



Gino's Pizzeria

Owner - Joe Barrows

Success Magazine: Joe, how did you get started in the restaurant business?

Joe Barrows: I've been working in the restaurant business for the last ten years. I always believed that I could run my own restaurant and pizzeria. I had worked in the pizza shop, then bought out the previous owner and started my own restaurant here July 1, 2007.

SM: Has there been any down time once you purchased the business?

JB: No. There has not been any down time. We continuously build our client base and attract new customers. Good times and bad times can be expected... we have had to persevere and work harder to ensure success.

SM: The theme of your pizzeria is different. You have a myriad of cool pictures on the walls of blues artists. Why?

JB: Initially, I embraced the traditional Italian food and found it was just like all the other pizzerias in town. So, we changed our theme. Since I love music, the blues in particular, we created a pizzeria with an attitude. A friend of mine, Jeff Tossi, is a tremendous artist and he gave me those pictures on the wall. We try to spice things up with a theme...such as Led Zeppelin Thursday, and The

Allman Brothers and Grateful Dead on Friday to entertain our clients as they eat or pick up their orders. We make our restaurant fun and our pizza and food with an attitude.

SM: What are your future plans?

JB: We're developing a new logo, color scheme, website, and most importantly a unique menu. We are working on preparing our staff, and we're building a template for a second pizzeria in Glens Falls in the year 2011.

SM: Would you do it all over again?

JB: Absolutely. Doing what you want to do is critical to your happiness in life. As a Union College graduate I studied hard, planning to become an engineer. Now I have found that as an owner of my own business, I can truly enjoy the fruits of my labor. I wouldn't trade places with anyone.

SM: Describe yourself in one word.

JB: Retro-progressive... old stuff with a new twist.

We sampled some of Joe's pizza at Gino's and it was exactly as he described it—pizza with an attitude. Made with a mixture of Italian meats: prosciutto, pepperoni, spicy salami, hot peppers and tomato sauce—it was out-of-this-world.

