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<http://www.palmbeachpost.com/money/pizza-fusion-original-brooklyn-water-bagel-restaurant-chains-132892.html>

## Pizza Fusion, Original Brooklyn Water Bagel restaurant chains may expand in South Florida



Steve Mitchell / Post file photo

Pizza Fusion corporate employee trainer Ashley Rathgeber works at the chain's Palm Beach Gardens location in 2008.

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BOCA RATON — Larry Feldman oversees more than 1,000 Subway locations in the Washington, D.C., area, so he knows a few things about making money in the restaurant business.

Now, Feldman is taking an interest in the expansion of two upstart chains, Pizza Fusion of Fort Lauderdale and Original Brooklyn Water Bagel Co. of Delray Beach.

In both cases, Feldman aims to repeat his success with Subway. Feldman was a congressional staff attorney when he opened his first Subway near the Capitol in 1977. He pushed the concept of a "development agent" who collects royalties from Subway franchisees for helping them run their businesses.

Feldman was recently awarded the South Florida territory as a development agent for Pizza Fusion, an organic pizzeria. Feldman hopes to expand Pizza Fusion's South Florida presence from four eateries to 50, and he has pushed the company to drop items such as a \$48 steak-and-lobster pie.

"The last thing we want to do is price ourselves out of the market," Feldman said.

He thinks Pizza Fusion can bring down prices as it grows and gains bargaining power. Meanwhile, Feldman also is a consultant for Original Brooklyn Water Bagel Co., which likewise has aggressive expansion plans.