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FOR IMMEDIATE RELEASE

Pieology Pizzeria Adds Vegan Mozzarella Cheese to the Menu

Delicious Dairy-Free Cheese Available at Select Locations

RANCHO SANTA MARGARITA, California (February 4, 2015) – Pieology Pizzeria, where pizza lovers go to create custom pizzas in endless flavor combinations, announces the addition of vegan mozzarella cheese from Daiya Foods, the leader in dairy-free cheese products, to the fast casual restaurant chain’s large variety of topping selections. Available at select Pieology locations, the vegan cheese option aligns with the company’s commitment to satisfying guest demand for a completely customizable experience while catering to specific lifestyle and dietary preferences.

For a completely vegan experience, Pieology recommends pairing their vegan gluten-free crust with Daiya plant-based mozzarella cheese and then personalize with unlimited fresh fruits and veggies, herbs and vegan-friendly signature sauces.

“We don’t want anyone to miss out on the Pieology experience, so we’re excited to now offer a delicious cheese that’s ideal for vegans, vegetarians and guests who are lactose-intolerant,” said Carl Chang, founder and CEO. “We chose Daiya’s plant-based cheese specifically because it melts, oozes and bubbles when pulled from our 800 degree stone ovens, just like regular mozzarella cheese.”

The Pieology experience starts with fresh house-made white or whole wheat dough that is pressed into 11.5-inch thin pizza crusts. Guests first 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, to craft their own unique creation. Each custom pizza with unlimited toppings is always \$8.00 or less. Pieology also offers a vegan gluten-free crust and a selection of nine signature pizzas, which can be customized upon request.

“Considering Pieology’s commitment to always using fresh, quality ingredients, this partnership is a natural fit,” said Michael Lynch, vice president of marketing for Daiya. “We’re thrilled that our vegan mozzarella cheese is now featured among Pieology’s many delicious topping selections, providing vegan, vegetarian and dairy-free pizza fans with even more options for customization.”

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Daiya Vegan Mozzarella will be available at the following Pieology locations:

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| <ol style="list-style-type: none">1. Tucson, AZ (Speedway)2. Azusa, CA3. Berkeley, CA4. Carson, CA5. City of Industry, CA (Puente Hills East)6. Chino, CA7. Culver City, CA – <i>opening soon</i>8. Encino, CA9. Fremont, CA10. Fullerton, CA11. Gilroy, CA12. Irvine, CA (Marketplace)13. Irvine, CA (Spectrum)14. Lakewood, CA | <ol style="list-style-type: none">15. Northridge, CA (University Plaza)16. Pasadena, CA17. Rancho Cucamonga, CA18. Redlands, CA19. San Jose, CA20. Thousand Oaks, CA21. Torrance, CA22. Upland, CA23. Valencia, CA24. Walnut, CA25. Westlake Village, CA – <i>opening soon</i>26. Clackamas, OR27. Portland, OR (Grant Park)28. Tigard, OR (Washington Square)29. Tualatin, OR (Nyberg Rivers) |
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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, 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 Daiya Foods

Daiya products are a deliciously dairy free alternative that melt, taste and stretch like dairy based cheese. Daiya is free of many of the common food allergens including; gluten, dairy, (casein and lactose), soy (common to many other non-dairy cheese alternatives), egg, wheat, barley, whey, peanuts and tree nuts (excluding coconut oil). Daiya products are free of animal products, cholesterol, trans fats, and preservatives. To find out more visit www.daiyafoods.com.

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