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## **Deep-Dish to Thin; Chicago for the Win**

*Pizzeria Due Introduces Chicago Thin-Crust Pizza to its Menu*

**CHICAGO (April 22, 2018)** - Pizzeria Due announced on Sunday that it will be bringing Chicago thin-crust pizza to its River North location at 619 N Wabash Avenue. The expansion restaurant of the original Pizzeria Uno will have an event Friday, April 27, where there will be a promotional special of 50 percent off the first thin-crust pizza order. "Customers have been asking for a pizza option that doesn't take 45 minutes to bake, well we heard you and here is our answer" said Randy McSmith general manager for Pizzeria Due.

The new thin-crust pizza takes no less than 25 minutes to bake and will bring in new customers to Pizzeria Due. This new pizza will be in addition to their current deep-dish options. Pizzeria Due has been gearing up for the release of the Chicago thin-crust pizza for months. In preparation of this new product launch the restaurant recently purchased new ovens. "Our employees are so excited to have these new ovens that will cook the new thin-crust pizzas perfect every time" said McSmith. With the addition of these new ovens Pizzeria Due will be able to compete with the increased customer demand.

The new pizzas come in 4 new flavors: Northside Cheese, Southside Sausage, Superroni, and Veggie Extravaganza. There is also an additional "create your own" option. The new pizzas only come in one size; a 16-inch extra-large.

Pizzeria Due was established in 1955 and is the expansion of Pizzeria Uno. Since 1943 Pizzeria Uno and Due have maintained that it is the birthplace of the original Chicago Deep-Dish pizza. Pizzeria Due was named the best place for deep dish in 2011 by the Oprah Winfrey Show.

