



FOR IMMEDIATE RELEASE

## Pieology Pizzeria Unleashes the Flavors of the Sizzling Southwest

*Personalized Pizza Concept Introduces Two New Signature Pizzas with a Kick!*

**RANCHO SANTA MARGARITA, California - (April 26, 2016)** – [Pieology Pizzeria](#), where pizza lovers go to be inspired to create their version of the ultimate artisan-style pizza is bringing the flavors of the Southwest to their menu with the introduction of two new signature pizzas that add a little heat to the Pieology lineup. For a limited time, guests can enjoy a new Chicken Chile Verde and a Spicy Southwest pizza which feature flavorful new ingredients like enchilada sauce, diced mild green chiles, cheddar cheese and sour cream.

“We’re excited to unveil our Southwest-inspired pizzas while adding new ingredients that allow our guests even more options to create their unique pizzas and freshly tossed salads,” said Carl Chang, CEO and founder. “At Pieology, providing flavor inspiration is at our core, so we are committed to ongoing menu innovation. Regional flavors and seasonal ingredients are a big focus for us and we are confident our guests will love the bold flavors of the Southwest on their pizza.”

The two new Sizzling Southwest pizzas are available for the same affordable price as Pieology’s lineup of seven signature pies. Additionally, like all signature pies at Pieology, guests can order as is or customize as they wish, choosing from more than 40 ingredients, including whole wheat and gluten free crust:

- **Spicy Southwest:** White Crust, olive oil, red enchilada sauce, mozzarella, cheddar, roasted red peppers, jalapenos, cilantro, all natural chicken, topped with optional red sour cream after bake.
- **Chicken Chile Verde:** White Crust, olive oil, green enchilada sauce, mozzarella, roasted red peppers, diced mild green chile and cilantro, topped with optional green sour cream after bake.

Also, to satisfy guests' sweet tooth, Pieology is now offering a new Chocolate Chip Cinnamon Churro dessert pizza made with Ghirardelli Chocolate Chips. This new dessert is available as a limited time offering alongside Pieology's Sweet Cinnamon Sugar Strips.

The Southwest pizzas will be available through July 31, 2016 at all Pieology locations. To view the full menu and list of locations, visit [www.pieology.com](http://www.pieology.com).

**New!**  
**FLAVORS OF THE SIZZLING SOUTHWEST**

**CHICKEN CHILE VERDE**  
WHITE CRUST, OLIVE OIL, GREEN ENCHILADA SAUCE, MOZZARELLA, ROASTED RED PEPPERS, DICED MILD GREEN CHILE AND CILANTRO, TOPPED WITH OPTIONAL SOUR CREAM AFTERBAKE

**SPICY SOUTHWEST**  
WHITE CRUST, OLIVE OIL, RED ENCHILADA SAUCE, MOZZARELLA, CHEDDAR, ROASTED RED PEPPERS, JALAPENOS, CILANTRO, ALL NATURAL CHICKEN, TOPPED WITH OPTIONAL RED SOUR CREAM AFTERBAKE



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### **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](http://www.pieology.com), and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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