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FOR IMMEDIATE RELEASE

Pieology Pizzeria Introduces Alfredo Sauce and Whole Wheat Crust

Personalized Pizza Leader Raises the Culinary Bar with Signature Pizzas and Toppings on Jan. 27

RANCHO SANTA MARGARITA, California - (January 20, 2015) – Pieology Pizzeria, where pizza lovers go to create custom pizzas in endless flavor combinations, has announced the chain-wide launch of several new signature pizzas and topping selections, including a proprietary three-cheese Alfredo Sauce and signature Whole Wheat Crust. Available at all Pieology restaurants beginning Jan. 27, the newly-expanded menu aligns with the company's commitment to satisfying guest demand for an elevated culinary experience, while providing even more options for pizza customization.

After extensive recipe development resulting in a delicious blend of flavors, Pieology's proprietary three-cheese Alfredo Sauce is guaranteed to be a new fan favorite. The creamy Alfredo will be offered alongside the seven existing signature sauces (including red sauce, herb butter and olive oil), and is the key ingredient in the brand new "Alfredo's Alfredo" pizza. This limited time chef-inspired pizza features olive oil, three-cheese Alfredo sauce, parmesan, mozzarella, garlic, mushrooms, artichokes, fresh basil, grape tomatoes, and black pepper.

For guests who prefer wheat options, Pieology will offer a house-made Whole Wheat Crust proprietary blend that can be substituted for the signature house-made or gluten-free crusts. For a limited time, the company's new Whole Wheat Crust is recommended in the "Rustic Veggie" pizza, a new signature item made with olive oil, red sauce, mozzarella, ricotta, green peppers, roasted red peppers, red onion, corn, garlic and fresh basil.

Along with the new Alfredo Sauce and Whole Wheat Crust options, Pieology is adding the following ingredients to its more than 30 topping selections, including corn, banana peppers, grape tomatoes, feta cheese and spinach. Also, beginning Jan. 27, select Pieology restaurants will offer Daiya vegan mozzarella cheese, which pairs perfectly with the vegan gluten-free crust, to accommodate pizza fans with specific dietary requests.

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Pieology Alfredo Sauce & Whole Wheat Crust Release

Page 2

“We are excited to offer our guests a variety of new, fresh and delicious ingredients,” said Carl Chang, founder and CEO. “At Pieology, we’re always looking for ways to inspire pizza creativity, and adding new toppings allows for more opportunity to make it your own, for less than \$8.”

The Pieology experience starts with fresh house-made dough that is pressed into 11.5-inch thin pizza crusts. Guests first select from seven signature sauces, moving down the line to choose from more than 30 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 craft their own unique creation. Each custom pizza with unlimited toppings is always \$8.00 or less. Pieology also offers gluten-free crust and a selection of nine signature pizzas, which can be customized upon request.

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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