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**FOR IMMEDIATE RELEASE**

## **Minnesota Vikings Star Continues Pieology Pizzeria Expansion**

*Create-Your-Own Pizza Chain Opens Two Additional Minnesota Locations*

**RANCHO SANTA MARGARITA, California - (October 27, 2014)** – Pieology Pizzeria, the first true “pie-oneer” in the fast casual, custom pizza sector, today announced its plans to strategically expand throughout Minnesota, under the operational management of Vikings offensive lineman and Pieology franchisee, Matt Kalil. Along with the recent opening of its Mankato location, Pieology is celebrating grand openings in the coming weeks in St. Paul and Maple Grove.

Pieology is being developed in the state of Minnesota by MK Investments, LLC. Minnesota Vikings offensive lineman and local franchisee, Matt Kalil, owns the Pieology Pizzeria franchise rights for the entire state, and plans to open another 14 locations in the coming years. Under the operational management of Kalil and his father, Frank, the St. Paul Pieology restaurant is set to open October 28 in the neighborhood of Highland Park (2111 Ford Parkway). The Maple Grove location (7860 Main Street North) is scheduled to open mid-November.

“Pieology is a unique concept that allows our guests to express their individuality through pizza in a fun and creative way,” said Minnesota franchisee, Frank Kalil. “Aside from the sport, Matt has always had a passion for food, and we’re thrilled to be spreading the pizza love and love of the game throughout the state.”

Pieology is taking the personalized create-your-own, artisan pizza category by storm, boasting the highest average daily sales per store versus its direct competitors, proving itself a customer favorite in the category.

At Pieology Pizzeria, guests can create their own personalized pizza pies by choosing from 30 fresh ingredients. Pieology also offers a selection of seven signature pizzas, which can be customized upon request, all for under \$8.00.

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## **Pieology MN Regional Expansion**

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The Pieology experience starts with fresh house-made dough that is pressed into 11.5-inch, thin, artisan-style crusts. As the guests move down the line, they select among a variety of base signature sauces including fiery buffalo sauce, pesto, BBQ sauce, red sauce, herb butter and olive oil. They can then choose from among 30 fresh, flavorful meats, cheeses, vegetables, herbs, spices and after bake “Flavor Blast” sauces to create their own unique “masterpiece” in unlimited flavor combinations for under \$8.00. The pizzas are cooked in an open-flame, hearth stone, 800 degree deck oven for approximately four minutes. Custom pizza pies are then delivered to the table by Pieology’s friendly servers, or immediately boxed up for take-out. The restaurant also offers a gluten-free crust, Caesar or Classic Organic Pieology salads, and savory Herb Butter or sweet Cinnamon Sugar Strips.

All Minnesota locations are open seven days a week from 11 a.m. to 10 p.m.

### **About Pieology Pizzeria**

Using only the freshest ingredients, award-winning Pieology Pizzeria prides itself on offering delicious, build-your-own, artisan-style pizzas in less than four minutes. Founded in 2011 by Carl Chang, Pieology is the first true “pie-oneer” in the fast casual, custom pizza sector. The restaurant evolved out of the simple yet, ingenious idea to turn America’s favorite food into an even more fun, affordable, interactive and personalized experience. The mission of Pieology Pizzeria is to provide guests with a place to gather with their families and friends, enjoy great food, build communities and be inspired to make a positive difference, one Pie at a time. Pieology currently has more than 30 restaurants, franchised and corporate-owned, operating in eight states. The company plans to double in size by the end of the year, and will continue expanding throughout 2015. For more information, please visit [www.pieology.com](http://www.pieology.com), and follow us on Facebook, Twitter and Instagram.

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