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Shakey's promotes Remsa to CEO

ALHAMBRA , Calif. (March 26, 2008) Joe Remsa has been named chief executive of the 43-unit Shakey's USA chain here.

Formerly vice president and chief operating officer, Remsa replaces Tim Pulido, who last year became president of the Mimi's Cafe casual-dining chain based in Tustin, Calif.

The 54-year-old Shakey's pizza brand is trying to engineer a revitalization, with 11 of 15 corporate units remodeled and six franchise units in the process. Four new area development agreements representing 10 new restaurants have been signed, and six new store openings are scheduled this year.

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