



Media Contact:

Lauren Bruschi, Morgan Marketing & PR
(949) 261-2216; lauren@mmprr.biz

FOR IMMEDIATE RELEASE

Pieology Pizzeria Expands Leadership Team

New Appointments Include Vice President of Supply Chain and Director of Construction

RANCHO SANTA MARGARITA, California (April 9, 2015) – Pieology Pizzeria, where pizza lovers go to create custom pizzas in endless flavor combinations, is proud to announce two new appointments to its management team. Richard Pineda has joined as vice president of supply chain, and Hans Milberger as director of construction.

“Our two new executives will play an instrumental role in the sustained growth and success of the company as we continue market entry across the U.S.,” said Carl Chang, founder and CEO. “With more than 50 years of combined experience, I’m confident Pineda and Milberger will ensure our expansion plans are well-executed so we may focus on further elevating the guest experience.”

With over three decades of extensive foodservice experience in supply chain management and operations for brands including El Pollo Loco, California Pizza Kitchen, and McCormick and Schmick's, Richard Pineda brings a wealth of knowledge and proven strategy to the Pieology team. In his role as vice president of supply chain, Pineda is responsible for developing and maintaining strong vendor relationships while ensuring supplier selection supports Pieology’s focus on quality service standards. A graduate of Pepperdine University with a degree in accounting, Pineda currently resides in Foothill Ranch, California.

As director of construction, Hans Milberger is responsible for managing the design and development of Pieology restaurants from start to finish. Milberger’s construction management career spans more than 20 years with experience in the retail, corporate office, health care and government segments. His background in the restaurant industry

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includes positions at The Coffee Bean & Tea Leaf and Nekter Juice Bar. Milberger graduated from California State University, Chico with a degree in construction management, and currently resides in Anaheim, California.

The Pieology experience starts with fresh house-made dough that is pressed into 11.5-inch thin pizza crusts. Guests first select from eight 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 their own unique creation. Most custom pizzas with unlimited toppings are \$8.00 or less. Pieology also offers gluten-free crust, Daiya vegan mozzarella cheese (select locations), whole wheat crust and a selection of seven 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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