



Pieology Pizzeria Opens 60th Location

Dozens of New Locations Scheduled to Open by Summer's End

Rancho Santa Margarita, California (June 29, 2015) – [Pieology Pizzeria](#), where pizza lovers go to create custom pizzas in endless flavor combinations, is proud to announce that it has opened its 60th restaurant, with its newest location in Rancho Cordova, California.

“Since its founding in 2011, Pieology has followed a unique business philosophy that is focused on quality over quantity, a model that we will continue to employ throughout our nationwide expansion,” said Carl Chang, founder and CEO. “Because of our unwavering dedication to this model, where we seek to partner with franchisees who share our business ethics and commitment to community, we’re confident we’re doing what’s best for the concept and our valued guests.”

Pieology Pizzeria evolved from the simple idea to turn America’s most crave-able food into an affordable and interactive experience. Today, a leading contender in the competitive category, Pieology is on schedule to open 110 restaurants by the end of 2015, with commitments for 500. Furthermore, Technomic, the leading fact-based consulting and research firm serving the food industry, reported Pieology as the fastest growing limited service restaurant chain, having more than tripled both sales and unit growth in 2014. Pieology is the first fast casual, build-your-own [pizza](#) concept to enter the ranking amongst the nation’s largest brands.

The Pieology experience starts with fresh house-made dough that is pressed into 11.5-inch thin pizza crusts. Guests first select from eight signature sauces, moving down the line to choose from more than 40 fresh and flavorful meats, cheeses, vegetables, herbs and spices. The customized pizzas are then stone oven fired to perfection in less than three minutes. To finish, guests have the option to add after-bake “Flavor Blast” sauces, including fiery buffalo, pesto and BBQ, to their own unique creation. Most custom pizzas with unlimited

toppings are \$8.00 or less. Pieology also offers gluten-free crust, Daiya vegan mozzarella cheese (select locations), whole wheat crust and a selection of seven signature pizzas, which can be customized upon request.

The company recently introduced a new facility décor program which features a custom salad platform allowing guests to personalize pizzas in addition to fresh-tossed salads. Salad lovers can choose from three fresh lettuce options including organic field greens, romaine hearts or spinach and then select from any of Pieology's large variety of toppings including sunflower seeds, garbanzo beans and candied walnuts, along with a choice of house-made dressings. The majority of future franchised restaurants and all corporate-owned locations will feature the new facility décor and salad program.

About Pieology Pizzeria

Using only the freshest ingredients along with signature sauces and crusts, award-winning Pieology Pizzeria offers hand-crafted, personally-inspired pizzas in unlimited flavor combinations that are stone oven fired in less than three minutes. Founded in 2011 by Carl Chang, Pieology is the true "pie-oneer" in the fast casual custom pizza sector, evolving from the simple idea to turn America's most crave-able food into an affordable and interactive experience. The mission of Pieology Pizzeria is to inspire individual creativity in a positive atmosphere where guests can gather with family and friends, while enjoying their delicious pizza creations. Along with providing great food and a memorable dining experience, Pieology is committed to making a positive difference in the communities it serves, one pie at a time. Pieology is on schedule to open 110 restaurants by the end of 2015, with commitments for 500. For more information, visit www.pieology.com, and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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