

Pizza Carrello Success Story:

By Maureen Johnson

Pizza Carrello first began as a meager homemade food cart in 2011. They set up their cart on street corners, business parking lots, parks, and at special events. As the business grew, Pizza Carrello scaled its business up from a food cart to a 7,000sq ft restaurant that seats 140 customers in Gillette, WY. In 2022, the business continues to grow as they are currently undergoing a remodel that would add dozens of seats and a more streamlined kitchen operation.

Pizza Carrello LLC is a full-service wood-fired restaurant and bar serving Gillette, WY, and the surrounding area. They currently operate Tuesday-Sunday with brunch offered on Sundays. The focus of the entire organization is the art of wood-fired oven cuisine including pizzas, artisan bread, made-from-scratch pasta, appetizers, salads, wraps, desserts, and more. The restaurant features a 14-seat bar complete with 20 taps that serve many Wyoming beers at any given time. They also serve Wyoming Spirits, and craft cocktails, and offer a small rotating wine selection. Pizza Carrello also provides a variety of catering services, full bar catering, and special event partnerships.

Ariane Jimison is co-owner and chef at Pizza Carrello. Jimison and her partner, Rachel Kalenberg, started their company with only \$400 in startup funds and built every aspect of the business from the ground up. From logo design and marketing campaigns to building the first wood oven pizza trailer, as well as creating their original recipes.

The extensive growth that Pizza Carrello has gone through can be fully attributed to the endless hard work that founders Ariane and Rachel have put into their business. They have used Wyoming SBDC Network services to help them secure SBA loans and COVID-19 relief funding as well as organize their growth and management plans. They have been long-time attendees and beneficiaries of our one-on-one advising services and the Wyoming SBDC Network's diverse training and workshop offerings. They have been met with extensive challenges, as many small business owners have experienced in the last few years, but they have faced each challenge with resolve and determination to conquer and succeed.

In addition to providing the Gillette area with incredible cuisine, Ariane and Rachel have volunteered their time over the years to help facilitate growth in their own employees and in organizations in the Gillette community. Some examples of their extensive work in the community and as leaders in their business include Ariane offering tours and pizza-making demonstrations for at-risk youth and talking with them about the power of their choices, facilitating a mini leadership class with a group of students from the YES

House, facilitating a Leadership Book Club with their managers, creating goal setting sessions with their employees to help each of them reach their personal and professional goals, and offering budgeting classes for employees to learn how to manage their finances more effectively.