



FOR IMMEDIATE RELEASE

Pieology Pizzeria to Host Grand Opening Celebration in Oakland

Popular Custom Pizza Concept Making its Debut at The Ridge

RANCHO SANTA MARGARITA, California – (October 21, 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 its very first Oakland location is opening this Monday, October 24. Located at The Ridge, Pieology Oakland will open to the public with a large scale grand opening event including free made-to-order pizza and soft drink to fans who sign up for Pieology’s email club, “[Pie Life](#)”.

“Pieology’s concept is such a fun and unique experience, and we are thrilled to be bringing it to the Oakland community,” said Pieology Founder and CEO, Carl Chang. “To celebrate our grand opening, we will be inviting residents to join us for free pizzas and soft drinks at our special event being held in coming weeks. We look forward to seeing the fun, custom pizza creations our new fans will come up with!”

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.

Pieology Oakland features an industrial-chic and friendly environment where inspirational quotes decorate the walls, menus and employee uniforms. The restaurant is open Monday – Thursday 11:00 a.m. to 9:30 p.m., Friday – Saturday 11:00 a.m. to 10:30 p.m. and Sunday 11:00 a.m. to 9:00 p.m.

Pieology Pizzeria – Oakland

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For more information about Pieology, locations and the complete menu, please 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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