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**Award-Winning Pizza Franchise Debuts in the Lone Star State**

*State Representative to Bring New Romeo's Pizza Locations to Southern Texas*

**MEDINA, Ohio – (November 2, 2020) – [Romeo's Pizza](#)**, the award-winning franchise that offers pizza with a purpose, is expanding westward with their latest franchise area agreement in the Austin, Texas and Rio Grande Valley market.

The new Romeo's Pizza Area Representative, Eddie Lucio III, was born and raised in Brownsville, TX, and has remained in the area to further his career goals. While working as an established attorney for over a decade, Lucio is a member of the Texas House of Representatives, having served Texas's 38<sup>th</sup> District since 2007. Beyond his political career, Representative Lucio is also a multi-unit franchise owner of Orangetheory Fitness. After having found success in small business ownership and the franchising industry, Lucio looked for a brand to invest in that matched his values, community-based focus, and dedication to excellence.

In his search for a new business opportunity, Representative Lucio felt strongly about partnering with a company that was committed to operating with integrity and a franchisee-focus. Lucio knew that spearheading the debut of Romeo's Pizza in Texas would come with unique challenges but was confident that none that would outweigh the benefits for the company and the workforce of Texas.

"Romeo's Pizza is built on the very same values that I have based my entire career on," says Representative Lucio. "The idea of pursuing excellence in everything that you do, while giving back to the people and communities who play a part in reaching that goal, illustrates how I have conducted my political career and is one of the reasons I strongly resonate with Romeo's Pizza."

"Representative Lucio is our ideal partner in ensuring the successful debut of Romeo's Pizza in Texas," says Ryan Rose – Romeo's Pizza CEO. "Eddie has demonstrated a thorough understanding and connection with the ideals we share as a team and company. His experience in franchising and dedication to supporting his community are exactly the qualities we look for in our local Pizza Champions delivering sweet smiles, one slice at a time."

Representative Lucio's agreement with Romeo's Pizza covers the entirety of the local Austin market and includes areas in the Rio Grande Valley to the south, as well. Upwards of 20 locations are planned for the Austin market over the course of the agreement, with the first Romeo's Pizza in the state of Texas slated to launch in the near future.

Romeo's Pizza is recognized by Entrepreneur as a Top Food Franchise and by Pizza Today as one of the Top 100 Pizza Companies in the United States. The company plans to launch 60 franchise locations by the end of 2021, with the goal of reaching 250 total locations in the next five years.

For more information about Romeo's Pizza, visit <https://www.romeospizza.com/>.

**About Romeo's Pizza**

Founded in 2001 in Medina, Ohio, Romeo's Pizza is an award-winning, food-first, pizza community. With 44 locations and counting, the growing international franchise delivers handcrafted excellence through our local pizza champions.

Romeo's Pizza delivers purpose-driven, handcrafted excellence through our team of local pizza champions. We believe pizza is always the answer. We deliver sweet smiles, one slice at a time. We will positively impact our communities and environment through our Pizza with a Purpose initiative. This initiative supports local, national and worldwide organizations that believe in making a positive impact on people and our planet.

Learn more about Romeo's Pizza at <https://www.romeospizza.com/>.

To learn more about Romeo's Pizza franchising opportunities, visit <https://romeospizzafranchise.com/>.