

PERRY'S PIZZA
1001 West 6th Street
Erie, PA 16507**Business Owners**

Elliot Smith

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Bianca Bruni

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gmail.com](mailto:Perrys.tavern.pizza.parlor@gmail.com)**Industry:** Restaurant
Year Founded: 2021**SBDC Assistance:**
Business planning,
financial projections
and Marketing**Consultant:** Bill Dietz**Additional Partners:****Gannon University SBDC**
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Rebuilding a Culinary Legacy: Perry's Pizza Fires Up a Fresh Start in Erie



Elliot Smith and Bianca Bruni, a dynamic husband-and-wife team from Erie, Pennsylvania, earned local acclaim for their artisanal brick oven pizzas as part of the city's vibrant downtown food scene. Initially operating Perry's Tavern at the Flagship City Food Hall, they gained a loyal following. When strategic shifts by the Erie Downtown Development Corporation brought that chapter to a close, the couple seized the opportunity to reclaim their culinary brand independently with a vision for a brick-and-mortar eatery—Perry's Pizza.

Gannon University's SBDC, through consultant Bill Dietz, provided pivotal one-on-one guidance in business planning, financial forecasting, and marketing strategy. The center connected Smith and Bruni with critical funding, leading to \$96,000 in capital formation—including a \$38,000 loan from Flagship Community Bank, \$38,000 from the City of Erie, and \$20,000 in owner equity. SBDC also helped the couple navigate municipal applications and locate resources necessary to complete their renovation at 1001 West 6th Street, a location previously occupied by Erie's iconic Virgil's Plate. "We can't wait to bring fresh, premium quality pies back to the neighborhood."

— Elliot Smith, Co-Owner, Perry's Pizza

Perry's Pizza is set to reopen in July at historic 1001 W. 6th St., reviving its beloved brand with high-quality, brick-oven offerings and a new beverage twist: craft sodas and mocktails. The full menu will be released soon. Visit Perry's on [Instagram](#), [Facebook](#), or [their website](#) for updates.