

# Burgerland will open doors here next Monday, Jan. 22

by Jane Mathie

Monday, January 22nd has been set as the opening for the new Burgerland at 1616 West Main st. The 46 ft. square building, built on the diagonal by Bob Warwick, Contractor, will seat 60 people and be open from 11 a.m. to 11 p.m. Sunday through Thursday and 11 a.m. to 12 midnight on Friday and Saturday. (In the summer months it will be one hour later).

Those are the more obvious facts. Even more interesting is the story behind the building and the obstacles that were overcome to finally arrive at the grand opening.

The restaurant is NOT a franchise. Paul A. and Paul F. Addessi are first cousins who have been working constantly over the past two years to even clear all the legal obstacles involved in obtaining a name for the enterprise. Four names were

searched out at a cost of \$300 each and this one was finally 'bought' from a man in Michigan. Added to the obstacles were the facts that both 'Pauls' are under 30 and since 55% of all restaurants fold in the first year, financing was also a big consideration.

The decision to build in Louisville was boosted by Ursula Antonacci, sister of Paul F. Addessi who lives here and felt it was a most needed addition to the community.

Burgerland will serve food in the same price range of other fast-food services with a few additional features such as foot-long hot dogs, coneys, 2 sizes, of fish sandwiches and small and large milkshakes. They will have their own Burgerland Special plus a smaller version for youngsters who want one like their parents but can't eat the whole thing! A charbroiling system will be used so there is no grill or grease. There will be nearly 30 employees, all from the Louisville area. The Addessis received over 300 applications for work and spent over 6 1/2 hours one day interviewing students at LHS who had applied. The hours students work is being correlated to their activities at school as both Pauls have worked jobs plus extra jobs most of their lives and are firm believers in the idea that kids should have the time to enjoy the extra high school activities.

The partnership in business between the Addessis is more than just a lucky coincidence. Their fathers, Dom and Fred had been in the landscaping business together many years ago. They died when their sons were only 4 and 8 years old though, and the boys like to feel this is something their fathers would have enjoyed seeing happen. (Their mothers were also sisters so it is indeed a close relationship).

Both boys began working at young ages at chores like washing windows, having a paper route, etc. Through the years they acquired a wide range of experience in the steel mill, Air Force, as restaurant manager, caterer and even some radio and TV work. Unknown to each other they were both thinking about going into business for themselves and when they happened to mention it to each other, it was a natural.

So now their dreams and determination is becoming reality and they are quite proud and pleased with the building

(They've found their roots actually run even deeper in Louisville. Their grandfather, Paul lived in Fairhope in the 20's and 30's and their fathers used to pump gas at his station).

They describe their reception in Louisville as 'fantastic'. Of all places they've been, they say no place have they been treated as well. All the business people have been tremendous in their willingness to help and they are enjoying the relationship with the other 'new neighbor' there, Harold Romick Chevrolet, Inc.

So it looks like the beginning of a long and profitable relationship, not only between the Addessi cousins but also for the benefit of the people of Louisville.