



FOR IMMEDIATE RELEASE

Pieology Pizzeria Sets Its Sights on Canada

Fastest Growing Custom Pizza Concept Seeks Franchise Partners to Enter Canada

RANCHO SANTA MARGARITA, California - (October 20, 2015) – [Pieology Pizzeria](#), where pizza lovers go to create custom pizzas in endless flavor combinations, has announced exclusive franchise opportunities available throughout Canada, in the company’s first international venture. As a brand that has flourished in the competitive custom pizza space, Pieology is armed with a leadership team and operations model that has enabled the concept to significantly exceed expectations at its more than 70 locations across the U.S.

Founded in 2011, Pieology Pizzeria evolved from the simple idea to turn America’s most crave-able food into an affordable and interactive dining experience. Made with from-scratch dough and the choice of over 40 fresh and flavorful ingredients, each custom pizza with unlimited toppings is always offered at one low price. In addition to personalized pizzas, many locations feature a customized salad program along with an updated restaurant design.

“Having been in real estate for nearly 30 years, I understand the importance of strategic, sustainable growth, and we’re confident the time is right to introduce the Pieology brand in Canada,” said Carl Chang, Pieology’s founder & CEO. “We’re seeking experienced individuals and franchise groups who are eager to apply our proven formula for success in bringing Pieology’s signature dining experience to our new Canadian guests.”

Pieology is currently in discussions with several high-calibre franchise groups interested in developing territories across select markets, including British Columbia, Alberta and Ontario. In

addition, Pieology is steadily expanding its U.S. footprint and is on schedule to open 110 restaurants by the end of 2015, with commitments for over 600 to be in various stages of development.

The Pieology experience starts with fresh house-made dough that is pressed into 11.5-inch thin pizza crusts, which is typically larger than other in the custom pizza space. 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 Pieology's signature after-bake "Flavor Blast" sauces, including fiery buffalo, pesto and BBQ, to really make it their own! Each custom pizza with unlimited toppings is always offered at one low price. Pieology also offers gluten-free crust, whole wheat crust, Daiya Vegan cheese (at select locations) 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.

Chang continued, "We've done our due diligence in Canada and have a development team in place to work directly with new franchisees. While many competitors are focused on rapid expansion, we're carefully selecting experienced franchise partners who embrace the company's vision, are committed to the communities they serve and have a proven track record of franchise success."

Pieology Pizzeria is currently awarding a variety of franchise opportunities throughout Canada, with a specific focus on British Columbia, Alberta and Ontario. To learn more about the benefits of owning a Pieology Pizzeria, visit www.pieology.com for additional franchising details.

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 was recently named the #1 Fastest Growing Chain by Technomic and is on schedule to have 110 restaurants open by the end of 2015, with commitments for nearly 600. For more information, visit www.pieology.com, and follow us on Facebook, Twitter and Instagram.

Media Contact:

Chelsea McKinney

Morgan Marketing & Public Relations

(949) 261-2216; Chelsea@mmprr.biz

###