



**FOR IMMEDIATE RELEASE**

**Feb. 10, 2017**

## **Grimaldi's Pizzeria to Open at The Shoppes at Bel Air in Mobile, Ala.**

*Mobile to serve as nationally celebrated pizzeria's 49th location in the U.S.*

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MOBILE, Ala. – Grimaldi's Pizzeria, known for its award-winning, coal-fired, brick oven pizza and calzones, announces the opening of its newest location in Mobile, Alabama. Scheduled to open Monday, Feb. 20, the restaurant at The Shoppes at Bel Air will be Grimaldi's 49th location nationwide.

The Shoppes at Bel Air location will be an upscale, seated-style eatery accommodating up to 163 guests. Grimaldi's Pizzeria will occupy a 5,075 square-foot space inside the newly updated mall that includes a 1,075 square-foot exterior patio for those looking for an al fresco dining experience. The new location will be the pizzeria's first in the state and will showcase the company's signature rustic décor complete with characteristic red and white checkered tablecloths, iconic black and white still photographs of Brooklyn, NY reminiscent of the city where the chain originated, and hand-crafted hanging wine bottle lights – consistent with its other 48 dining locations. With an open kitchen concept, Grimaldi's demonstrates the art of pizza making, inviting patrons to watch pizza-tossing first-hand.

“Grimaldi's Pizzeria is very excited to be opening its first location in Alabama, as part of the expansion of The Shoppes at Bel Air,” said Chief Executive Officer of Grimaldi's Pizzeria, Joey Ciolli. “We're looking forward to sharing our high-quality, award-winning pizza and community-focused values with the people of Mobile.”

Named one of the top 50 fastest growing restaurant groups by *Restaurant Business Magazine* in 2013, Grimaldi's Pizzeria has since added more than 11 locations to its roster in various states including Florida, Texas, Louisiana and South Carolina.

With more than 100 years of pizza making traditions, Grimaldi's Pizzeria delivers a unique flavor and consistency with its signature coal-burning oven. Designed and built by hand, the coal-fired ovens weigh in at 25 tons and are heated by 100 pounds of coal per day at a temperature of up to 1,200 degrees, ensuring the signature crust texture that is just not possible from gas, convection, or wood burning methods.

Grimaldi's also offers guests a selection of beers as well as an extensive list of wines (by the glass and bottle) to complement their freshly prepared salads, hand tossed pizzas and calzones and famous desserts.

**About Grimaldi's Pizzeria:**

In the world of pizza, Grimaldi's is an institution that has garnered more awards than any other pizzeria in the country with more celebrity sightings than most 5-star restaurants. Using only the freshest ingredients, a "secret recipe" pizza sauce, handmade mozzarella cheese and dough, Grimaldi's serves traditional pizza (as it began in Naples, Italy) in an upscale yet casual, family oriented pizzeria. The intense heat of the oven evenly bakes the pies to create Grimaldi's famous crispy and smoky thin crust that Zagat has voted best pizza year after year. The Shoppes at Bel Air location is located at 3299 Bel Air Mall, Mobile, AL 36606 and will be open 11 a.m. to 10 p.m., Sunday through Thursday and 11 a.m. to 11 p.m. on Friday and Saturday.

For more information on Grimaldi's Pizzeria visit [www.grimaldispizzeria.com](http://www.grimaldispizzeria.com).

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