



## **Ever Better Eating, Inc. d/b/a/ Rustic Crust**

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### **PROFILE**

#### **Bradford S. Sterl, Jr. Founder and President**

Brad Sterl has been in the restaurant/food industry since he was 15 years old. By 17 he was a manager of The Weathervane Restaurant in Sanford, Maine; and by 20 he had purchased his first restaurant which he sold for a profit a few years later.

In 1991, at the age of 25, Brad took the position of Director of Operations for the up and coming New Hampshire based Foodee's Franchising Inc., the parent company of the Foodee's – A World of Pizza – a chain of gourmet pizza restaurants. In 1994, he became a partner and was named President of the franchise company overseeing its rapid expansion -- eventually extending from Maine to New Jersey.

In his executive capacities, Brad spent a lot of time on the day-to-day requirements of running a successful business. However, his first love has always been in the kitchen developing fun and unique recipes. So, it made sense that by 1996 he was easing himself out of his franchise responsibilities and forming Ever Better Eating, Inc. (EBE) – now known by its national brand name, Rustic Crust.

Brad's quest for superior taste and quality combined with the desire to create a healthy, chemical-free product drove EBE to develop its signature all-natural, non-GMO pizza crusts sold in several flavors and in all 50 states.

His tenacity, attention to detail, commitment to taste and quality of ingredients combined with his love of cooking and experimenting in the kitchen has earned him the nickname,

#### **The Crust Crusader.**