

The People Behind the Pretzels

MEET LISA FULLERTON

Trading in power suits and pumps for pretzels proprietorship

Lisa Fullerton gave up a prestigious management position at an international behavioral science firm to wear a uniform and work in the mall. Needless to say her friends and family all thought she was crazy (well, at least at first).

Lisa was introduced to the company by her neighbor—who just so happened to be “Auntie” Anne Beiler herself! Lisa quickly learned about Anne’s passionate work ethic, worldview, and intriguing success as a pretzel franchisor. Despite looking at several other concepts, Lisa kept circling back to Auntie Anne’s Pretzels. She was most impressed by their high regard for people, knowing the correlation between happy employees and positive production.

However, Lisa wasn’t ready to hand over her nest egg quite yet, not before really getting her hands into the mix. So this pencil-pushing professional donned a cap and sneakers, and started twisting pretzels for a local Austin franchisee. Nine years later, Lisa maintains her unparalleled passion for pretzels and three very successful Auntie Anne’s locations – two in San Antonio and one in San Marcos, Texas. AND—she managed to accomplish all of this while raising two teenagers!

Lisa’s favorite pretzel is Garlic
(with the Pretzel Dog running a close second).

