



FOR IMMEDIATE RELEASE

Pieology Pizzeria Continues Southeast Expansion

Franchise Partner Set to Open Eight New Locations by End of 2016

RANCHO SANTA MARGARITA, California - (June 1, 2016) – [Pieology Pizzeria](#), where pizza lovers go to create artisan-style custom pizzas and salads in endless flavor combinations for one affordable price, announced that franchise group Segovia Aslan Enterprises is scheduled to open eight new locations by the end of 2016. The franchise group has secured the rights to open Pieology restaurants across Tennessee, Alabama, Georgia, North Carolina and South Carolina. A talented entrepreneurial firm, Segovia Aslan Enterprises currently operates four locations in Alabama and one location in North Carolina, and plans to hit double-digits throughout the region by the end of the year; with a total nearing 70 units open within their five-year initial growth phase.

“After the success we’ve seen with our first units in Alabama and North Carolina, we’re looking forward to expanding Pieology’s footprint in new markets across the Southeast,” said Josh McBride, Vice President of Development, Segovia Aslan Enterprises. “It’s exciting to be a part of a brand that is leading the fast casual pizza segment in so many ways, from product quality and innovation, to a supportive corporate team and business model that really sets franchisees up for success.”

By the end of this year, Segovia Aslan Enterprises plans to operate Pieology restaurants in Charlotte, Durham, Greensboro and Raleigh, NC; Charleston, SC; Franklin, TN; Alpharetta, GA; and Montgomery, AL. All locations will feature an industrial-chic and friendly environment where inspirational quotes decorate the walls, menus and employee uniforms.

“We’re thrilled to see our partners at Segovia Aslan Enterprises doing so well in the Southeast and we’re excited to watch them grow,” said Carl Chang, Pieology Founder and CEO. “Partnering with experienced franchise groups like Segovia Aslan has been extremely valuable as it allows us to glean keen insight from their impressive backgrounds and share best practices system wide.”

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.

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, 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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