



FOR IMMEDIATE RELEASE

## Pieology Pizzeria Opens First Georgia Location

*Popular Fast Casual Custom Pizza Concept Officially Open in Alpharetta*

**RANCHO SANTA MARGARITA, California - (June 28, 2016)** – [Pieology Pizzeria](#), where pizza lovers go to create artisan-style custom pizzas in endless flavor combinations for one affordable price, is proud to announce that it has officially opened its very first Georgia location in Alpharetta. Located on Old Milton Parkway near Westside Parkway across from Avalon, Pieology Alpharetta is owned and operated by Segovia Aslan Enterprises, which has secured the franchise rights to open Pieology restaurants across the Southeastern United States. Pieology Alpharetta, provides a completely personalized dining experience giving guests the opportunity to create a unique, made-to-order pizza or salad using an unlimited selection of over 40 toppings.

“We’re proud to open our very first Georgia location in the city of Alpharetta, and we’re looking forward to introducing Pieology’s signature dining experience to new guests throughout the Greater Atlanta area,” said Josh McBride, Vice President of Development, Segovia Aslan Enterprises. “Pieology’s dedication to the guest experience along with its strategic, sustainable growth model are key factors in our success at all of our locations. With big plans in store for the future, we look forward to bringing the signature Pieology experience to pizza-lovers across the state of Georgia.”

The Pieology experience starts with fresh house-made dough that is pressed into 11.5-inch thin pizza crusts, which is typically larger than others in the custom pizza space. Guests 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 really make it their own! Pieology also offers gluten-free crust, whole wheat crust and a selection of seven signature pizzas, which can be customized upon request.

Pieology's custom salads allow guests to create made-to-order salads by choosing from three fresh lettuce options of organic field greens, romaine hearts or spinach. Guests then select from any of Pieology's large variety of toppings, including sunflower seeds, garbanzo beans and candied walnuts, along with a choice of five dressings made in-house. Pieology also offers a signature Classic and Caesar salad, which can be personalized with additional ingredients upon request. The generous portioned salad and pizza are the perfect pairing for a shareable meal.

Pieology Alpharetta features an industrial-chic and friendly environment where inspirational quotes decorate the walls, menus and employee uniforms. The restaurant is open Sunday – Thursday 11:00 a.m. to 10:00 p.m. and Friday – Saturday 11:00 a.m. to 11:00 p.m.

### **Pieology Pizzeria – Alpharetta**

2685 Old Milton Parkway, Suite 206  
Alpharetta, GA 30004  
(770) 569-4426

For more information about Pieology, locations and the complete menu, visit [www.pieology.com](http://www.pieology.com).

### **About Pieology Pizzeria**

Using only the freshest ingredients along with signature sauces and crusts, award-winning Pieology Pizzeria offers hand-crafted, artisan-style custom pizzas in unlimited flavor combinations that are stone oven fired in less than three minutes and always at one affordable price. The recently introduced custom salad program is available at select locations with plans to roll out chain wide by the end of 2016. Founded in 2011 by Carl Chang, Pieology was created 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. In 2016, Pieology announced a strategic investment from Panda Restaurant Group (PRG), one of America's largest and most successful family-owned restaurant companies operating more than 1,900 locations around the globe. While the brand steadily expands its U.S. footprint, this alliance provides Pieology with the access to PRG's unlimited resources including real estate, buying power and vendor relationships. For more information, visit [www.pieology.com](http://www.pieology.com), and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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