

## The Peale, Baltimore

*Out of the Blocks* Storytelling Series

Recorded by Aaron Henkin; Photographs and Music by Wendel Patrick

Produced for the *Out of the Blocks* website, created by the Peale, <https://ootb.thepeale.org/>

*Out of the Blocks* is supported by PRX and produced with grant funding from the Corporation for Public Broadcasting, the National Endowment for the Arts, the Cohen Opportunity Fund, The Hoffberger Foundation, Patricia and Mark Joseph, The Shelter Foundation, The Kenneth S Battye Charitable Trust, The Sana and Andy Brooks Family Fund, The Muse Web Foundation, and the William G. Baker, Jr. Memorial Fund, creator of the Baker Artist Portfolios



Ari Rosenbluth:

Well, I was nine years old when we opened. And he's 12 years older than me. I came in, I was making boxes. By 13, I was able to make pizzas, take the ovens, just do what needed to be done. My name is Ari Rosenbluth and my position is manager of Tov Pizza.

Speaker 2:

And does it make your job as manager easier or more difficult that that boss is your brother?

Ari Rosenbluth:

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I mean, of course we're brothers, but we take it as a job. And if I don't do a good job, I could lose my job. You can't take advantage that it's a family business. I have to make sure that everything runs as smooth as possible, as profitable as possible, and stay on top of my game.

Speaker 3:

My father wanted me to follow his footsteps in the insurance business. I really didn't have a desire to work for my father. What he didn't tell me then is that he was sick with leukemia and was going to die shortly thereafter. So I didn't go into insurance and I came into the pizza business. I opened it myself. My father helped me. I was single at the time. He told me I can live at home for free for the first year, but if I didn't turn a profit in the first year, I'd have to go into insurance, still never telling me how sick he was.

But he did help me. He came in after work, or whenever he had the time, he came here and he helped me with anything that needed to be done. If it was cutting cheese or mopping the floor, whatever my father was able to do to help, he helped. He wanted me to succeed. And we just pulled a profit barely in that first year.