



FOR IMMEDIATE RELEASE

Pieology Pizzeria Announces Upcoming Opening of the Company's First Hawaii Location
Popular Custom Pizza Concept to Open First of 20 Statewide Locations on February 28

HONOLULU, HI – (February 10, 2016) – [Pieology Pizzeria](#), where pizza lovers go to create artisan-style custom pizzas in endless flavor combinations for one affordable price, is proud to announce that its very first Hawaii location is scheduled to open on February 28 in Aina Haina. A proven favorite amongst pizza fans, Pieology Aina Haina will be the first of 20 statewide locations operated by California-based Cotti Foods, which has secured the exclusive franchise rights to open Pieology restaurants throughout Hawaii and select areas of California.

“We are really excited about introducing the Pieology concept to Hawaii with this location in Aina Haina,” said Cotti Foods’ president and CFO, Peter Capriotti II. “Pieology is fun, affordable, and made with the freshest quality ingredients for a truly delicious pizza that we’re confident locals will love! Part of Pieology’s mission is to support our communities, and because of that we’ll be launching programs to work with local organizations and schools throughout the year. So, get ready, Hawaii, here we come!”

Using only the freshest ingredients, award-winning Pieology prides itself on offering delicious, build-your-own, Artisan-style pizzas. Founded in 2011 by Carl Chang, 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. Pieology’s mission is to provide guests with a place to gather with their families and friends, enjoy great food, and be inspired to make a positive difference, one Pie at a time.

The Pieology experience starts with choosing your favorite crust – including a gluten-free option, then going down the line to select your sauce (House Red, 3-Cheese Alfredo, Herb Butter, Olive Oil, Fiery Buffalo, Pesto and BBQ), choose from 5 different cheeses and 7 meat toppings including local favorites such as Portuguese Sausage, Spam, and Kalua Pork, and, finally, stacking your toppings (Black Olives, Mushrooms, Red Onions, Green Peppers, Artichokes, Tomatoes, Garlic, Pineapple, Jalapenos, Corn, Kalamata Olives, Fresh Cilantro, Spinach, Banana Peppers, Fresh Basil, Roasted Red Peppers). The pizzas are cooked in an open-flame, hearth stone, 800-degree deck oven and ready to eat within 5 minutes, and are then delivered to your table by our friendly servers, or immediately boxed for take-out. Pieology serves salads, soft drinks and Herb Butter or sweet Cinnamon Sugar Strips and Pieology Aina Haina will serve beer and wine.

Pieology's custom salads allow guests to create made-to-order salads by choosing from three fresh lettuce options of romaine hearts, Spinach or organic field greens. 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. 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 Aina Haina will feature an industrial-chic and friendly environment where inspirational quotes decorate the walls, menus and employee uniforms. The restaurant offers dine-in seating for up to 52 guests and will be open Monday through Thursday 11 a.m. to 9:30 p.m., Friday & Saturday 11 a.m. to 10 p.m. and Sunday 11 a.m. to 9 p.m.

Pieology Pizzeria – Aina Haina

820 West Hind Drive
Honolulu, HI 96821

For more information about Pieology, locations and the complete menu, visit 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, and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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