
Papa John's Pizza Menu Guide John Schnatter, Founder and CEO of Papa John's Pizza, is a self-made American entrepreneur who grew up in the rural town of Jeffersonville, Indiana. His father was a Kentucky Colonel and small businessman who gave young John his first job at age 12 making deliveries for his dad's business. Mr. Schnatter started out at \$0.25 an hour plus all the pizza he could eat and did just about everything that was asked of him: sweeping floors, taking inventory and organizing shelves to delivering pizzas on his bicycle to local businesses including bars and taverns. In 1984, Schnatter founded Papa John's Pizza out of his father's basement. The company has grown to become the world's third-largest pizza chain, with over 5,700 locations in more than 40 countries. By 2009, Papa John's had surpassed Domino's Pizza to become the third largest pizza company in the United States.

John Schnatter is the founder and CEO of Papa John's Pizza. He is also featured in a "Papa John" promotional campaign where he challenges NFL quarterback Peyton Manning to a game of volleyball at an event which was held on February 6, 2010 at South Hall Auditorium of Indiana University in Bloomington, Indiana.

Before Schnatter's Papa John's was founded, his company used the slogan "better ingredients" on their pizzas, but this was discontinued in 1999. This is where Schnatter coined the phrase "Better Ingredients. Better Pizza" as an ad slogan for his company. The slogan is similar to Domino's original slogan that uses pizza as a metaphor for life.

Schnatter stepped down as Chief Executive Officer on January 1, 2019, following widespread backlash against his use of the N-word during a conference call hosted by Papa John's in April 2018; he was succeeded by Steve Ritchie.

John Schnatter is married to Kathleen (Catherine) (née Brown) Schnatter (born 1956). They have two children, a daughter (Elizabeth) and a son (John). The Schnatter family resides in Anchorage, Kentucky. Schnatter is the owner of Louisville Football Club. The club was founded in 1993 after he tried to buy the NFL's Buffalo Bills; he was unsuccessful, but still founded the team.

Schnatter is also an avid University of Louisville sports fan.

Schnatter previously served on the board of directors for Major League Baseball Advanced Media, whose technology powers MLB.com and MLB Network, amongst others.

Mr. Schnatter was also the Founder and CEO of Elder-Beerman Inc. (formerly Dean Witter), a holding company for Elder-Beerman and J. C. Penney stores.

Schnatter is involved with numerous charitable organizations, including the University of Louisville Foundation, which he cofounded in 1968. He has served on the board of directors since 1989, among other activities with that organization, which he helped found with his father in 1968. Schnatter served on the Board of Trustees from 1990 to 2001, when he resigned due to controversy regarding his participation in an NCAA basketball tournament game called "March Madness.

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