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FOR IMMEDIATE RELEASE

Pieology Pizzeria Named Fastest Growing Chain in Technomic's Top 500

Company is First Fast Casual Custom Pizza Chain to Enter Ranking

RANCHO SANTA MARGARITA, California - (May 13, 2015) – [Pieology Pizzeria](#), where pizza lovers go to create custom pizzas in endless flavor combinations, has earned the number one spot in terms of sales and unit change in [Technomic's](#) annual top 500 chain restaurant [report](#). Technomic, the leading fact-based consulting and research firm serving the food industry, reported Pieology as the fastest growing limited service restaurant chain, having more than tripled both sales and unit growth in 2014. In addition, Pieology is the first fast casual, build-your-own [pizza](#) concept to enter the ranking amongst the nation's largest brands. The much-anticipated report, which debuted in the late 1970s and has evolved over time, originally published as the "Top 100."

Technomic's comprehensive ranking and analysis of the U.S. chain restaurant industry states that "Pieology Pizzeria hits all the right notes of a growing fast casual concept: quality ingredients, speedy service and good value."

"We're beyond thrilled that Pieology was recognized as the leader in the fast casual, custom pizza segment by the industry authorities at Technomic," said Pieology Founder and CEO Carl Chang. "Our dedication to the guest experience along with our strategic, sustainable growth model are key factors in our success. With big plans in store for 2015, we look forward to bringing the signature Pieology experience to pizza-lovers across the country."

Founded in 2011, Pieology Pizzeria 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 dining option. Steadily expanding its national footprint, Pieology has entered new states including Kentucky and Alabama with plans for Michigan by summer. The group is on schedule to open 110 restaurants by the end of 2015, with commitments for over 500 to be in various stages of development. Pieology is also dedicated to maintaining 30 percent of the chain as corporate locations to solidify the brand's long term growth, along with furthering the company's mission to align with their franchisees as one of the top operators within the Pieology system. This high level of corporate commitment is unique in the industry and truly sets Pieology apart from other fast casual franchisors.

The Pieology experience starts with fresh house-made dough that is pressed into 11.5-inch thin pizza crusts. Guests 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. 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](#).

About Technomic

Only Technomic delivers a 360° view of the food industry. We drive growth and profitability for our clients by providing the most reliable, consumer-grounded, channel-relevant data with

forward-looking strategic insights. Our services range from major research studies and management consulting solutions to online databases and simple fact-finding assignments. Our clients include food manufacturers and distributors, restaurants and retailers, other foodservice organizations, and various institutions aligned with the food industry. Visit us at www.technomic.com.

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