



FOR IMMEDIATE RELEASE

Pieology Pizzeria Opens Second North Carolina Location

Segovia Aslan Enterprises, LLC Continues Expansion in the Southeast

RANCHO SANTA MARGARITA, California – (July 19, 2016) – [Pieology Pizzeria](#), where pizza lovers go to create artisan-style custom pizzas in endless flavor combinations for one affordable price, is excited to announce the opening of its second North Carolina location in Raleigh. Now open in North Hills, Pieology Raleigh offers locals and visitors alike the opportunity to enjoy personalized pizzas and made-to-order custom salads, choosing from more than 40 fresh ingredients. This is the newest Pieology Pizzeria owned and operated by Segovia Aslan Enterprises, which has secured the franchise rights to open Pieology restaurants across the Southeastern United States.

“We’re excited to continue our expansion in the Southeast with our second North Carolina location in Raleigh,” said Segovia Aslan Enterprise’s Managing Partner and CEO, Lin Stinson. “Our first Raleigh location has exceeded all growth expectations, and we’re confident guests in this new area of the community will love the Pieology experience, too! The popular customization model combined with our signature sauces and crusts, combined with our unbeatable customer server, have made a Pieology a fast favorite among pizza fans!”

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 Raleigh features an industrial-chic and friendly environment where inspirational quotes decorate the walls, menus and employee uniforms. The restaurant is open daily from 11:00 a.m. to 10:00 p.m.

Pieology Pizzeria – Raleigh

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For more information about Pieology, locations and the complete menu, visit www.pieology.com.



Front row: Terry Smith, SAE Pieology Area Coach, Kim Nisky, Raleigh Chamber of Commerce, John Kane, Chairman & CEO Kane Realty, Patrick Dryden SAE Pieology GM and Dan Smith VP of Operations SAE Pieology. **Back row:** Jim Freeze, Founder of Carrolls' Kitchen, Pieology Raleigh team members, Kane Realty team members, members of the Raleigh Chamber of Commerce and the City of Raleigh.

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, and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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