



FOR IMMEDIATE RELEASE

March 27, 2017

Grimaldi's Pizzeria to Open 50th U.S. Location at Southland Center in Taylor, Mich. on April 24th

Award-winning pizzeria adds further diversity to the dining mix at the newly renovating shopping center

Click To Tweet: (<http://ctt.ec/a7sIW>) Calling all #PizzaLovers, @GrimaldisPizza is COMING SOON to @SouthlandCenter in @Taylor_MI! Join us as we open mid-April! #GrimaldisPizzeria

DETROIT, Mich. – Known for its award-winning, coal-fired, brick oven pizzas and calzones, **Grimaldi's Pizzeria** announces its milestone 50th location to open in Taylor, Michigan. Located at the newly renovated Southland Center, the restaurant will open on Monday, April 24.

The company's first establishment in Midwestern Michigan, Grimaldi's at Southland Center will feature nearly 5,000 square-feet of indoor and outdoor space for up to 170 guests, including a 42-seat covered patio with heaters and fans, a private banquet room for up to 36 guests and a main dining room accommodating 100 patrons.

Boasting authentic New York-style menu offerings, Grimaldi's Pizzeria specializes in pizzas, calzones and antipasto, as well as a variety of salads and New York-style cheesecakes and desserts made in-house daily. Grimaldi's Pizzeria features a full bar offering specialty cocktails, craft beers and a robust wine list, including its own signature Mille Gradi red blend, produced by Rocca delle Macie winery in Tuscany, Italy.

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 famous for its coal-burning ovens, which are heated by 100 pounds of coal per day at a temperature of up to 1,200 degrees, delivering a unique smoky-flavored thin crust. Grimaldi's crafts its pizza using the freshest high-quality ingredients, handmade mozzarella, a "secret recipe" sauce, and a 100 year-old dough recipe.

Showcasing family-friendly comfortable rustic décor, the restaurant's design will feature Grimaldi's signature red and white gingham tablecloths, iconic black and white still photographs of Brooklyn, NY reminiscent of the city where the chain originated, and handcrafted hanging wine bottle lights – consistent with its other 49 dining locations.

"It's rather fitting that we are opening our historic 50th location in Michigan at one of the premier retail, dining and gathering destinations in Metro Detroit," said Chief Executive Officer of

Grimaldi's Pizzeria, Joey Ciolli. "We look forward to sharing our high-quality, award-winning pizza and community-focused values with the such a vibrant community."

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 Alabama.

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 Southland Center Mall location is located at 23000 Eureka Rd, Taylor, MI 48180 and will be open Sunday through Thursday from 11 a.m. to 10 p.m., and Friday through Saturday from 11 a.m. to 11 p.m.

For more information on Grimaldi's Pizzeria visit www.grimaldispizzeria.com.

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About Southland Center Mall

Located in Taylor, Michigan, Southland Center is the only regional mall located in the Detroit suburbs south of I-94. The approximately 900,000 square foot, single-level, enclosed shopping center is anchored by Macy's and jcpenny and offers a diversified selection of national specialty retailers including Victoria's Secret, Pink, Francesca's, American Eagle, Footlocker, ULTA Beauty and Forever 21.

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For media inquires, please contact:
Emma Williams
Preferred Public Relations
emma@preferredpublicrelations.com

Grimaldi's Pizzeria:
marketing@grimaldispizzeria.com