

# PIZZAIOLO

Like the United States, the Philippines (along with the rest of the modern world) has embraced the uniquely Italian tradition of pizza. And despite the saturation of the local market with international franchises like Shakey's and Pizza Hut, and local stores like Yellow Cab and Greenwich, the public hasn't curbed its enthusiasm for the dish.



## What makes pizza so popular?

PIZZAIOLO believes that the appeal of pizza lies in its versatility. At its most basic level, a pizza is a bread crust with tomato sauce and mozzarella cheese.

But the near-endless number of possibilities for toppings and additional ingredients – from salami and peppers to bacon, anchovies, pine apple and olives – makes pizza a universal favorite, with people being able to choose what they like. With this in mind, the people behind Fruit Magic, the popular health diner that began nutritious all-natural restaurant food in the Philippines, put up PIZZAIOLO.

“Pizzaiolo” is an Italian term, used to describe the person who creates pizzas. And PIZZAIOLO lets its customers do exactly that: create their own pizzas, letting them choose everything, from the crust to the toppings and ingredients. This fresh concept, PIZZAIOLO believes, will let it stand out from the pack. At the heart of the PIZZAIOLO concept is freshness. In keeping with the Fruit Magic concept, tradition of only the freshest, finest ingredients, every part of the pizza is made from scratch, ensuring the best taste and quality.

Diners can begin the PIZZAIOLO experience by choosing their crust. There are six kinds of crusts, each giving a unique and healthy flavor to the pizza: multi-seed, sunflower mix, whole wheat mix, hi-protein, omega 3 linseed & soya concentrate wheat, and country herb base crust. These crusts are made from scratch in the kitchen, in plain view of the diner. The PIZZAIOLO kitchen is a theater style affair, which lets diners watch the chefs as they make their pizzas for them.

Once the crust is made, customers can choose what toppings to put on their meal: tomatoes, seafood, chicken, Italian prosciutto, or spinach, among many others. With over 50 toppings available, the pizza can taste as good as our customers want them to be. Of course, if the customer likes, we can also provide them with some recommended favorites, like our Seafood Royale, Creamy Garlic Club, or Meatzo Pizza. Also on the menu are other Italian favorites: freshly baked foccacia bread, creamy carbonara and pesto pasta that can round out a good PIZZAIOLO pizza meal with friends.

Ensuring the quality of our dishes is Chef Jerry Villanueva, a young pizza-lover who had training both locally and abroad. Chef Villanueva is a genuine pizzaiolo having worked in a restaurant in Naples, after a short stint as chef aboard a luxury cruise liner to Alaska, Canada, and Europe. With Chef Jerry on board, PIZZAIOLO can assure its diners that their dining experience will be unforgettable.

Currently, PIZZAIOLO has opened a kiosk in Manila Ocean Park, drawing crowds of hungry sightseers. With the unique opportunity to create their own pizza with the best ingredients, and an affordable price (some pizzas can go as low as 15-20 pesos per slice, depending on the toppings), PIZZAIOLO is set to bring to the already-popular pizza market a fresh, exciting, and unique pizza experience.