



UNCLE MADDIO'S PIZZA JOINT, THE ORIGINAL AND FASTEST GROWING FAST CASUAL PIZZA RESTAURANT, OPENS 18TH UNIT
Personalized Pizza Franchise Celebrates Grand Opening with Free Pizzas in Marietta, Georgia on August 17th

(ATLANTA, GA) August 15, 2013 –[Uncle Maddio's Pizza Joint](#), the original and fastest-growing fast casual pizza chain in North America, announces the opening of its 18th unit on August 17th in East Cobb County at 4101 Roswell Road, Suite 1100 in the Providence Square Home Depot Shopping Center. To celebrate the newest Uncle Maddio's Pizza Joint opening, the restaurant will serve free 9-inch, any three topping, fully-customizable pizzas to all customers in line from 11:00 a.m. to 2:00 p.m. One patron in line will be awarded FREE PIZZA FOR A YEAR!

The East Cobb Uncle Maddio's location is the second unit for franchisees John Dayton and David Tracht, who own and operate an Uncle Maddio's Pizza Joint in Woodstock, which was the first franchised location in the system.

"As a long-time resident of Cobb County, I wanted to establish a family business that provides high-quality, fresh, and made to order lunch and dinner options for all guests - singles, families, working couples and senior citizens," says John Dayton, who is also a senior manager at an Atlanta-based software company. "After conducting extensive research, we selected Uncle Maddio's because the franchisor team shared our vision of a different kind of dining experience. One that is focused on a great guest experience and an operating model that is proven, and ensures our success from day one."

Opening its 18th location in less than three years, Uncle Maddio's is growing faster than any other fast casual pizza brand. With 150 units in development, Uncle Maddio's is attracting multiple unit operators due to the popularity of pizza, the quality of Uncle Maddio's products, and an executive management team that offers more than 50 years of experience in the restaurant industry. Many current Uncle Maddio's franchisees are in the process of opening their second and third locations, including John and David.

"Our Woodstock, GA, Uncle Maddio's location continues to thrive," says co-operator David Tracht. "Uncle Maddio's is perfect for East Cobb. Offering high-quality ingredients, unlimited choices and the fun of create-your-own pizza. Everyone in the family can order their own fresh, delicious one-of-a-kind meal at Uncle Maddio's."

Uncle Maddio's offers a made-from-scratch 9-inch individual pizza with up to three toppings, baked in 6-minutes, for \$6.99. Guests choose one of three crusts, including a gluten-free option, and have the choice of 48 toppings - six sauces, 27 vegetables and 15 meats. Guests can also order one of the chain's chef-prepared pizzas for \$7.99, along with "take and bake" options for the Uncle Maddio's experience at home.



Additionally, the menu features create-your-own salads and signature salads, such as Greek, Chicken Caesar, and Santa Fe. Toasted panini sandwiches round out the Italian-style menu.

For those with dietary restrictions or specifications, Uncle Maddio's serves up a huge selection of healthful options like whole wheat and gluten free crusts, hormone-free chicken, fresh local vegetables, Daiya vegan cheese and organic greens.

"We are thrilled to be opening another location with John and David, which is our 12th Atlanta-area Uncle Maddio's Pizza Joint," says Founder and Chief Pizza Maker Matt Andrew, an industry veteran. "They are great restauranturs and will "serve with love" the residents and businesses in the East Cobb market, who we know will love the uniqueness of pizza customization in the area. Uncle Maddio's guests can specify their exact preferences – healthy or indulgent – quickly and for a great price."

The East Cobb / Marietta, Georgia Uncle Maddio's will celebrate the grand opening with free pizza, and a festive atmosphere which will include face painting, balloon animals and a bounce house. Family fun is ongoing at all Uncle Maddio's Pizza Joint locations, as Team Trivia Thursday's, Saturday Art Camp activities and a great place for birthday parties.

For more information on Uncle Maddio's Pizza Joint, visit www.unclemaddios.com or www.unclemaddios.com/franchise-info/.

About Uncle Maddio's Pizza Joint

Founded in 2008, Uncle Maddio's Pizza Joint is the original create-your-own fast casual pizza restaurant. Operating 18 restaurants in six states, Uncle Maddio's is fastest growing fast casual pizza restaurant, opening 13 units in 2013, 30 restaurants in development for 2014, and 150 units committed through its franchisee network. Uncle Maddio's pizzas are completely customizable, made-to-order, and served up in just seven minutes for under \$7. Uncle Maddio's offers four sizes, three types of crusts, including gluten-free, six sauces, and nearly 50 fresh toppings, many vegan, organic, and hormone-free. The freshest menu in the category, Uncle Maddio's also serves toasted paninis and gourmet salads -- all prepared with locally-sourced ingredients and salad dressings that are made daily. Based in Atlanta, Uncle Maddio's management team is the most experienced in the fast casual category and have targeted Georgia, Alabama, Florida, Kentucky, North Carolina, South Carolina, Texas, Tennessee, Virginia and Washington DC. for growth through franchising.

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