



FOR IMMEDIATE RELEASE

## **Pieology Pizzeria Pumps Up the Flavor in Goleta**

*Popular Fast Casual Custom Pizza Concept Now Open in the Hollister Village Plaza*

**RANCHO SANTA MARGARITA, California – (August 29, 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 first Goleta location. Located in the Hollister Village Plaza, Pieology Goleta offers guests the opportunity to enjoy personalized pizzas and made-to-order custom salads, choosing from more than 40 fresh ingredients.

“We’re thrilled to introduce Pieology to Goleta residents and have the opportunity to provide the community with a brand new way to enjoy pizza and custom salads!” said Cotti Foods’ president and CEO, Peter Capriotti II. “At Pieology, we wholeheartedly encourage creativity and, with over 40 fresh toppings to choose from, we’re sure our new guests will enjoy coming up with flavor combinations that are as unique as they are.”

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, Daiya vegan mozzarella cheese 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 Goleta will serve beer and wine and features an industrial-chic and friendly environment where inspirational quotes decorate the walls, menus and employee uniforms. The

restaurant is open Mondays through Thursdays from 11:00 a.m. to 9:30 p.m., Fridays and Saturdays from 11:00 a.m. to 10:00 p.m. and Sundays 11:00 a.m. to 9:00 p.m.

**Pieology Pizzeria – Goleta**

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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, personally-inspired pizzas in unlimited flavor combinations that are stone oven fired in less than three minutes. The recently introduced customizable salad program is available at select locations with plans to roll out chain wide in 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. Recently named the #1 Fastest Growing Chain by Technomic, Pieology is steadily expanding its U.S. footprint, with commitments throughout the country in various stages of development. For more information, visit [www.pieology.com](http://www.pieology.com), and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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