THE HIGHEST QUALITY CLEANING SUPPLIES & SANITIZING PRODUCTS. WE CONGRATULATE YOU ON YOUR ANNIVERSARY!



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Extends Congratulations to
Mario's
on the Celebration of their



Congratulations to Mario's Pizza

on its

50th

ANNIVERSARY

A Legacy of Great Service

Xtra Foods congratulates Mario's Pizza on its golden jubilee. Xtra Foods takes this opportunity to wish your business many more years of success as you continue serving Trinidad and Tobago with pride and distinction. Looking forward to our continued working relationship.



Friday November 19th 2021 Marios officially opened its doors at Xtra Plaza Guaico, Sangre Grande!

