

The People Behind the Pretzels



MEET BOB HAAS

Pursuit of the Pretzel Perfect Business

For 10 years, Bob Haas strived to become an Auntie Anne's franchisee, and in 2003 his determination for the Auntie Anne's Pretzel concept paid off when he was awarded his first store at South Station in Boston.

A career salesman and a regular traveler, Bob experienced his first Auntie Anne's Cinnamon Sugar Pretzel in 1993. Instantly transformed into a pretzel lover, Bob began searching for Auntie Anne's Pretzels throughout the country during his many trips. He discovered that each sparkling-clean location offered the same fresh, hot, hand-rolled soft pretzels and friendly customer service.

In November of that year, Bob met with Auntie Anne's founder, Anne Beiler at the company's headquarters and had his franchise application approved. Due to personal and professional priorities, Bob was unable to open a store at that time.

A decade later, in 2003 – while reading the Boston Globe – Bob stumbled across an ad soliciting Auntie Anne's franchisees in the Boston area, and his passion was reinvigorated. He immediately enrolled and completed training at Pretzel University. Six months later, Bob was running his very own Auntie Anne's.

Bob's favorite pretzel is
Cinnamon Sugar.

