

Intro - 65+ Years and Still Flying High!

1957: Stillwater, OK Roots



Hideaway Pizza was founded in 1957 by the late Richard “The Big Kahuna” Dermer and his wife, Marti, near the Oklahoma State University campus in Stillwater, OK. Dermer created a restaurant around the idea that happy employees are the key to happy Guests, a winning recipe that has resulted in a devoted fan base that continues to grow.

1960s-70s: Delivery Bug



Hideaway Pizza soared through the 1960s and 70s delivering a new pizza culture via one of the largest fleets of Volkswagen Beetles in America. Wildly painted as flowers and animals, the VW Bugs were a rolling testament to Dermer’s dedication to fun and creative expression, also reflected in the colorful kites, collage art and board games like Pente that continues to adorn Our restaurants.

1993: Cherry Street



In 1993, Dermer allowed a trio of trusted employees: Bob Busby, Brent McMurry and Pente Creator Gary Gabrel, to open a new Hideaway Pizza on Cherry Street in Tulsa. Soon there were six Hideaway Pizza restaurants in Tulsa and Oklahoma City areas and no signs of slowing.

2006: A New Era

Long-time friends and pizza connoisseurs Darren Lister and Brett Murphy recognized the tremendous potential of Hideaway Pizza, and in 2006 began leading the company on its current path as one of the top 100 pizzerias in America



2016: Hello Arkansas!

Nearly 60 years after the first Hideaway pizza emerged from the oven, the first Hideaway Pizza restaurant to open outside of Oklahoma became a reality in North Little Rock, Arkansas, with new restaurants planned on the horizon!



2017: Continue to Conway, AR

Continue to reach out and grow our AR family. We built a store in Conway, AR with outdoor seating! What a great combo!

2019: Onward to Fort Smith, AR!

We opened our Fort Smith location in 2019. It has been a huge success, with party rooms to reserve and an indoor patio area with garage doors! Fort Smith welcomed us with open arms and now we have more wonderful Raving Fans!

2020: Partying in Benton, AR!

We are continuing to carry on our Hideaway Pizza traditions and added our first time ever ROOF TOP PATIO!



2022: Expanded to Enid, OK!

Our newest location opened in January & is the closest to the Original Hideaway in Stillwater. Staying close to our roots... *BUT NOT FOR LONG!*

2022: 22nd location! Norman, OK – Second location in Norman, Opening this Fall

2023: Heading to North Texas!

Our Future: How YOU are a part of our growth!

It starts today, and it will take you, me, and your Team Members sitting beside you. With us all working together as a team, we will create and promote a happy, healthy work family! Thanks for joining us on this journey! As we look to the future of our company, we understand that it's impossible to grow without great team members – helping to take care of every single Guest, every single shift. We are looking to train and develop great team members that provide Memorable Proactive Hospitality which contributes to achieving our ultimate goal - creating Raving Hideaway Fans!

A Raving Hideaway Fan = a Hideaway Pizza Guest who is so devoted to our product and service that they wouldn't dream of taking their business elsewhere and will sing from the rooftops about just how good we are! Just imagine how much we benefit for every one of these Fans!

What makes HIDEAWAY PIZZA different?

Other than our quirky tie dye t-shirts, VW Bugs, bright colored kites in the stores...it's our Product, of course!

- **Dough** – made daily IN HOUSE, offer multiple styles/flavors, 3-5 day cold rise on HToss
 - HToss & Thin milled specifically for us at Shawnee Mills in Shawnee, OK
- **Sauce** – made daily IN HOUSE
- **Mozzarella** – shred fresh daily IN HOUSE
- **Meats** – Quality vendors that make some products, just for US! This means that we pay more \$ for superior products.
- **Fried Pickles** – Made in Oklahoma, spicy dill pickles, and spicy batter
- **Fried Mushrooms** – Mushrooms are from J & M farms in Miami, OK. Battered to order, secret recipe, best in the WORLD!
- **Sliced Mushrooms** – grown in Miami, OK.
- **FRESH Produce** – cut fresh daily IN HOUSE, lettuce, GP, O, RP
- **RANCH!** – my oh my! We make so much RANCH! Made daily IN HOUSE!
- **Lemonade Pie** – our own secret recipe, made solely for Hideaway Pizza locations from a bakery in OK, you cannot get this anywhere else!
- **Beers** – we have our OWN beers! '57 Ale, made by Marshall Brewery from Tulsa, OK. Hideaway Pizza is the only place you can find this (OK locations only!)
 - Enid Brewing Company & Eatery makes our Oklahoma German Wheat Ale, The Hideaway Hefewagen, available only in our Enid location!

We believe in the little things. These little things can help convey our desire to be compassionate to one another, having loyalty to Our Guests & Staff, help propel our future forward but not forgetting what got us here.

- Smiling
- Being friendly
- Say “Thank You”
- Teamwork
- Being present

Fun Facts from 2021 usage

- Pepperoni – 271,000 pounds = 135.5 tons or almost 10 school buses
 - The Eiffel Tower is 984 feet tall. We could make over 570 stacks of pepperoni as tall as the Eiffel Tower from all the pepperoni we sold in one year!
- In one year, we went through 1.1 million pounds of fresh shredded mozzarella = 550 tons
 - A small car weighs 1 ton
 - The largest mammal is the blue whale, which can weigh about 150 tons = 3.5 blue whales
- Button Mushrooms – 217,400 pounds = 108.7 tons
 - Average male Hippo weighs 4 tons = over 27 male Hippos
- Ranch – 76,660 gallons = 1,262 barrels (wine/whiskey) or 3,420 kegs
- Lemonade Pie – 28,100 slices

HIDEAWAY PIZZA®

Make Pizza

Make Money

Have Fun

Practice Respect

Keep Things in Perspective